

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 5th June 2018**
at **11 a.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

Author:

Naveen Donthu, PhD

Distinguished University Professor, Katherine S. Bernhardt Research Professor, Georgia State University, USA, Editor-in-Chief, Journal of Business Research

will present articles:

“Cultural Orientation and Technology Acceptance”

“Technology Acceptance Model has been widely used to understand adoption of technology. In this paper we discuss the development of a scale to measure individual cultural orientation and its application to understand cultural differences in technology adoption.”

“Lessons from JBR Editorship”

“In this presentation, Naveen Donthu, the Editor-in-Chief of the Journal of Business Research will 1) Present an overview of the Journal of Business Research and 2) Make personal observations on writing and publishing academic articles”

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, 4th June 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!

