

Hochschule für Wirtschaft und Gesellschaft Ludwigshafen
Ernst-Boehe-Straße 4 • 67059 Ludwigshafen
Ludwigshafen, March 30, 2023

To whom it may concern

Eva Nefen
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Dear Mr. Mejri:

(CONFIRMATION)

I hereby confirm that Ridha Mejri has been teaching in our MBA course Internationale Betriebswirtschaftslehre – International Business Management at Ludwigshafen University of Business and Society in the module International Competencies part International corporate management since winter semester 2022/23.

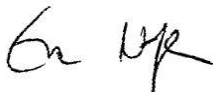
The course covers the following topics:

- Analysis of the opportunities & challenges of international business at the macroeconomic & microeconomic levels
- Market entry strategies (which markets to enter?, when to enter them?. what is the scale of entry? & what is the best mode of entry?)
- The Internationalization process. e.g. exporting/importing, licensing, franchising, strategic alliances, joint ventures, etc. as well as their advantages & disadvantages
- Marketing across cultures
- Managing international teams

Mr. Mejri is a driven, reliable, organized, professional and experienced lecturer who always received an excellent feedback from his students. We experience him as a trusted and authentic lecturer who finds it easy to build and maintain rapport with students. We will look forward to working together with him in future.

If you have any questions please do not hesitate to contact me.

Yours faithfully



Eva Nefen



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