

**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Tuesday, 9<sup>th</sup> April 2019**  
at **13:00** in **Club room (D-122)**  
at the **Faculty of Economics, University of Ljubljana**

Author:

**Maria Smirnova, PhD**

*Graduate School of Management, St. Petersburg State University, Russia*

will present the article:

**“Customer orientation as a multidimensional construct:  
Evidence from the Russian markets”**

“This study revisits one of the most widely used concepts in marketing – customer orientation (CO) – in the context of the Russian emerging market. Analysis of three sets of survey data, combined with insights from in-depth interviews with industry experts, suggest that customer orientation in the Russian market consists of two distinct dimensions: customer-centric strategy and customer service delivery. Both dimensions contribute to firms’ ability to serve their customers, adapt to their market environment, and optimize growth and profitability. However, the relative impact of the two dimensions of CO does differ across diverse types of performance outcomes, suggesting that both are critical in a firm’s quest to improve its overall business performance.”

You can register for the free seminar by phone (01) 58-92-489, or via e-mail:  
[research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si) by Monday, 8<sup>th</sup> April 2019.

You can find all information regarding future research seminars on following link:  
[http://www.ef.uni-lj.si/raziskovanje/seminarji\\_in\\_konference](http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference)

**We look forward to seeing you!**

