

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on Thursday, **11th December 2014** at **12 p.m.** in room **P-109** at the
Faculty of Economics, University of Ljubljana

Author: **Maria M. Smirnova, PhD, Saint Petersburg State University,**
Graduate School of Management, Marketing department

will present the article:

"Is Customer Orientation Equally Important in Developed vs. Emerging Markets? A Multidimensional Approach"

“The study aims to investigate the multidimensional perspective of customer orientation in the context of a developed (Russia) and an emerging market (Finland). We posit that multidimensionality exploration is an approach to bridge existing knowledge on customer orientation, stemming from the conceptual and operational development in developed economies, and its application in the context of emerging markets. Furthermore, we explore the links between the identified dimensions of customer orientation and firm performance. The data were collected in Finland and Russia (representing developed and emerging markets, respectively) in 2012-2013. The study revealed three core dimensions of the customer orientation construct, being confirmed across the two countries context. These dimensions moreover have resulted in significant impact on firm performance, thus providing evidence for various mechanisms valid for building advantage through customer orientation in the selected countries.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail: research.seminars@ef.uni-lj.si by Wednesday, 10th December 2014.

We look forward to seeing you!