



Lupcon Center for Business Research

Zombor Berezvai
Eötvös Loránd University, Budapest
Hungary

March 30, 2015

Dear Zombor Berezvai:

We are pleased to inform you that your submission "The Pricing Strategies of Hungarian Food Retail Chains in Economic Crisis" has been accepted for presentation at the Forum on Industrial Organization and Marketing 2015, which takes place in Lisbon, Portugal, from June 29 until June 30, 2015.

We have selected your proposal from a large pool of applicants. Although most of the proposals that were reviewed during the review period were outstanding, only the best and most relevant top 20 percent were selected.

Your proposal will now be scheduled for presentation at the conference. We ask you to complete the registration process by April 25, 2015, to confirm your participation.

At the Forum on Industrial Organization and Marketing, your research will be critiqued by your academic peers from several dozens of countries, including marketing experts from the LCBR European Marketing Conference, into which the Forum is integrated, leveraging the synergies between industrial organization and marketing. Papers presented at the conference will be published in the conference proceedings.

The conference is a great networking opportunity as the audience consists not only of academics, but also of businesspeople from Lisbon's international business community who are looking to cooperate with academia. Local business students will be attending to meet researchers from universities around the world.

Our sincere congratulations to you! We look forward to meeting you in Lisbon.

Sincerely,

Christian Wolf

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