

## **Research Centre, Faculty of Economics**

is organizing a scientific - research seminar  
on Wednesday, **13<sup>th</sup> November 2013** at **13:00 pm**  
in the room **P-109** at the **Faculty of Economics Ljubljana**.

Presentation of an article:

### **“Researching brand opportunities from a typology of Facebook fans”**

*author: Professor Leslie de Chernatony, Aston Business School,  
Birmingham, UK*

“In the literature there is a lot about the increasing number of “Likes” on Facebook but little has been written about why consumers become brand fans on Facebook. Not all fans are created equal. Furthermore little is known about the relationship between Facebook fans and their “Liked” brands.

This seminar will provide an exploratory insight to a typology based on brand loyalty, brand love, WOM and use of self-expressive brands.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:  
[research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si) until Tuesday, 12.11.2013.

**Welcome!**