

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Thursday, 15 September 2022 at 13:00 CEST** in room **P-119**
at the **School of Economics and Business, University of Ljubljana**
and via platform **Zoom**

Author:

Daniel Laufer

*School of Marketing and International Business, Victoria University of
Wellington*

will present the article:

Crisis Contagion: Guilt by Association

In many cases companies in an industry view a competitor's misfortunes as a competitive advantage. However, this reaction may be premature. Through guilt by association, customers may link other companies in an industry to a crisis impacting a competitor, causing considerable reputational damage. Therefore, it is of great importance for companies to understand their risk of crisis contagion.

It is worth noting that the risk of crisis contagion is not only relevant for companies that belong to the same industry. Guilt by association can adversely impact organizations that share the same country of origin and organizational type as well. As a result, crisis contagion can cause harm to for-profit, non-for profit and government organizations.

This presentation describes factors that cause a crisis to spill over from one organization to another ("Crisis Contagion"), and also suggests how organizations can protect themselves from crisis contagion. The presentation focuses on a conceptual framework (Laufer & Wang, 2018), and also describes recent empirical work that examines crisis contagion.

Video on Crisis Contagion is available here: <https://vimeo.com/538988829/4bed29eff9>

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1436>
by Wednesday, 14 September 2022.

Access details will be sent prior to the event to signed up users.

We look forward to seeing you!