

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Wednesday, 17th October 2018**
at **11 a.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

Kardeljeva ploščad 17
SI - 1000 Ljubljana, Slovenia
Tel.: +386 1 5892 400
Fax: +386 1 5892 698
info@ef.uni-lj.si
www.ef.uni-lj.si

Author:

prof. dr. Ad de Jong, Copenhagen Business School

will present the article:

“The Contingent Role of Value-Based Selling in the Long-Term Impacts of Financial and Human Resources Slack on Young Firms’ Profit”

“Extant marketing and sales research has paid scant attention to the role of sales in young firms. To address this research gap, the authors examine how young firms can use value-based selling to leverage different kinds of slack resources during the early years of their existence. Drawing on effectuation logic and service-dominant logic, the authors propose value-based selling as an important guiding mechanism young firms can use to convert their financial and human resource (HR) slack into a product or service that resonates in the market. In contrast to previous studies, the current study does not focus on the level but rather on changes in resource slack, as they are more informative of the strategic decisions the entrepreneurial teams in young firms make. After developing an integrated framework and hypotheses, the authors test them using unique, multisource (survey and objective archival) longitudinal panel data from 74 young firms covering a seven-year period. The findings show that increases in financial slack and decreases in HR slack are positively related to young firms’ profit performance over time. The results also confirm the importance of value-based selling as a guiding mechanism that can boost the effects of both types of resource slack.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:

research.seminars@ef.uni-lj.si by Tuesday, 16th October 2018.

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!

