



The Research Centre of the School of Economics and Business

cordially invites you to a research seminar

on **Tuesday, 7 May 2024, at 13:00 CEST** in room **P-119**

at the School of Economics and Business, University of Ljubljana

Bilge Aykol (Dokuz Eylul University)

will hold the seminar:

Consumer Country-of-Origin Perceptions

This research seminar aims to present the results of a systematic literature review of research on consumer country-of-origin perceptions based on a recent article of Samiee, Leonidou, Katsikeas, and Aykol (2024, JIBS, ahead of print). The seminar content includes: (1) a critical synthesis of 551 country-of-origin studies published in 417 articles between 1962 and 2022, centering on their theoretical, methodological, and thematic aspects; (2) a summary of contributions of 50 most influential articles of the reviewed literature; (3) the results of two surveys conducted on scholars and US importers and exporters concerning the role of country-of-origin for research and practice, respectively; and (4) theoretical and methodological implications of the review study that intend to advance the country-of-origin research.

Please sign up for the free seminar at <http://raziskave.ef.uni-lj.si/a/1710>

by 6 May 2024.

We look forward to seeing you.