



The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on Tuesday, **19th May 2015** at **12 p.m.** in room **P - 121** at the
Faculty of Economics, University of Ljubljana

Author: **Albert Assaf, PhD, Isenberg School of Management,
University of Massachusetts Amherst**

will present the article:

"Advertising Spending, Service Performance Gap, and Firm Value"

“Despite significant evidence that advertising spending is a central driver of firm value, the extant literature has largely neglected the impact of the firm’s service performance. This study investigates the effect of service performance on the ability of firms to create higher firm value from their advertising spending. Using both desirable and undesirable service outputs, we introduce an innovative model of service performance that measures the gap between a firm’s actual service performance and its optimal service performance (i.e. service performance gap). Testing this novel model we investigate the following question: Does advertising really work in the context of low service performance? We address this question using an interesting dataset on US airlines and provide interesting implications for practice.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:
research.seminars@ef.uni-lj.si by Monday, 18th May 2015.

We look forward to seeing you!