



**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Monday, 8<sup>th</sup> June 2015 at 11.30 a.m.** in room **P-213** at the  
**Faculty of Economics, University of Ljubljana**

**Author: Prof. Jukka Heikkilä, University of Turku**

will present the article:

## **"Business models in digitalizing economy"**

“Prof. Jukka Heikkilä will discuss the growing importance of business models in digitalizing economy and the relationship of BM with product development and innovations. The presentation and discussion is based on Jups's experiences from a number of Strategic Research and Innovation projects with various industry ecosystems and especially from a recent H2020 Research project. The latter calls for better-suited business analysis, design and business performance estimation methods for following up economical development.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:  
[research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si) by Sunday, 7<sup>th</sup> June 2015.

**We look forward to seeing you!**