

EUGLOH Conference

THE ROLE OF MARKETING IN THE NON-COMMERCIAL WORLD: Public Hospitals in France

Speaker: **Marie-Eve Laporte**, *Professor at Paris-Saclay University, « Innovation Management & Future of Healthcare » chair, RITM Research Centre for Economics and Management*

20 Monday
October
2025

from 9 AM to 12 PM

Georges Vedel Room - Building G
Faculté Jean Monnet (Droit, Économie, Management)
Université Paris-Saclay
54 boulevard Desgranges 92330 Sceaux.

Conference in English

