



THE RESEARCH CENTRE

School of Economics and Business, University of Ljubljana

invites you to two research seminars

Date: Thursday, **16 April 2026**

Time: **10:00–13:00** (CEST)

Venue: **Room P-213**, School of Economics and Business

Kardeljeva ploščad 17, Ljubljana

Seminar 1

Andrés Barrios

Associate Professor of marketing at Universidad de los Andes School of Management

will present the article

How services can promote social transformation: a service dominant logic approach

Abstract

Services increasingly mediate how individuals access healthcare, education, mobility, finance, and digital interactions, thereby playing a central role not only in firms' economic value creation but also in promoting customers' social wellbeing. This seminar presents a stream of research examining the transformative value of services, involving not only customers but also communities and broader social structures. The first project investigates the concept of transformative value in services. The second project examines how this transformative value can be co-created through bottom-up service innovation processes within humanitarian response contexts. The third project explores how transformative value can be implemented through strengths-based approaches in the apparel retail context. Collectively, these studies demonstrate the importance



of a service mindset in engaging customers and surrounding communities in value co-creation to advance both customer and societal wellbeing.

Speaker bio

Andrés Barrios (PhD., Lancaster University UK) is an Associate Professor of marketing at Universidad de los Andes School of Management. He received his PhD at Lancaster University. His research interest is at the intersection between business and social conflict. More specifically, his work examines the transformative power of marketing. Over the last 10 years Andrés's research has been published in a wide range of international journals, such as Journal of Service Research, Journal of Business Research, and Journal of Public Policy and Marketing, among others. Andrés's research has been funded through a variety of grants from international and local organizations, including UKRI, USAID, Colombia science ministry, and World Women Bank Foundation. Andres serves as an associate editor for the Journal of Services Marketing and Journal of Macromarketing.

Seminar 2

Jagdip Singh

AT&T Professor of Marketing, Weatherhead School of Management, Case Western Reserve University, Cleveland, Ohio, USA

will present the article

Public Signals, Private Appraisals: How Self-Promotion Acts Reshape Creative Performance of Sales and Marketing Professionals

Abstract

Sales and marketing professionals (SMPs) often engage in self-promotion acts (SPAs) to manage perceptions of competence, a foundational dimension of social cognition, yet the SPA construct remains underdeveloped with ambiguous evidence of its performance consequences. Practitioner beliefs portray SPAs as performance-enhancing, while academic research cautions that they may backfire. This research conceptualizes and investigates when SPAs enhance or diminish performance. Results from four studies show that SPAs enhance



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performance only when relational capital is high, with goal-directed effort serving as a key mediator. The findings reveal how private appraisals triggered by SPA displays shape performance outcomes and advance understanding of self-promotion, relational capital, and creative performance in sales and marketing contexts.

Speaker bio

Jagdip Singh is the AT&T Professor of Marketing at the Weatherhead School of Management, Case Western Reserve University. His research focuses on organizational frontline effectiveness, with particular emphasis on designing and sustaining strong customer relationships. He co-founded the interdisciplinary Organizational Frontlines Research initiative, which hosts an annual symposium alongside the American Marketing Association's Winter Educator Meetings. In recognition of his sustained research contributions, he has received the University's Faculty Distinguished Research Award and the Lifetime Achievement Award from the AMA SIG-Sales.

We look forward to welcoming you to the seminars.



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