

Die Professur für Marketing und Medien lädt zum Vortrag:

**Dr. Markus Groth**

Australian Graduate School of Management, Australia

**„The Helping Hand of Customers:  
Extending Organisational Citizenship Behaviour  
Research to the Customer Domain“**

Zeit: Donnerstag, den 17. Juni 2004, 9.15-10.45h

Ort: Haußknechtstr. 7, Hörsaal

Dr. Markus Groth is a lecturer of Organisational Behaviour on the faculty of the Australian Graduate School of Management, Australia. He received his Ph.D. in Management from the University of Arizona, USA. Dr. Groth's research focuses on the management of service organizations as well as the role of emotions in service deliveries. His work has been published by leading management journals including *Journal of Applied Psychology*, *Personnel Psychology*, *Academy of Management Executive*, and *Journal of Management*.