Lehrer, Mark (Full Professor)

Refereed Journal Articles

*Journal Article, Academic Journal*


**Book Chapters**

**Book, Chapter in Scholarly Book-New**


Non-Refereed Journal Articles

Journal Article, Academic Journal


Conference Proceedings

Conference Proceeding


Lehrer, M. (2001). Global, continental, or still national innovation systems in mobile Internet applications? The nexus between innovation in M-commerce, UMTS auctions, and market leadership in Western Europe. COTIM (Conference on Telecommunications and Information Markets).

Presentations


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Lehrer, Mark, Colloquium on International Business, "From Rocking the Boat to Wagging the Dog: Bringing Entrepreneurship into Subsidiary Initiative Research," Vienna University of Economics and Business, Vienna, Austria. (June 10, 2015).


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