

# Raziskovalni center Ekonomske fakultete

organizira znanstveno - raziskovalni seminar,

ki bo v **sredo, 16. Aprila 2014,** ob **12:00 uri**

v **P-109** na **Ekonomski fakulteti v Ljubljani.**

Predstavljen bo članek:

**“Market segmentation – useful insight or just a random grouping of consumers?”**

*avtor: Prof. dr. Sara Dolničar, Univerza v Queensland, Avstralija*

˝A report on a research program on market segmentation and market segmentation methodology which started with Dolnicar’s PhD where she investigated whether neural networks are a suitable method for segmentation until more recent simulation studies determining sample size requirements for market segmentation studies.˝

Na brezplačni seminar se lahko prijavite v Službi za znanstveno raziskovalno delo, po telefonu (01) 58-92-490, ali po e-pošti [research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si), in sicer do torka, 15.4.2014.

**Vljudno vabljeni!**