

Stand: Juni 2021

## **Schriftenverzeichnis**

---

### **Artikel in Fachzeitschriften/ Monografie/ Buchkapitel**

BAHLES, M., COOK, G. Car Motivations in the Young Target Group: An International Perspective. *Central European Business Review*. 2017. v. 6, no. 3, p. 3--15. ISSN 1805-4854. URL: <https://cebr.vse.cz/index.php/cebr/article/view/311>

BAHLES, M., COOK, G. Changing Motives towards Cars in the Younger Generation. In KRNÁČOVÁ, P. (ed.). *The Proceedings of the 17th International Joint Conference Central and Eastern Europe in the Changing Business Environment*. Bratislava: Vydavateľstvo EKONÓM, 2017, s. 9--20. ISBN 978-80-225-4385-9.

BAHLES, M., COOK, G. How To Develop International Communication Campaigns According To International Marketing Experts. *Logos - Polytechnikos*. 2017. v. 8, no. 3, p. 5--15. ISSN 1804-3682. URL: <http://www.vspj.cz/soubory/download/id/6282>

BAHLES, M. Success factors of global communication campaigns. *Magazin Neuigkeiten aus der Welt des Marketing*. 2016. no. 6. 1., p. 1--14. URL: <http://mtp.org/magazin/success-factors-global-communication-campaigns>

BAHLES, M., COOK, G. -- DVOŘÁK, A. Success Factors of Global Communication Campaigns as Illustrated by Select Cases. *Logos - Polytechnikos*. 2016. v. 7, no. 3, p. 331--351. ISSN 1804-3682. URL: <http://www.vspj.cz/soubory/download/id/5602>

BAHLES, M. Sei diplomatischer - Die Anwendung von Diplomatie bei der Entwicklung von internationalen Kampagnen. *APG*. 2016. no. 18.4., p. 1--3. URL: <http://apgd.de/2016/04/18/sei-diplomatischer-die-anwendung-von-diplomatie-bei-der-entwicklung-von-internationalen-kampagnen/>

BAHLES, M. Diplomatic Skills Used for International Marketing Practice. *Central European Business Review*. 2014. v. 3, no. 4, p. 37--42. ISSN 1805-4854.

BAHLES, M. Home-Bias-in-Consumption Based on Different Brand Preferences in the East and the West of Germany. *Central European Business Review*. 2014. v. 3, no. 1, p. 7--12. ISSN 1805-4854.

### **Wissenschaftliche Vorträge/ Funktionen in wissenschaftlichen Fachtagungen/ Wissenschaftskommunikation und Wissenstransfer**

---

- |      |   |
|------|---|
| 2021 | „Teilnahme International Business Week“, Seminar, EPHEC – École pratique des hautes études, Brüssel   |
| 2021 | „Intercultural Competence“, Vortrag, Metropolitan State University (MSU), Denver  |
| 2020 | „What makes a global communication campaign great? Analysis of select cases., Vortrag, Applied Business and Entrepreneurship Association International, Seventeenth Annual Meeting, Hawai |

- 2020 „Intercultural Management“, Vortrag,  
CESA - Colegio de Estudios Superiores de Administración, Bogota
- 2018 „Internationale Marketingkommunikation“, Seminar,  
Vilnius Business College, Vilnius
- 2017 „International Fashion Management“, Vortrag,  
Shih Chien University, Taipei
- 2016 „Diplomatic Skills for International Marketing Communication“, Vortrag,  
European Planning Conference, Prag
- 2015 „Diplomatic Skills for International Marketing“, Vortrag, Localization World,  
Berlin