



# YEARLY REVIEW

2020-2021



UNIVERSITY OF LJUBLJANA

SCHOOL OF ECONOMICS AND BUSINESS

2020/2021

SCHOOL OF ECONOMICS AND BUSINESS  
THE UNIVERSITY OF LJUBLJANA  
SEB LU IMPACT  
RESPONSIBILITY  
PROGRAMMES  
STUDENTS  
RESEARCH  
GLOBAL OUTREACH  
ALUMNI  
EXECUTIVE EDUCATION

6  
8  
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THE DEAN'S  
MESSAGE

Dear colleagues, dear students, dear partners,  
dear friends

The 2021 was a very dynamic and challenging year. It was full of sudden changes, turbulences and unexpected situations. More than ever, it has proven true that in just two days tomorrow becomes yesterday. We all, students, teachers, friends, our families were looking for the feeling of safety and stability within the uncertainty. We have learned that we should put the welfare of those involved first and respect the diversity of everyone's circumstances. We now consider and choose options that we would not have thought about and chosen a few years ago. Anyhow, we achieved a lot together.

We have gained new skills in building our hybrid teaching system. Our research output was rich, and more than anything, we tried to build our academic community. We, the people, are the ones who build this community. We work together, we live together, we share our feelings, our successes, our joy, and we also share our fears.

Two of our values, integrity and mutual respect, have become extremely important. Therefore, I would like to invite you that together we continue to build our diverse and peaceful academic community and contribute to a prosperous global society. You can share the successes of the past year with us by looking through this report, it is clear that we are doing well at SEB LU.

prof. dr. Metka Tekavčič,  
Dean



Founded in

1946

Staff:

282

Students:

5,206

## Vision

By 2025, we will be the school of choice among business and economic schools in Central and Eastern Europe for doing research, learning, and creating sustainable development solutions.

## Mission

We broaden horizons and build competences for socially responsible management to master business and economic challenges.

## Core Values

Eagerness to learn, Creativity, Entrepreneurialism, Integrity, Respect, Inclusiveness

**SCHOOL OF  
ECONOMICS  
AND BUSINESS**  
SEB LU

Founded in

1919

3

art academies

23

faculties



3

associated  
members

Staff:

6,458

Students:

40,607

Foreign students:

3,653

Outgoing students:

1,321

Graduates:

7,786

Incoming students:

2,054

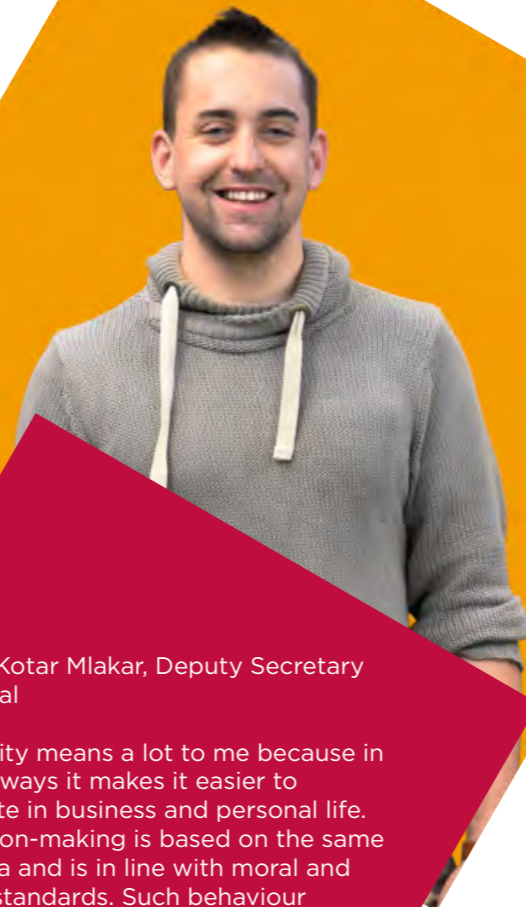
# THE UNIVERSITY OF LJUBLJANA

# INTEGRITY



Jasmina Repše, Human Resources Office

To me, integrity is a highly valued quality in personal and professional life because it makes you trustworthy to those around you. It means that you are reliable. If you have these qualities in you, you also have the strength and courage to do the right thing when the time comes. I firmly believe that it's our duty as parents and teachers to help children become people of integrity.



Aljaž Kotar Mlakar, Deputy Secretary General

Integrity means a lot to me because in some ways it makes it easier to operate in business and personal life. Decision-making is based on the same criteria and is in line with moral and legal standards. Such behaviour always leads to the best decisions for me and my environment.



Tjaša Ristić, student

I can trust a person of integrity, I rely on them at crucial moments because they stand by their words and acts according to moral principles. I can compare integrity to vitamins and minerals, which are important for a healthy body. Therefore, I believe that integrity is essential for the vitality of society and the individual.



Dr. Darija Aleksić, Assistant Professor

Integrity means being trustworthy, having strong values or principles and following them consistently, even in difficult times. It is free, but the lack of integrity is usually very costly.



Abdullah Orfahly, graduate

For me personally, integrity is all about doing the right thing even when no one is watching. Honesty, honor and truthfulness are results of integrity, but also the pillars of strong moral principles in education or business.

# HIGHLIGHTS 2020/2021

SEB LU receives the  
BSIS System  
Assessment of Its  
Impact on  
Stakeholders



SEB LU welcomed  
into CFA Institute  
University Affiliation  
Programme



30 years of artistic  
activity at SEB LU



University of Ljubljana SCHOOL OF ECONOMICS AND BUSINESS

**IMB**  
TOP 100

IMB programme has risen seven places in  
the prestigious Financial Times ranking

FT  
Master in Management  
Ranking 2021

The IMB programme  
further consolidates its  
position among the best  
in the Financial Times  
ranking by climbing  
another seven places

SEB LU has signed  
Glasgow Declaration:  
Climate Action in  
Tourism – COP 26  
Commitment of  
Tourism Parties



**Glasgow Declaration**  
Climate Action in Tourism

Virtual simulation of Council negotiations  
on post-2020 EU budget

Event 1: June 15-16, 2021 (Virtual sessions from June 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 2021)  
Event 2: June 29-30, 2021 (Virtual sessions from June 29, 30, 2021)  
Event 3: July 1-2, 2021 (Virtual sessions from July 1, 2, 2021)  
Event 4: July 3-4, 2021 (Virtual sessions from July 3, 4, 2021)  
Event 5: July 5-6, 2021 (Virtual sessions from July 5, 6, 2021)  
Event 6: July 7-8, 2021 (Virtual sessions from July 7, 8, 2021)  
Event 7: July 9-10, 2021 (Virtual sessions from July 9, 10, 2021)  
Event 8: July 11-12, 2021 (Virtual sessions from July 11, 12, 2021)  
Event 9: July 13-14, 2021 (Virtual sessions from July 13, 14, 2021)  
Event 10: July 15-16, 2021 (Virtual sessions from July 15, 16, 2021)  
Event 11: July 17-18, 2021 (Virtual sessions from July 17, 18, 2021)  
Event 12: July 19-20, 2021 (Virtual sessions from July 19, 20, 2021)  
Event 13: July 21-22, 2021 (Virtual sessions from July 21, 22, 2021)  
Event 14: July 23-24, 2021 (Virtual sessions from July 23, 24, 2021)  
Event 15: July 25-26, 2021 (Virtual sessions from July 25, 26, 2021)  
Event 16: July 27-28, 2021 (Virtual sessions from July 27, 28, 2021)  
Event 17: July 29-30, 2021 (Virtual sessions from July 29, 30, 2021)  
Event 18: August 1-2, 2021 (Virtual sessions from August 1, 2, 2021)  
Event 19: August 3-4, 2021 (Virtual sessions from August 3, 4, 2021)  
Event 20: August 5-6, 2021 (Virtual sessions from August 5, 6, 2021)  
Event 21: August 7-8, 2021 (Virtual sessions from August 7, 8, 2021)  
Event 22: August 9-10, 2021 (Virtual sessions from August 9, 10, 2021)  
Event 23: August 11-12, 2021 (Virtual sessions from August 11, 12, 2021)  
Event 24: August 13-14, 2021 (Virtual sessions from August 13, 14, 2021)  
Event 25: August 15-16, 2021 (Virtual sessions from August 15, 16, 2021)  
Event 26: August 17-18, 2021 (Virtual sessions from August 17, 18, 2021)  
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Event 153: December 29, 2021 (Virtual sessions from December 29, 2021)  
Event 154: December 30, 2021 (Virtual sessions from December 30, 2021)  
Event 155: December 31, 2021 (Virtual sessions from December 31, 2021)

Virtual simulation of  
Council negotiations  
on post-2020 EU  
budget

Prof. dr. Janez  
Prašnikar is  
awarded the title of  
Professor Emeritus



SEB LU  
celebrates the  
75th anniversary

75  
Letnica (Letnica) EKONOMSKA FAKULTETA

Vabljeni, da ob 75-letnici Ekonomske fakultete  
skupaj z gosti pogledamo v prihodnost.

**POGLED V  
KRISTALNO  
KROGLO**

Prihodnost najlažje napovedujemo,  
če jo s svojim znanjem in  
spodobnostmi ustvarjamo sami.

8. marec, ob 15. uri

# AN IMPACTFUL SOCIETY

Supporting arts and culture since 1990

Ecoteam since 2009

Urban bees since 2019

Eco-Reading Badge since 2019

International Fraud Awareness Week since 2019

Reduction of CO2 emissions by

**46%**

in five years

Start of the European Ethics Bowl in 2020

# SEB LU IMPACT

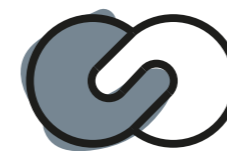
# SEB LU's 75th anniversary and socially responsible project 3C

The School of Economics and Business, University of Ljubljana (SEB LU) celebrated its 75th anniversary. After its establishment in the 1940s, it quickly became one of the most important and reputable university organizations in the region with an excellent academic community, eminent domestic as well as foreign experts, and a strong connection with the wider social environment. Since then, over 50,000 students have graduated on all three academic levels. Today, the faculty holds three elite awards of excellence (EQUIS, AACSB and AMBA), which rank it among the top business schools in Europe and serve as an indication of its highest quality, international recognition and employability of its graduates.

The School of Economics and Business entered its 75th anniversary with Project 3C. It is a socially responsible and charitable project that puts on a pedestal three important values—**creativity, connectivity** and **change**. It is SEB LU's responsibility to provide future generations with the best education that will be the foundation for connecting, building, and creating a successful community. Through this project, students and their entire academic family are encouraged to think and act in ways that contribute to lasting solutions, progress, and positive social change.

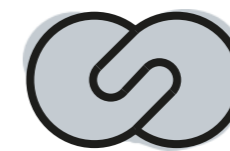
In collaboration with the young start-up Sailbrace, that also employs many of SEB LU's graduates, we designed a limited series of bracelets. The 3C is symbolic of the three values (creativity, connection, change) that we at SEB LU are dedicated to this year. Part of the proceeds from the sale were used to purchase computer equipment. In this way, as part of our activities to promote diversity, inclusion, and equality, we will be even more successful in connecting young minds and following their passion for creativity, connection and change.

## The Story Behind the Symbol 3C



### CREATE

The first C stands for "create": we are creative, unique, and dare to dream big.



### CONNECT

The second C stands for "connection": a network of people, knowledge, values, and invaluable ideas.



### CHANGE

The third C stands for "change": we use our knowledge to solve problems and change our community for the better.

prof. dr.  
Vesna Žabkar

When we are preparing research, we do not think about the impact that it will have but about the new knowledge, we are bringing to the world. Motivation for the work comes from the inside not the external recognition.

# CPOEF E-Talk

One of the most notable events of the year for SEB LU and CBE was "CBE E- TALK: Economy Under the Spotlight," where 15 prominent names from academia and business reflected on the economy in a series of 15-minute speeches, thoughts and ideas based on the key question, "Is the economy the engine of our future?" The economy is embedded in daily life, in every home, every family, their property, and determines the basic laws of operation of every business, not to mention the state. It examines the relationships and activities of all the subjects of society and is all too often the focus of (professional) debate. Therefore, the aim of the event was to put economics and its main theories under the spotlight and thus to achieve that economic concepts and ideas are disseminated to the general business and academic public and to society in general. The online event was watched live by nearly 1,000 participants and has reached thousands of views on the YouTube channel to date.



## HIGHLIGHTS



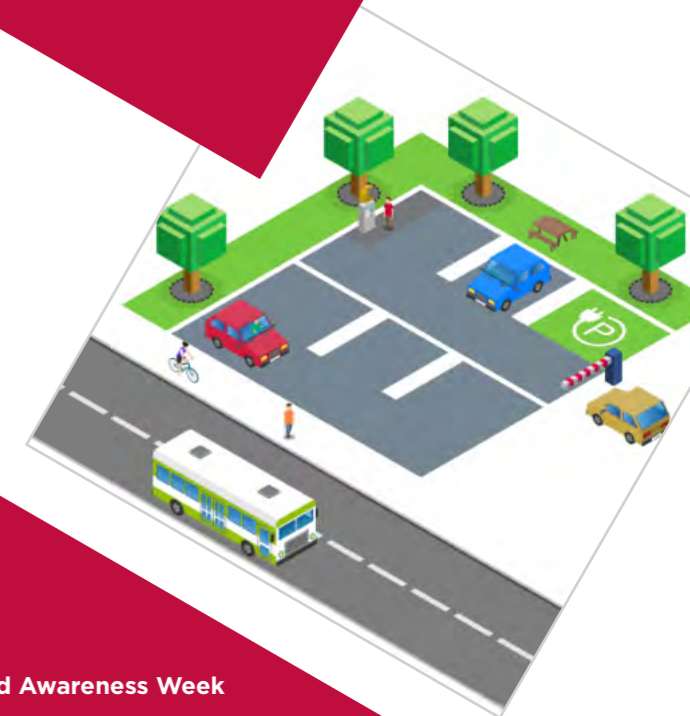
**SEB LU CONSOLIDATES ITS FINANCIAL TIMES RANKING**

### SEB LU consolidates its Financial Times ranking

For the fourth year in a row, SEB LU is amongst the 95 best business and economics schools in Europe, which, for the school, is a confirmation of hard work and dedication of both its staff and students, as well as an acknowledgment of its reputation in the international environment.

### Sustainable project ParKEF

The renovation of the SEB LU parking lot is part of the project ParKEF, Innovative Centre for Sustainable Mobility. The main objective of the project is to promote modern sustainable transportation options.



### International Fraud Awareness Week

SEB LU among the signatories of the Agreement on Cooperation in the Organization of the International Fraud Awareness Week 2021. On World Whistleblower Day (June 23), the signing ceremony took place within the framework of the joint fight against corruption and fraud for the third consecutive year.



# OUR COMMITMENTS

UN Principles for  
Responsible  
Management  
Education (PRME)  
since 2009

Slovenian  
Corporate  
Integrity  
Guidelines since  
2013

Slovenian  
Diversity Charter  
signatory since  
2017

Measuring  
impact through  
Business School  
Impact System  
(BSIS) since  
2018

Green Flag  
since 2018

Climate Crisis  
petition  
signatory in  
2019

Athlete-Friendly  
Education  
Certificate (by  
the Olympic  
Committee of  
Slovenia) since  
2018

Glasgow  
Declaration:  
Climate Action in  
Tourism - COP 26  
Commitment of  
Tourism Parties  
signatory in 2021

# RESPONSIBILITY



Klara Ljubi

”

The biggest challenge in 2021 was being in the class-room full time for the first-time, but the attendance was mostly online. So how can you learn and improve, if you have no direct feedback.



“

# Committment to UN Sustainable Development Goals

SEB LU aims to be a credible and respected business school that produces impactful, world-class research. Research dissemination, visibility, and impact are key elements of SEB LU’s strategic direction. Our researchers contribute to the knowledge and development globally and their contributions are considered among the top research level. SEB LU aims to measure its research impact both in academic and general public. Moreover, it produces research that matters, focusing on the UN’s Sustainable development goals. At an institutional level, SEB LU recognises sustainability as an overarching research focus that emerges from SEB LU’s areas of distinctive expertise, a continuous theme across its seven research programme groups, and the intellectual contributions of the School. In 2021, SEB LU publications contributed to 13 SDGs:

Sustainable Development Goals (SDGs)			NUMBER OF PUBLICATIONS
SDG 8		Decent work and economic growth	126
SDG 12		Responsible consumption and production	43
SDG 3		Good health and well-being	39
SDG 4		Quality education	37
SDG 9		Industry, innovation and infrastructure	35
SDG 16		Peace, justice and strong institutions	29
SDG 10		Reduced inequalities	13
SDG 7		Affordable and clean energy	11
SDG 11		Sustainable cities and communities	10
SDG 15		Life on land	4
SDG 2		Zero hunger	3
SDG 13		Climate action	3
SDG 5		Gender equality	2
SDG 1		No poverty	0
SDG 6		Clean water and sanitation	0
SDG 14		Life below water	0
SDG 17		Partnership for the goals	0

# Promotion PCT+OMG

Adherence to safety measures is not only the protection of individuals, but also the protection of society as a whole. In this way, young people protect their loved ones, who are more susceptible to infection and more difficult course of the disease, while preventing the virus from continuing to spread.

At the SEB LU, we are consistently following preventive measures and instructions of the National Institute of Public Health of the Republic of Slovenia in order to prevent infection with the SARS-CoV-2 virus. For this purpose, our marketing team prepared a catchy campaign to promote safety measures such as maintaining a safety distance of 1.5 m, washing and disinfecting our hands and wearing masks in all rooms.



# Slovenia's green network

SEB LU joined Slovenia's Green Network. This association brings together businesses, local communities, educational institutions, institutes, offices, and other legal entities that are aware of the importance of sustainable development and social responsibility. It paves the way for networking and communication about ecological and sustainable projects, solutions, innovations and achievements. It highlights the sustainable and environmental achievements of organisations, their green products and services, and reveals their concrete steps on the path to environmentally and socially responsible actions.



# HIGHLIGHTS



## Psychosocial counselling

Within the University of Ljubljana, a psychosocial counseling center is available for all students and employees. Experts from the Faculty of Education at the University of Ljubljana offer help through a psychosocial counselling, where you can discreetly and confidentially talk to an expert about the feelings that plague you.



## University of Ljubljana week

## Awards for the Associates

The Awards for the Associates is given to professional associates of the University of Ljubljana for important contributions to the improvement of work processes and the academic environment at the University members and the Rectorate.

## Recipients of the Award for the Associates of the University of Ljubljana in 2021

Three professional associates of SEB LU, Rebeka Koncilja Žgalin, Sašo Novak and Petra Rus, have received the Award for the Associates from the University of Ljubljana. The award is given to professional associates of the University of Ljubljana for important contributions to the improvement of work processes and the academic environment at the University members and the Rectorate.

## Supporting successful SEB LU students

At SEB LU, we try to support our students in any way we can. This's why we created a campaign called »I study. I innovate.« ("Študiram. Inoviram."). Through short interviews published on the SEB LU social media channels, we present successful and innovative start-up stories of our students, promote their brand, and try to inspire other students who are thinking of starting a business.

# 2020/2021 ACADEMIC YEAR

Study  
programmes  
23

Undergraduate  
programmes  
2



Graduate  
programmes  
19

MBA  
programme  
1

Doctoral  
programme  
1

Students  
5,183

Graduate students  
2,244

   
44% 56%

Undergraduate  
students  
2,859

Graduates  
948

Doctoral students  
80

Foreign students:  
887

# PROGRAMMES

doc. dr.  
Jure Erjavec

We have continuously been improving our programme throughout the years by involving various stakeholders. They help us develop the programme by providing the information from the companies about what they actually need.

## Undergraduate Programmes

Undergraduate degree programmes last three years. Students can choose between a higher professional degree or university degree programmes. Both programmes offer many areas of specialisation and cover all major business and economics disciplines. Within the university programme, two specialisations are also available in English, i.e. Marketing, and International Business. For both specialisations, SEB LU is also involved in collaborative provision.

University Degree  
Programme in  
Business and  
Economics

Professional Degree  
Programme in  
Business  
Administration

Undergraduate  
students  
**2,859**

Full-time foreign  
**97**  
from 15 countries

Full-time foreign  
**323**  
from 40 countries

**UPEŠ**

**VPŠ**

Average age of  
UPEŠ student  
**21,1**

Average age of  
VPŠ student  
**21,5**



# Graduate Programmes

Nineteen second-cycle master's programmes offer advanced in-depth and comprehensive knowledge in different areas of specialisation in business and economics. We offer 15 programmes in Slovene and 14 Programmes in English. Additionally, we conduct one programme outside Slovenia.

Graduate students

2,244

- Accounting and Auditing
- Bank and Financial Management
- Business and Organization, part time
- Business Informatics
- Economics
- Entrepreneurship
- European Master in Tourism Management - EMTM
- International Business
- International Business Academy (North Macedonia)
- International Full-time Masters' Programme in Business and Organization - IMB
- Management
- Management and Economics in Health Care
- Marketing
- Money and Finance
- Public sector and environmental economics
- Quantitative Finance and Actuarial Sciences
- Sport Management
- Supply Chain and Logistics
- Tourism

Full-time foreign students

526

from 70 countries



# Ljubljana MBA

The LJUBLJANA MBA programme gives participants experience and confidence in key areas of their business. Each participant achieves his/her highly personal goals, outcomes and success, but as a whole, the programme tells the story of the lives, careers, and companies transformed by its unique delivery and in-depth personal approach.

Average age

36

Average years of experience

8

In 2020/2021 **10th generation** started their Ljubljana MBA journey.

Among  
**2%**

of MBA programmes in the world accredited by AMBA.

## LJUBLJANA MBA 2019/2020 Graduation Ceremony

The first Friday in September 2021, was a day to celebrate the success of the LJUBLJANA MBA 2019/2020 generation with a graduation ceremony. They have concluded their journey already in December 2020, but together with them, we decided that the graduation ceremony would be held in person as soon as the circumstances will allow that.

For both the participants and the team of the Centre of Business Excellence at SEB LU, this is an important event. It is a conclusion to the most challenging but also extremely enjoyable journey of intensive business and personal development. "Use all the knowledge you have, combine it with the right values and fly! Only the sky is the limit!" was just one of the thoughts that accompanied the graduates into the future. With the event, the elite LJUBLJANA MBA Alumni club gained 31 new members.



# Doctoral Programme in Economics and Business

Doctoral programme in Economics and Business is aimed at highly motivated and ambitious student candidates. The programme involves a combination of demanding coursework, active participation at academic conferences, research workshops, research papers preparation, doctoral and academic seminars, and thesis preparation.

Choose between  
Economics or  
Business Tracks.

30

doctoral students  
participating at **26**  
scientific conferences

English lectures

Four years  
(eight  
semesters)

After completion  
the title "Doktor  
znanosti"

1st

edition of Ljubljana  
Doctoral Winter  
School

5

graduates

## HIGHLIGHTS



### MBA International week

In mid-October, we hosted a group of international MBA students from the Rennes School of Business in France, also a triple-accredited school. Students from around the world chose Slovenia and SEB LU as their final field trip destination. They spent one week learning about CSR and environmental/social impact and visiting various Slovenian companies that are aligned with these strategies.



### Opening of the multimedia room

In September 2021, we completed the construction of SEB LU multimedia room. The room is equipped with modern audio and video technology and is becoming an increasingly important element of our content in all areas. So far, nearly 30 employees have been trained in its use, and in total, we have recorded nearly 90 hours of content.



### The programmes of the SEB LU ranked higher on the international ranking Eduniversal in 2021

SEB LU has achieved higher rankings of its programmes on the 2021 international Eduniversal ranking. For the third consecutive year, Bank and Financial Management programme, has ranked first in its field group in the East European region, which is another important achievement for this programme. The Sport Management programme ranked fifth in its expert group, while the Tourism programme achieved ninth place.

# STUDENTS

Students  
5,183

Full-time foreign  
students  
993

Incoming  
students  
192

Outgoing  
students  
142

Students at  
short-term  
programmes  
313

Students with special  
statuses  
143

Mothers and/or  
Fathers  
33

Students with  
special needs  
64

Professional  
athletes  
46



Tajda Krevh

”

We got a really good advice from Luigi, our colleague, it was don't fall in love with your product, always listen to others, other opinions and also accept criticism. This way you will always get the best possible product that everyone will love.

“



## Business Development skills

As a complementary course to our master study programmes, we developed a Business Development Skills course. Students acquire skills and learn how to use various approaches, techniques, and tools used in today's business practice for analysing, developing, implementing, and utilizing new advances. The course is mandatory for the majority of master programme students for 30 hours per study year. The content chosen by students must be program specific. The list of content is reviewed, added to and approved by the program coordinator annually.

30,595

contact hours

2,876

individual participation

56

different workshops

Business Development Skills in 2021

**Most popular workshops:**  
Personal branding: Enhance your job search and application; "I will be entrepreneur" workshop; Business risk management; Inventory management in the company



# Student consultative projects

SEB LU has a tradition of strong student involvement in active research and extension projects and has been recognised in this regard for its innovative programme design, which now has a 20-year tradition.

## MBA students` experiential teaching approach

MBA students` experiential teaching approach is based on the latest research from leading neuroscientists, psychologists, and anthropologists with the goal of inspiring leaders to change their behaviours and mindsets and create work environments conducive to innovation. During the course, participants gain a deep understanding of the importance of managing innovation in organisations, how to balance daily work with researching breakthrough innovations, and how to accelerate innovation cycles in an organisation.

## IMB students at Portorož Business conference

As part of the Portorož Business Conference, IMB students presented the research paper "Achieving growth that counts", on which they worked intensively with their mentors for three months. The students started working on selected projects in the second semester of the master's study within the course Financial Management, under the supervision and guidance of Prof. Dr. Dušan Mramor. In the context of current global challenges, the research focused on the two most important ones, climate change and population aging. They also developed a conceptual framework that provides a good basis for the growth of value creation in micro and small enterprises and applied it, to the example, to the municipality of Izola. After the presentation, the representatives of the Municipality of Izola stated that they were extremely satisfied with the cooperation with the students of the IMB program of the Faculty of Economics and the work done. The work of the students was certainly rewarded by the reaction of the audience after the presentation and the subsequent conversations. The guest of the conference and a representative of NLB said, "From a business point of view, it is interesting that the students deal with the chosen topic, support it with concrete figures and defend it against the critical environment of people hardened in practice. We can assess the impact and consequences of past policies and events on the values of the younger generation, which approaches challenges in a different way. For us companies, such research means a fresh look at what is happening and will happen in the market."



# HIGHLIGHTS



## Special commendation for young higher education teachers and staff

Assistant professor dr. Katerina Božič received the Special Commendation for Young Higher Education Teachers and Staff from the University of Ljubljana. The Commendation is awarded for outstanding teaching, research, and creative achievements.



## Special commendation for students with the best academic achievements

Four SEB LU students, Nina Lara Bajec, Lucija Divjak, Žan Pirc and Ana Temeljotov, received the Special Commendation for Students with the Best Academic Achievements awarded by the University of Ljubljana.

## 76 SEB LU Prešeren prizes and one Prešeren prize of University of Ljubljana for SEB LU students

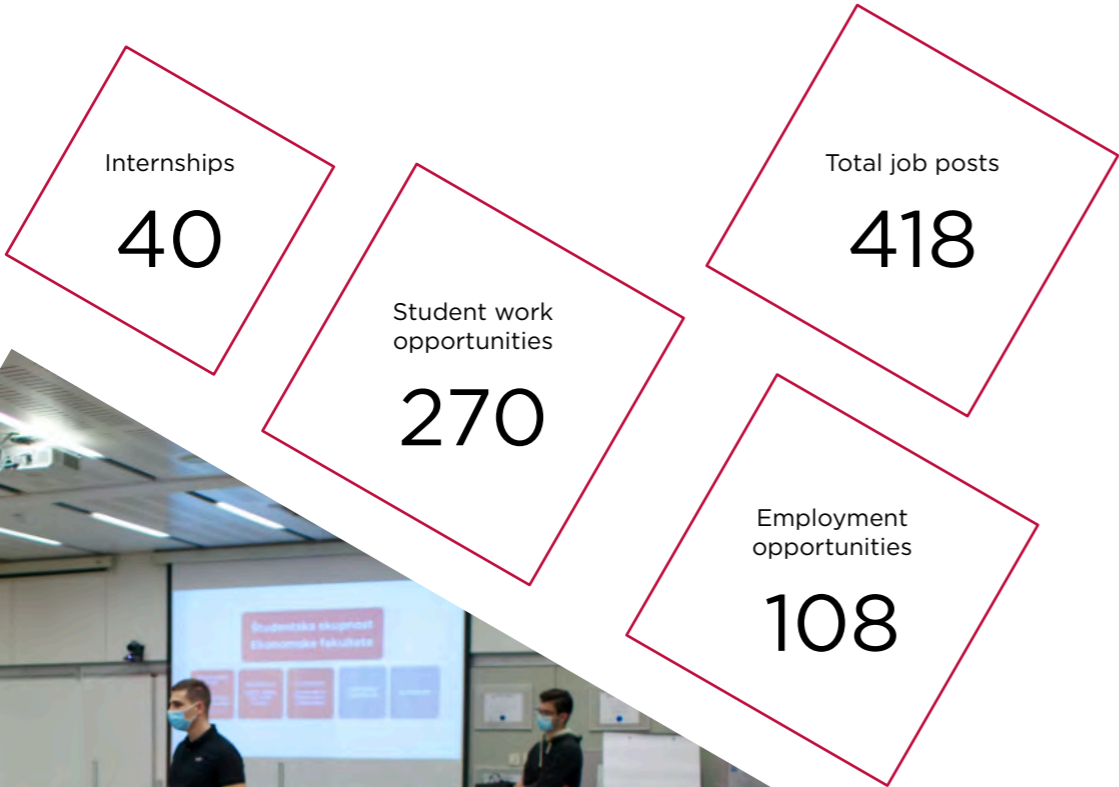
In 2021, 76 students received the SEB LU Prešeren prize for their master thesis. Student Vida Maver also received the Prešeren prize for Students of the University of Ljubljana for her master thesis titled Inflation Forecasting Driven by Inflation Expectations: A Dynamic Multi-factor Model. The prize is awarded for outstanding achievements in science and art.

# Career centre - A step closer to your dream career

SEB LU Career Center helps students find their career path, make the first step towards a dream job and help them develop the necessary professional as well as personal skills.

Job and internship searching but especially finding the right career path can be stressful at any time. Thus, the highest priority for serving students is to connect them with companies as well as help them bridge the gap between the faculty and the business world. We bring the knowledge, but most importantly, the practical skills to students.

The situation has not changed much since last year as almost all our events were organised online. Nevertheless, we managed to organise two career fairs, digital marketing academy, career ready bootcamp, banking school, various workshops for professional as well as personal development. Most of the facilitators were field experts from different Slovenian companies.



# Career partnerships

Career partnership is the highest form of strategic cooperation between the school and Slovenian companies with the aim of employer branding and the career development of students of the SEB LU. This year we created successful stories by organising different events and workshops with the aim of transferring the practical skills to students. Our career partners also make sure that our lecture rooms are revived.



# Events





# RESEARCH IN 2021

Researchers  
177

Young  
researchers  
13

Scholarly  
articles  
86

Scientific  
Books  
8

Chapters in  
books  
97

Master thesis  
supervised  
341

Contribution in  
international  
conferences  
56

Contribution in  
national  
conferences  
6

Reports &  
studies  
37

Citations WoS  
(2021)  
6,221

H-index  
(2012-2021)  
84

Citations  
Scopus (2021)  
7,614

Doctoral  
thesis  
defended  
5

9  
of them are  
New Projects

56

Research Projects,  
Research  
Programmes, and  
Internal Projects in  
2021

10  
Projects  
commissioned by the  
European and other  
foreign funding  
entities

21  
Research Projects  
(Slovenian  
Research  
Agency)

4  
Projects by various  
ministries, research  
agencies and  
businesses

8  
Bilateral Research  
Projects  
(Slovenian  
Research Agency)

7  
Research  
Programmes  
(Slovenian Research  
Agency)

6  
Internal  
projects

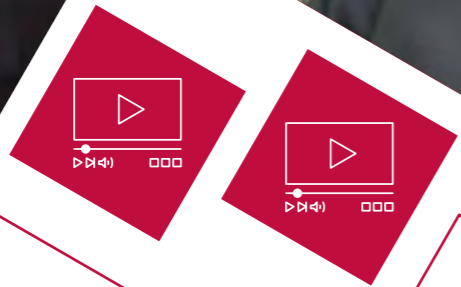
43

# RESEARCH



prof. dr.  
**Jelena Zorić**

prof. dr.  
**Miroslav Verbič**



”

Integrity is one of the core values, not only in research but also in other aspects of work and life in general. If you have a long-term perspective, then cutting corners does not pay off.

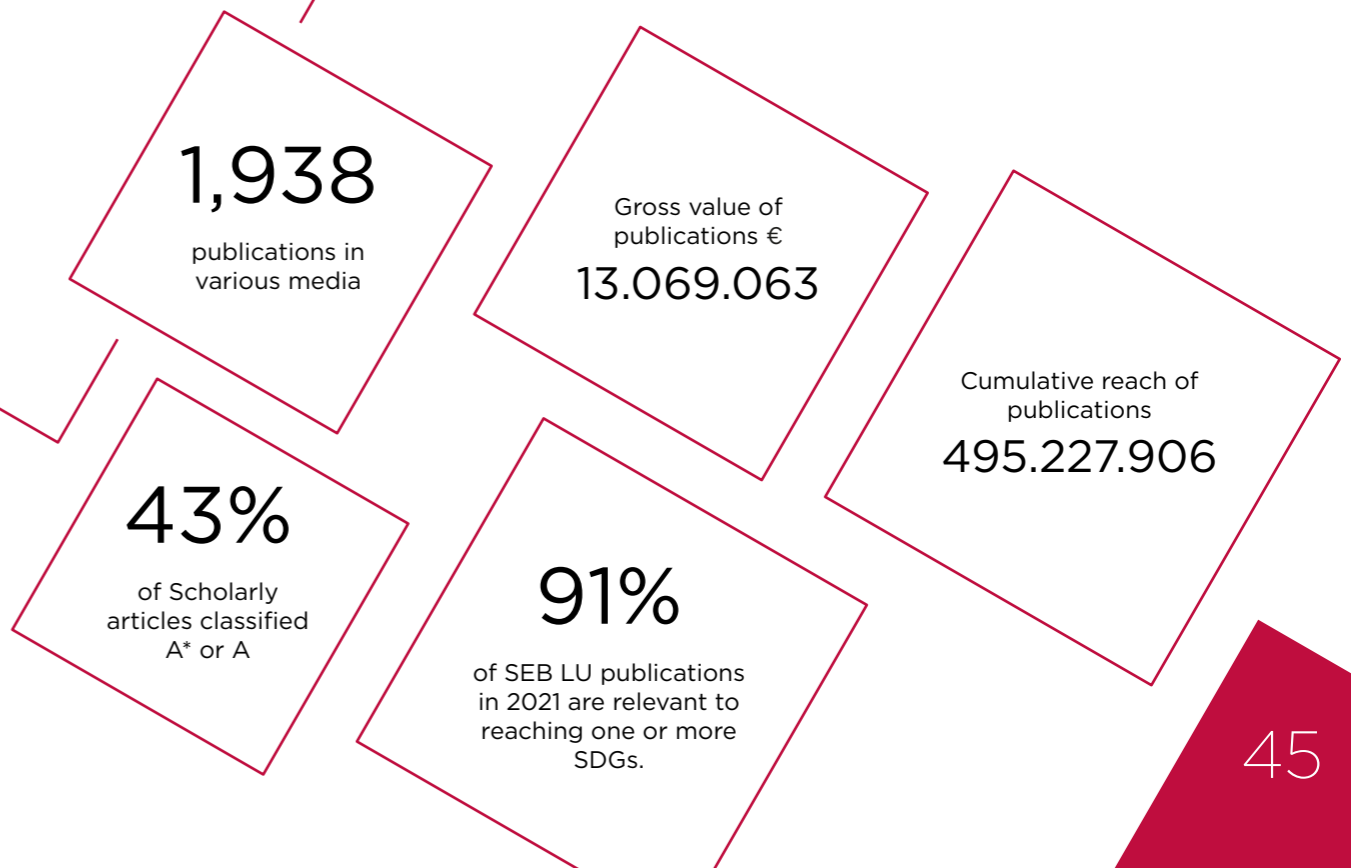
During the pandemic meetings were held online and while one can be productive in this way, in some circumstances even more, it is not the same. Nothing can really replace gatherings of colleagues, friends from different departments and discussing more or less any idea that comes to mind.

“

## Research goals



## Research impact in 2021



# Rewarding the best researchers

## SEB LU BEST PAPER AWARD 2020

- **Pustovrh, A., Rangus, K., Drnovšek, M.** (2020). The role of open innovation in developing an entrepreneurial support ecosystem. *Technological forecasting and social change*, 152, 119892.
- **Kaše, R., Dries, N., Briscoe, J. P., Cotton, R. D., et. al.** (2020). Career success schemas and their contextual embeddedness: a comparative configurational perspective. *Human resource management journal*, 30(3), 422-440.
- **Mihalič, T.** (2020). Conceptualising overtourism: a sustainability approach. *Annals of Tourism Research*, 84, 103025.

## PROMINENT RESEARCH AWARDS

### Excellence in science award by Slovenian Research Agency

- prof. dr. **Vesna Žabkar**
- prof. dr. **Aleš Groznik**
- doc. dr. **Anton Manfreda**
- asist. **Klara Ljubi**, mag. posl. ved

### HR Talent 2021 Award for the best scientific research paper in the field of human resources management

- asist. **Amadeja Lamovšek**, mag. posl. ved

### Best Research Achievements awards by the University of Ljubljana

- prof. dr. **Jelena Zorić**
- prof. dr. **Miroslav Verbič**

## HIGHLIGHTS

### Significant growth in the volume of the highest quality publications and their citations

SEB LUs annual research activity set new records in scientific production in 2021, especially in terms of quantity and quality. This is particularly evident in AJG 4 \* publications, including FT publications and publications in the first half of the SSCI.

### Increasing external sources of funding

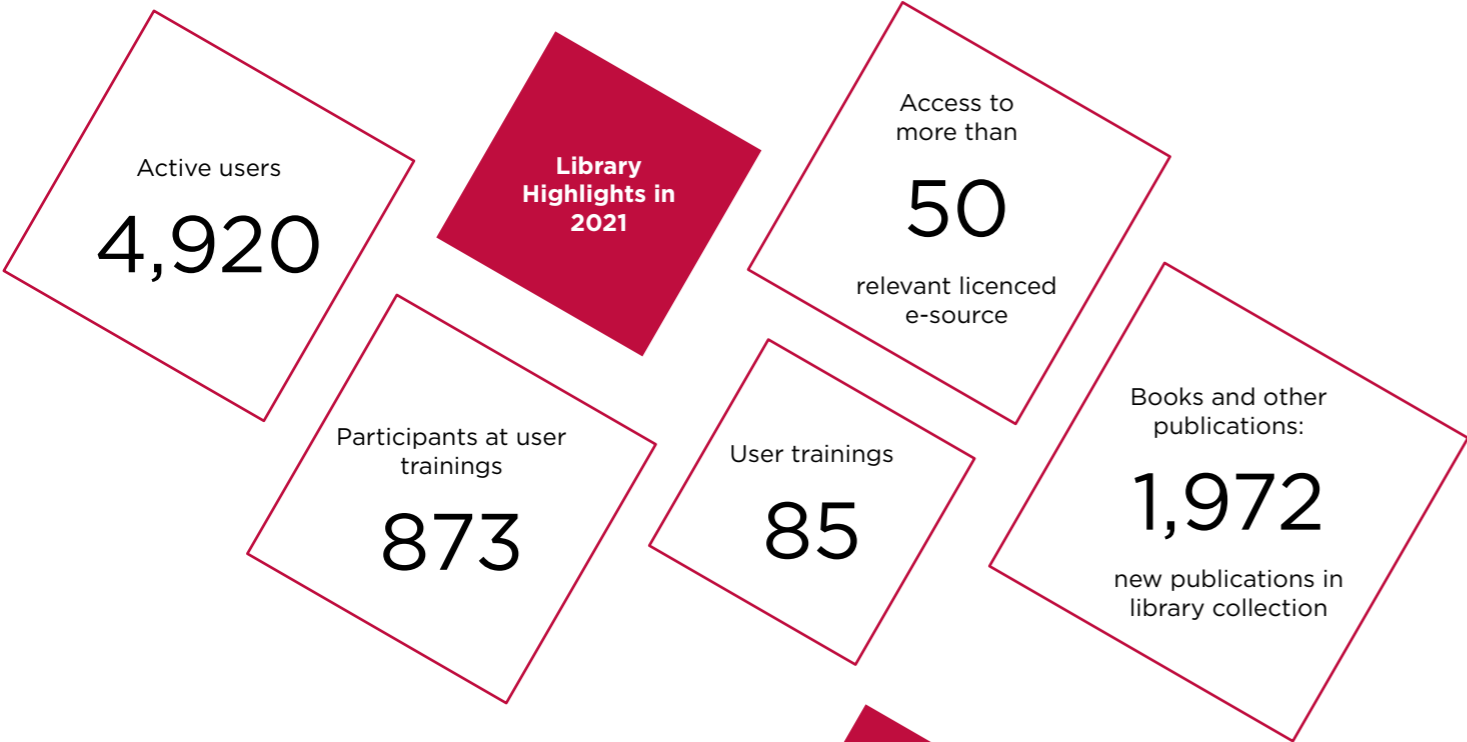
In 2021 SEB LU research department has been successful in obtaining new programs and projects. We gained nine new ARRS projects, one new program group, one 6-year program group extension, and extension of the MRIC infrastructure program, under which we announced a new infrastructure center called ICEF with two interdisciplinary research laboratories.

### SEB LU professors appointed to the scientific councils of the Slovenian Research Agency

Three SEB LU professors have been appointed to the Scientific Councils of the Slovenian Research Agency in 2021. Full professor dr. Aljoša Valentinčič and full professor dr. Peter Trkman have been appointed for the area of Social Sciences, while full professor dr. Miroslav Verbič has been appointed for the area of Interdisciplinary Research.

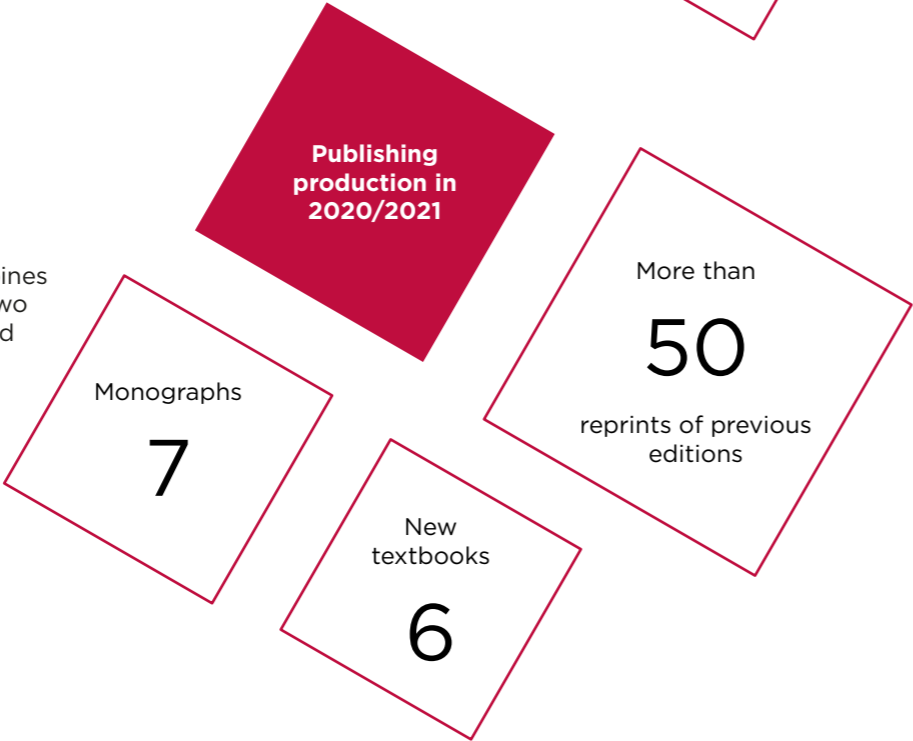
# Central Economics Library

The Central Economic Library is the leading and largest scientific and academic library for business and economics studies in Slovenia. Founded in 1947, it is an active member of the University's library system, the national library, and the information system COBISS. The Central Economic Library endeavours to ensure a continued study support for all the students and the faculty and provides a foundation for research work. The library maintains materials and information resources that users need for their studies and research work. A stock of more than 250,000 items comprises books, theses, research papers, periodicals, and non-book materials in both paper and, increasingly, electronic form.



## SEB LU Publishing

SEB LU's publishing activity combines the SEB LU as a publisher in two main fields: the field of research and as a publisher of textbooks and other materials for students.



# Economic and Business Review (EBR)

Economic and Business Review is a double-blind refereed OPEN ACCESS journal that aims to further the research and disseminate research results in the area of applied business and economic studies, including various fields of economic research, bank and financial management, business informatics, entrepreneurship, international business, management and marketing.

The EBR publishes theoretical and empirical research findings from Slovenian and foreign authors, which examine various economic issues from the following fields. The journal is published four times a year in English.

Since 2021, an online edition is accessible on Elsevier's Digital Commons platform.



## 10th EBR Annual Conference & SEB LU Doctoral Conference 2021

The 10th EBR Annual Conference & SEB LU Doctoral Conference 2021 was held on December 3, 2021. Due to circumstances, the event was organised through Zoom. Vice Dean Professor dr. Miha Škerlavaj and Professor dr. Tjaša Redek opened the conference. The authors of thirty papers in six sections spoke at the conference:



# GLOBAL OUTREACH



International students

1,554

Full-time foreign students

993

Students at short-term programmes

313

Incoming students

192

Outgoing students

142

Jedrt Mikelj

The new challenge in this new reality we live in for exchange students is definitely meeting their fellow students and also not interacting as much as they did before the pandemic with organized events and parties.

## Exchange programmes

The COVID pandemic had a strong impact on all aspects of SEB LU, including our exchange programmes. But despite all the challenges, our exchange community remained strong and several international students chose to come to SEB LU.

192  
Incoming exchange  
students

from  
23  
countries

90  
in spring  
semester

89  
in winter  
semester

13  
whole year

most from France  
or Germany

105  
bachelor  
students

1  
PhD student

86  
master students

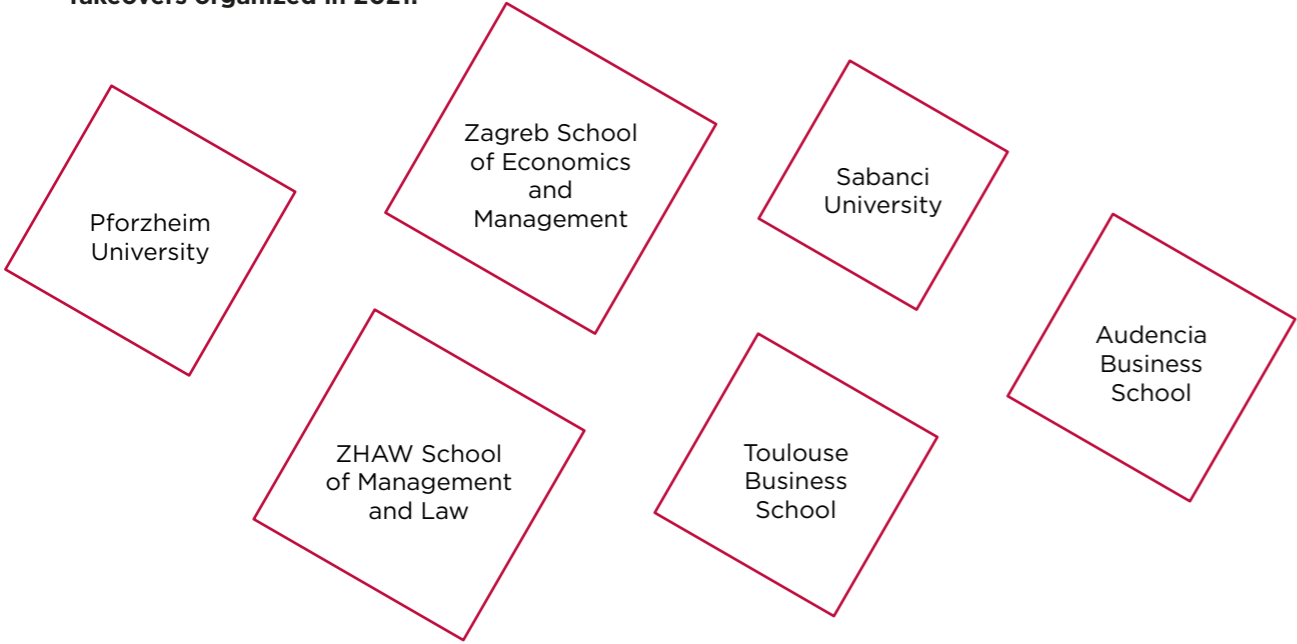


# Promoting international environment through social media

At SEB LU, internationalization on campus and abroad is very important. To showcase all the opportunities our students have, we recently launched two social media campaigns on our “SEB LU Worldwide” Instagram profile.

To help our students get to know our partner institutions a little better and see all they have to offer we started organizing Instagram takeovers. The initiative was launched in spring 2021. Through the takeovers, students get a glimpse of student life on campus and first-hand information about what it's like to study at the foreign school. This way, they can better decide if it's right for them.

### Takeovers organized in 2021:



SEB LU welcomes approximately 400 new exchange students each year. To emphasize our international atmosphere and help students get to know each other, we have created a “Student of the Week” section. It is run by our SEBuddies, a group of tutors who assist international students with information and advice. They organize a short interview with different exchange students in which they talk about their experiences in Ljubljana.

# HIGHLIGHTS



### First winter doctoral school

The first Winter Doctoral School was held from 15 - 19 February 2021. Doctoral students, researchers, academic and professional public attended 3 courses: Applied Time Series Analysis and Forecasting, Introduction to Data Science with Python, Quantitative Research with R Studio.



### Erasmus+ Strategic Partnership - DigiMates

A two-year coordination project DigiMates: Development of Innovative, Gamified and Interactive Method for Advanced e-Teaching and e-Learning of Skills was approved. The main goal of the project is to improve the quality of e-learning through the development and implementation of the DigiMates innovative method for online game-based learning.



### 7th edition of Summer school on Cultural Management (PŠKM)

In the summer of 2021, 7th edition of the Summer school on Cultural Management (PŠKM) was organised on the premises of SEB LU. PŠKM is a university project within Art Council, jointly organised by SEB LU and three art academies. It is a five day program for small number of participants. The highlights of PŠKM 2021 were 1. Art creates the beauty of sustainable solutions. 2. Culture creates an inclusive and accessible living space. 3. Creative culture creates experiences with its projects that enrich us. 4. Designing, directing and disseminating creative projects.

# Confucius Institute Ljubljana

Confucius Institute Ljubljana, located at SEB LU (CI Ljubljana), is a non-profit organization operating under the auspices of the Beijing-based China Foundation for International Education (CIEF). The Institute promotes Chinese culture, Chinese business language and acts as a bridge between the business community in Slovenia and China. To this end, the Institute has established five centres for intercultural cooperation with China, namely Confucius Classrooms in Ljubljana, Maribor, Kranj, Koper and Celje, to enhance the visibility of the Institute and its work.

## HIGHLIGHTS

CI Ljubljana  
in 2021

23

of online Chinese  
language courses

185

students

1,019

children and  
youngsters learning  
the Chinese  
language and/or  
Chinese culture

First workshop on  
Traditional Chinese  
Medicine with dr.  
Tian Wei



In May, the Chinese Embassy in Slovenia and the Confucius Institute Ljubljana held online preliminaries for the 14th annual "Chinese Bridge" competition for Chinese proficiency among secondary school students.



The Confucius Institute in Ljubljana actively participated in a SILA BAZAAR organized by SILA International Women's Club Ljubljana. CI Ljubljana brought a wonderful performance of the traditional Chinese story of Pangu and the creation of the world. It was performed in Chinese and Slovenian. The CI Ljubljana booth also offered a mooncake tasting and a workshop on calligraphy on paper lanterns.

ŽIVALSKI KOLEDAR 十二生肖  
LILA PRAP 莉拉·普拉



In cooperation with the publishing house Miš, CI Ljubljana concluded the Year of the Rat with the publication of the book: Chinese Zodiac, written by Lila Prap, a well-known Slovenian writer and illustrator. The book is intended for all ages, especially for those who are interested in Chinese culture.



# ALUMNI

More than  
**11,000**  
SEB LU Alumni  
members

More than  
**20**  
events per year

Life-long  
learning

Exclusive  
events

Career  
opportunities

**PARTNER  
ASSOCIATIONS**  
Beta Gamma Sigma  
Ljubljana Chapter

Alumni MBA  
Radovljica



# Anuška Beltram, Connect AI

Integrity when it comes to AI, is one of the main elements and at the same time the biggest challenge. It is the key. Without it, it will be difficult to continue working on AI. AI is the future, but we must be careful.

## SEB LU Alumni stories

It's kind of fascinating to see where our Alumni are, what they have achieved and what they do! Read some of the most interesting Alumni stories and connect with our alumni.



Gregor Tehovnik



Nadja Keržan

## Beta Gamma Sigma Ljubljana Chapter

Membership in BGS is the highest recognition a business student anywhere in the world can receive at a school accredited by AACSB International. Beta Gamma Sigma designation can set students and alumni apart from the crowd. It conveys academic excellence and a commitment to high principles and superior achievement throughout their lifetimes. BGS membership is lifelong and by invitation only.



91

new BGS Ljubljana members

936

BGS Ljubljana members



# Alumni Connect Podcast

Alumni has its own podcast – Alumni connect! The podcast is co-created with associations and various departments within SEB LU: Confucius Institute, DŠPV, International Office, Management Group, Mladi projektni managerji, Povezani EF and Top EF.

The aim of the podcast is to connect people, spread ideas and good practices as well as create opportunities and change our community for the better.

2021 in numbers: 5 episodes, 1,050 YouTube views and 1,247 listeners.

Connect with us!



# HIGHLIGHTS



## Round table: Competition VS Consolidation

At the event, which was organised offline with a live streaming, Alumni hosted one of the biggest names in the banking industry in Slovenia. All together the round table was followed by 450 Alumni members and others. The main topic of the round table moderated by SEB LU professor Matej Marinč were trends and drivers of bank consolidation in Europe and Slovenia.



## E-Talk: Economy under the spotlight

In April one of the biggest events was organised with 16 different speeches held by leading experts in the field of economy, academics, journalists, businesspeople, and other economics enthusiasts. The aim of the event was to bring the economy closer to the public. There were more than 1.000 applicants and 4.000 YouTube views.

## TikTalk Academy

In cooperation with Beglobal agency and DD Studios the first episode of TikTalk academy was organised in December - TikTalk - Episode#1: The Time is Now. TikTok is one of the fastest-growing social media platforms ever that enables users to film and share short videos from 15 seconds to one minute long. The event took place at SEB LU, where we hosted nearly 200 Alumni members and others.





# PROGRAMMES IN 2021

Ljubljana MBA

1

Open  
programmes

9

Academies

4

In-company  
programmes

56

# PARTICIPANTS IN 2021

Academies

92

Ljubljana MBA

63

Open  
programmes

239

In-company  
programmes

1,613

# EXECUTIVE EDUCATION



Metka Svetlin

Thanks to the great collaboration with CBE and its connections, we managed to double the amount of workshops we have planned and in just a few months almost reached the planned target.

## CBE Open Programmes

We grow when we step outside of our comfort zones. Open programmes are created to suit individuals' professional or personal development needs, and to rapidly force participants to think outside the box, motivate them, and give them the basis to create new business opportunities.



# CBE E-TALK

CBE E- TALK is a monthly video podcast or online conversation with representatives of the business community and the School of Economics and Business at the University of Ljubljana about current issues, trends and challenges in business. Through CPOEF E- TALK, we aim to bring high-quality economic and social content, faculty knowledge, speakers' practical experience, and best practises to a broad business audience.

Last year, we spoke with our guests about sustainability in business, personal branding, data analytics, gastronomy after COVID - 19, trends in tourism, and more. A total of 20 episodes are available on the CPOEF YouTube channel, and the 2021 talks have already been viewed by more than 10,000 people.

## HIGHLIGHTS

### CBE celebrates 10th anniversary

CBE celebrated its 10th anniversary in 2021. Given the pandemic situation, it was not possible to organise live events, but an interesting package of substantive speeches with a view to the future was offered to the public. In the 11th year of the CBE, 11 individuals from the School of Economics and Business at the University of Ljubljana spoke about what a changing environment means for the future. Over 1,000 people watched the event.



### Grow Slovenia with Google

In 2021 CBE joined the project Grow Slovenia with Google, a global initiative to present entrepreneurial opportunities for individuals, the use of digital technology and the creation of new employment opportunities, advancement within companies or the growth of small and medium-sized enterprises. The project made an exceptional contribution to the impact of CBE on knowledge growth in Slovenia. This project offered 88 free short online workshops (in the field of marketing and artificial intelligence) for the general business community, which were attended by over 7,400 participants.



**For the Dean**

Prof. Dr Metka Tekavčič

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This report was prepared by the SEB LU's professional staff, faculty, and management team. © School of Economics and Business, University of Ljubljana

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Center poslovne odličnosti

Ekonomске fakultete

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**YouTube**

Ekonomska fakulteta

**EF NET Portal**

News portal with the latest SEB LU news

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