

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 11th December 2018**
at **13 p.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

Author:

Sumeyra Duman, PhD

Faculty of Business, Dokuz Eylul University

will present the article:

“Willingness to punish and reward brands associated to a political ideology”

“Using mixed methods research, this paper proposes and empirically demonstrates the impact of identification, disidentification, moral avoidance, religiosity on willingness to punish or reward brands associated to a political ideology (BAPI) through the mediating role of attitude toward BAPI. In this framework, this research extends theories of political consumerism and brand avoidance and provides new insights regarding both punishing and rewarding BAPI as determinants for reinforcing the bargaining power of consumers. “

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, 10th December 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!

