

**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Thursday, 4<sup>th</sup> April 2019**  
at **13:00** in room **P-119**  
at the **Faculty of Economics, University of Ljubljana**

Author:

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will present the article:

## **“Factors Affecting Consumer Responses to Advertising on Social Media: A cross-platform comparison”**

“Social media users respond to advertising on social media platforms differently. Past research has not considered such potential variation in advertising responses across social media platforms, despite their importance in informing social media marketing strategy. In view of this gap, this study examines specific motivational drivers across two social media sites and investigates the mechanisms through which these motives drive advertising responses. The results show that different motives dominate social media usage across the two social media platforms, and indirectly influence individuals’ advertising responses via perceptions of advertising informativeness and interestingness; with an interesting disparity observed between social media platforms. The results provide significant theoretical and practical contributions which can provide general guidelines regarding advertising strategy and advertising spending on social media.”

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 Wednesday, 3<sup>rd</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!**

