

The Research Centre of the Faculty of Economics

cordially invites you to a research seminar

on Thursday, **12th March 2015** at **12 a.m.** in room **P-109** at the

Faculty of Economics, University of Ljubljana

Author: **dr. Ibrahim Abosag, SOAS, University of London**

will present the article:

"Saturated Nation: Online brand communities' addiction and its effect on consumer-brand relationships"

“As companies increase their use of social media as an integrated marketing communication to establish relationships with their consumers, consumer saturation is starting to take place. With more than 5.3 billion users following brand communities in Facebook, the addiction in joining and engaging with a high number of brand communities on the social network is expected to negatively affect consumers and their relationship with the brand and its community. This study investigates the influence of online brand communities' addiction on consumer-brand relationship using a mixed-method approach. The findings show that saturation generated from joining high numbers of online brand communities has significant effects on consumer-brand relationships.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail: research.seminars@ef.uni-lj.si by Wednesday, 11th March 2015.

We look forward to seeing you!