

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 24th October 2017**
at **13 p.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

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will present the article:

**“SHALL WE “PLAY?”: THE ROLE OF NATIONAL STEREOTYPES
AND ETHNIC DISTANCE IN PROPENSITY OF STUDENTS TO
ENGAGE IN INTERNATIONAL BUSINESS”**

“Business students and managers don’t just need appropriate cross-cultural skills and competences, but also need to be aware of the various cognitive processes and biases that shape their behavior when it comes to doing international business. The Theory of Planned Behavior (TPB) can be a useful framework to study the role of national stereotypes and ethnic distance in determining the propensity to do business internationally. The attitude-behavior link behind TPB is important also for educators, shaping future business leaders. But stereotypes are tricky. They can be activated, but not applied due to various behavioral controls. Business students with little/no business experience should be seen as a useful “yardstick” to assess so-called “pure” national stereotypes and ethnic distance, and their potential impact on propensity to engage in international business, as an intention mediator between attitudes and behavior. The purpose of this paper is to examine the role of national stereotypes and ethnic distance as determinants of propensity to engage international business with a given nation among business students. Our results show a much more transactional role of national stereotypes on intended behavior in a business context, underlined by a clearer difference between stereotype activation and application. Stronger affective beliefs more closely related to ethnicity and animosity (nationalism) seem to work through ethnic distance.”

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, 23rd October 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!

