

Seminarios de Investigación 2022/2023

"What's in Your Mobile Wallet? Purchase Effects of Downloading versus Adopting Branded Apps on Digital Payments"

Evert de Haan (University of Groningen, Holanda)

Viernes 28 de octubre de 2022 a las 11:00 horas

Aula seminario M2 (Campus Paraíso)