



Pressekontakt

HHL

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„Online grocery is the biggest winner of Corona-Crisis“- „Online streaming will replace other media “- True or false? Economy-Expert tests common held beliefs

Consumption patterns have shifted during the current Corona crisis. Even in a country like Germany, which is not very severely affected nor suffering under very restrictive measures, consumption patterns change. Many popular opinions regarding this shift do exist: „Online grocery is the biggest winner – also in the long run “, „Online streaming will replace other media “, etc. In his virtual Expert Talk Junior-Professor Erik Maier aims at testing these commonly held beliefs and also digging into consumer needs as motivations for behavioral changes. **HHL cordially invites you to join the virtual Talk**

On 6 May from 6.30 p.m. to 7.30 p.m. (CEST) Please sign up via the following link:
<https://www.hhl.de/event/hhl-expert-talk-consumption-retail-in-times-of-corona/>

HHL Expert Talk – Recognized Expertise on a global market

HHL Leipzig Graduate School of Management reacts to current developments in society and economy. Therefore HHL launches a **Virtual HHL Expert Talk**. The HHL Expert Talk series offers a knowledge transfer to the whole HHL community and beyond. Sigrid Fischer who studied Journalism in Indiana (**USA**) and Edinburgh (**UK**) and who is now in charge of the HHL Alumni network, will moderate the HHL Expert Talk series.

HHL Leipzig Graduate School of Management

is one the leading business schools in Germany and worldwide. It is a university-level private business school with the right to award doctoral and post-doctoral degrees. HHL's Master in Management (M.Sc.) program was ranked no. 1 in Europe and no. 2 worldwide (Wall Street Journal/Times Higher Education College Rankings 2019). The goal of the oldest business school in German-speaking Europe is to educate effective, responsible and entrepreneurially-minded leaders. HHL is accredited by AACSB.