

**The Research Centre of the School of Economics and Business**  
cordially invites you to a research seminar  
on **Thursday, 20 April 2023 at 13:00 CET** in room **P-119**  
at the **School of Economics and Business, University of Ljubljana**  
and via **Zoom** platform

Author:

**Dr. Daniel Laufer**

*Victoria University of Wellington*

will present the article:

## **Should CEOs of multinationals be spokespersons during an overseas product harm crisis?**

Deciding whether to use the CEO as a spokesperson during an overseas product harm crisis is a very complex issue. However, multinationals can benefit from systematically analyzing factors related to the characteristics of the CEO, the nature of the crisis, and characteristics of consumers in overseas markets before arriving at a decision. I will discuss a framework incorporating these factors. The framework is useful to both companies in assessing whether to use the CEO during an overseas product harm crisis, as well as researchers in identifying areas for future research.

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1529>  
by Wednesday, 19 April 2023.

Access details will be sent prior to the event to signed up users.

**We look forward to seeing you!**