

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 12th December 2017**
at **10 a.m.** in room **P-201**
at the **Faculty of Economics, University of Ljubljana**

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will present the article:

**“Green marketing orientation: Conceptualization, scale
development and validation”**

“As green marketing becomes an essential tool for sustainable business strategy, companies are adopting green marketing practices to achieve better business performance. However, no research has yet operationalized all the organizational facets that are necessary to become a green marketing oriented company. To address this omission, following the literature in measurement theory, this investigation reports a series of 4 studies and develops a scale to capture the holistic approach of green marketing. This study introduces the construct of green marketing orientation, which comprises three dimensions: strategic green marketing orientation, tactical green marketing orientation and internal green marketing orientation. The scale shows internal consistency, reliability, construct validity and nomological validity. Directions for future research and managerial implications of the new construct are discussed.”

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, 11th December 2017.

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!

