

Raziskovalni center Ekonomske fakultete

organizira znanstveno - raziskovalni seminar,
ki bo v **sredo 15. oktobra 2014**, ob **12:00 uri**
v **P-109** na **Ekonomski fakulteti v Ljubljani**.

Predstavljen bo članek:

“CUSTOMER LIFETIME VALUE FOR HOSPITALITY BUSINESSES: A MEASUREMENT INSTRUMENT”

*avtor: prof. Richard R. Perdue, Department of Hospitality and Tourism
Management, United States*

“This study creates and validates an attitudinal measure of customer lifetime value in hospitality businesses. It has long been acknowledged that customer lifetime value both provides evidence of the effectiveness of a firm’s marketing activities and relates to a firm’s net worth. Yet the existing measures are largely uni-dimensional, economic measures which do not adequately measure either the dimensions or strength of the relationship between a firm and its customers or the relationship between a firm’s marketing activities and financial success. The purpose of this paper is to address this gap in the literature by proposing a multi-dimensional, attitudinal measure of customer lifetime value. The theoretical background of customer lifetime value is followed by a systematic scale development process. The results produce two concise scales: (1) 17 items that represent the six dimensions of customer lifetime value in the restaurant industry and (2) 19 items that represent the six dimensions of customer lifetime value in the hotel industry. To examine nomological validity of the new scale, the relationships between the proposed scale and firm net worth, customer equity, and service quality were tested, revealing that the six dimensions (‘engagement’, ‘commitment’, ‘cross-buying’, ‘word of mouth’, ‘motivation’, and ‘customer defection’) reflect customers’ attitudes concerning their lifetime commitment to a hospitality firm, thus affecting its long-term financial performance. Theoretical and managerial implications are discussed.”

Na brezplačni seminar se lahko prijavite v Službi za znanstveno raziskovalno delo, po telefonu (01) 58-92-490, ali po e-pošti research.seminars@ef.uni-lj.si, in sicer do torka,

14.10.2014

Vljudno vabljeni!