



**Literature for FEKH24, Business Administration:
International Business to Business Marketing applies from
autumn semester 2020**

**Literature established by Academic Director of Studies at Department of
Business Administration on 2019-10-20 to apply from 2019-10-20**

Selected articles

Mason, R. (2007). The external environment's effect on management and strategy. *Management Decision*, Vol. 45 (1), pp. 10-28.

Welch, C. & Wilkinson, I. (2004). The political embeddedness of international business networks. *International Marketing Review*, Vol. 21 (2), pp. 216-231.

Low, B., & Johnston, W. J. (2008). Securing and managing an organization's network legitimacy: the case of Motorola China. *Industrial Marketing Management*, Vol. 37 (7), pp. 873-879.