

## Doctoral candidate Doris Granabetter



Doris Granabetter was born in November 1965 in Eisenstadt, Austria. She studied part-time at the Vienna University of Economics and Business and the Open University Hagen in Germany. From 2012 to 2014, she continued her studies at the University of Applied Studies in Eisenstadt. Doris Granabetter holds the degrees Magistra artium in National Economy, Sociology and Education and Master of Arts in Business in International Wine Marketing.

She was one of the first students who participated in the International Joint Cross-Border PhD Programme in International Economic Relations and Management at the University of Applied Sciences Burgenland.

In her dissertation at the partner university Sopron, Doris Granabetter analysed the attitude of Burgenland's entrepreneurs towards entering foreign markets. For this purpose, she performed field research in London, Dublin, Hong Kong and Shanghai, and carried out a worldwide survey among the trade delegates of the Austrian Federal Economic Chamber. For her scientific work she was honoured with the Pannonia Research Award and the Dr. Lorenz Karall Prize.

Professionally, Doris Granabetter worked in tourism and advertising before joining the communications department of the Economic Chamber of Burgenland in 1990, where she now is the head of the crafts and trades division.



Public defence of her doctoral dissertation thesis with the title

### **EXPORT - WHAT CONDITIONS**

### **ARE NECESSARY FOR ENTREPRENEURS TO GO ABROAD?**

will be held at the premises of University of Sopron,  
Alexandre Lamfalussy Faculty of Economics,

Erzsébet ut.9, Room 15

on **Wednesday, May 22 at 10.30 am**