

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 27th March 2018**
at **13 p.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

Author:

George Christodoulides, PhD, Professor

**Birkbeck, University of London and Faculty of Economics, University of
Ljubljana**

will present the article:

**“Consumer-Brand Forgiveness: Conceptualization &
Measurement”**

“This research which includes a collaboration with Dr Nikoletta-Theofania Siamagka from King’s College London and Prof Josko Brakus from Leeds University seeks to understand the concept of forgiveness in the context of established consumer-brand relationships. More specifically, through a multi-method and multi-stage research programme the presentation will focus on the procedures followed to develop and validate a scale to measure consumer-brand forgiveness as a multi-dimensional concept. The presentation will also yield insights into key antecedents, moderators and consequences of forgiveness.”

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, 26th March 2018.

You can find all information regarding future research seminars on following link:
http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference

We look forward to seeing you!

