Design thinking as a tool to teach experience marketing

Leppiman, Anu; **Kukk, Jana** Rethinking Entrepreneurship : Challenges for Management Education in Rising Economies : proceedings of the 25th CEEMAN Annual Conference, 20-22 September 2017, Hangzhou, China 2017 / p. 72-73 : ill http://www.ceeman.org/docs/default-source/cac-2017/proceedings-of-the-25th-ceeman-annual-conference.pdf?sfvrsn=0

Estonian education system and the influence of digitalization: welcome address

Veinthal, Renno Management Education for a Digital World: proceedings of the 24th CEEMAN Annual Conference: 28-30 September 2016, Tallinn, Estonia 2016 / p. 8-9: portr

Experiences of teaching "experience marketing" at Tallinn Business School

Leppiman, Anu; **Riivits-Arkonsuo, livi** Management Education for a Digital World: proceedings of the 24th CEEMAN Annual Conference: 28-30 September 2016, Tallinn, Estonia 2016 / p. 64-65 http://www.ceeman.org/docs/default-source/hc-presentations/proceedings-of-the-24th-ceeman-annual-conference.pdf?sfvrsn=0

Hidden champions from Estonia

Riisalu, Rein; Leppiman, Anu Hidden champions in CEE and dynamically changing environments: research report 2011 / p. 35-40

Welcome address

Ehrlich, Üllas Management Education for a Digital World: proceedings of the 24th CEEMAN Annual Conference: 28-30 September 2016, Tallinn, Estonia 2016 / p. 7: portr https://www.ester.ee/record=b4775637*est