

MAJA KONEČNIK RUZZIER, PhD

Associate Professor of Marketing, University of Ljubljana, Faculty of Economics

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Google scholar site: <http://scholar.google.com.au/citations?user=3JSVcMwAAAAJ&hl=sl&oi=ao>

SSRN site: http://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=1544430

Maja Konečnik Ruzzier is an associate professor of marketing in the Faculty of Economics of the University of Ljubljana (FELU), where she received her BA, MSc and Ph.D. For her doctoral dissertation she received two international awards: the TTRA Keeling dissertation award and the Scientific prize ITB, both in 2008. During her education and work at the FELU, she has visited several famous foreign universities. She has attended a doctoral program in marketing (University of St. Gallen, Switzerland), acted as a visiting researcher (Kelly School of Business, Indiana University, USA; Norwegian School of Management, BI, Norway), and acted as a visiting professor (Griffith Business School, Australia).

Professor Konečnik Ruzzier has authored or co-authored more than 40 papers on branding, marketing, tourism, destination and SMEs, which have appeared in such journals as *Journal of Business Research*, *Annals of Tourism Research*, *Journal of Brand Management*, *Journal of Travel Research*, *Canadian Journal of Administrative Sciences*, and *Baltic Journal of Management*. Her articles are well cited (with 733 citations according to Google Scholar as of January 2014); in particular, her article published in *Annals of Tourism Research* in 2007 is the most-cited article over a five-year period (2007-2012) in this world-leading journal (IF (2011) = 3.259). She has served on several editorial boards and acted as a referee for more than 20 scientific journals. She has written five books, the latest of which is *Marketing for Entrepreneurs and SMEs*, co-authored by Robert D. Hisrich and Mitja Ruzzier. Currently, she is involved with some marketing and tourism scientific and professional associations. She has been an invited speaker for many conferences (e.g., UNWTO).

Dr. Konečnik Ruzzier is a course director for courses related to marketing principles in general, tourism marketing and branding at the FELU. She has also acted as a visiting professor at some foreign universities (University of Applied Sciences, Upper Austria; Griffith Business School, Australia). In addition, she is trying to transfer her teaching and research experience into business practice. She communicates her ideas through professional articles in newspapers and magazines and by lecturing to companies. In particular, she likes working as a consultant in the area of strategic marketing and brand development. She has been involved in the development of marketing and branding strategies for many organizations, including her significant contribution in the development of the actual country brand I feel Slovenia, which has been recognized internationally as one of the best examples of a country brand.

Maja Konečnik Ruzzier speaks English and German fluently. In her free time, she enjoys travelling around the world and discovering new destinations, which inspire her especially due to the wide variety of cultures and habits she encounters. She is particularly enthusiastic about fruitful experiences that are related to the sea and snow.

MAJA KONEČNIK RUZZIER, PhD

EDUCATION

Ph.D. 2005	University of Ljubljana, Faculty of Economics Business Administration Dissertation: Customer-based brand equity for tourism destination: Conceptual model and its empirical verification
M.S. 2001	University of Ljubljana, Faculty of Economics Business Administration Thesis: The image of Slovenia as a tourism destination (in Slovenian language)
B.S. 1998	University of Ljubljana, Faculty of Economics
1994	Grammar school, Ravne na Koroškem
1990	Primary school, Slovenj Gradec

ADDITIONAL TRAINING

1/2013-7/2013	Visiting professor Griffith Business School, Australia
8/2007-9/2007	Additional postgraduate study Norwegian School of Management, BI, Norway Visiting researcher
2002-2003	Additional postgraduate study University of St. Gallen, Switzerland Doctoral program in Marketing Cooperation with the Institute for Service and Tourism, St. Gallen
3/2001-5/2001	Additional postgraduate study Indiana University, Kelly School of Business, ZDA Visiting scholar

WORK EXPERIENCES

2011 – current	Associate professor of marketing University of Ljubljana, Faculty of Economics
2006 – 2011	Assistant professor University of Ljubljana, Faculty of Economics
1998 – 2006	Research/teaching assistant University of Ljubljana, Faculty of Economics

AWARDS

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|---------|---|
| 11/2009 | Best Young Professor Award
Best Young Professor Award is granted by University of Ljubljana to those young professors with extraordinary teaching and research achievements. |
| 6/2008 | TTRA 'Keeling Dissertation Award 2008' for the best doctoral thesis in the period from 2005 to 2008.
Title of the dissertation: 'Customer-based brand equity for tourism destination: Conceptual model and its empirical verification' |
| 3/2008 | Scientific prize ITB 2008 for doctoral dissertation, which was evaluated as the best work in international category of the German Association of Tourism Science (German Association of Tourism Science, Berlin) |
| 11/1998 | Faculty award for the best bachelor's degree thesis in 1997/1998 school year (Faculty of Economics, Ljubljana) |

RESEARCH AREA

- Branding
- Marketing
- SME
- Internationalization
- Tourism marketing
- Destination/place branding

CITATIONS (as of January 2014)

- Google scholar: 733 citations, indeks h = 12, indeks i10 = 14
- Web of science: 83
- Scopus: 130

REFEREED PAPERS - SELECTED

Konecnik Ruzzier, M., de Chernatony, L. (2013). Developing and applying a place brand identity model: The case of Slovenia. *Journal of Business Research*, vol. 66, no. 1, pp. 45-52.

Petek, N., Konecnik Ruzzier, M. (2013). Brand identity development and the role of marketing communications : brand experts' view. *Managing global transitions*, vol. 11, no. 1, pp. 61-78.

Konecnik Ruzzier, M., Ruzzier, M. (2013). A modern approach to brand conceptualisation. *Transformations in business & economics*, vol. 12, no. 1 (28), pp. 121-134.

Konecnik Ruzzier, M. (2012). Developing brand identity for Slovenia with opinion leaders. *Baltic Journal of Management*, vol. 7, no. 2., pp. 124-142.

Konečnik Ruzzier, M., Petek, N. (2012). Country brand I feel Slovenia: First response from locals. *Economic Research*, vol. 25, no. 2, pp. 465-484.

Konečnik Ruzzier, M., Petek, N. (2012). The importance of diverse stakeholders in place branding: The case of I feel Slovenia. *Anatolia*, vol. 23, no. 1, pp. 49-60.

Garner, W.C., Konečnik Ruzzier, M. (2011). Tourism destination brand equity dimensions: renewal versus repeat market. *Journal of Travel Research*, vol. 50, no. 5, pp. 471-481.

Konečnik Ruzzier, M. (2010). Extending the tourism destination image concept into customer-based brand equity for a tourism destination. *Economic Research*, vol. 23, no. 3, pp. 24-42.

Konečnik Ruzzier, M. (2010). Clarifying the concept of customer-based brand equity for a tourism destination. *Annales, Series Historia et Sociologia*, vol. 20, no. 1, pp. 189-200.

Konecnik, M., Go, F. (2008). Tourism destination brand identity: The case of Slovenia. *Journal of Brand Management*, Vol. 15, No. 3, pp. 177-189.

Konečnik, M., Ruzzier, M. (2008). The customer's perspective on the tourism destination brand: A structural equation modeling study. *Transformations in Business and Economics*, vol. 7, no. 1, pp. 169-184.

Ruzzier, M., Antončič, B., Hisrich, R.D., Konečnik, M. (2007). Human capital and SME internationalization: A structural equation modeling study. *Canadian Journal of Administrative Science*, vol. 24, no. 1, pp. 15-29.

Konečnik M., Gartner W.C. (2007). Customer-based brand equity for a destination. *Annals of Tourism Research*, vol. 34, no. 2, pp. 400-421.

Konečnik M. (2004). Evaluating Slovenia's image as a tourism destination: A self-analysis process towards building a destination brand. *Journal of Brand Management*, Vol. 11, No. 4, pp. 307-316.

REFEREED PAPERS - OTHERS

Terglav, K., Kaše, R., Konečnik Ruzzier, M. (2013). Konceptualni model vpliva notranjega brandinga na ustvarjalne presežne vrednosti za porabnike. *Economic and Business Review*, vol. 15, specila issue, pp. 169-190.

Lap, R., Konecnik Ruzzier, M. (2013). Nakupno vedenje turistov: Potovati s turističnimi agencijami ali v lastni režiji? = Consumer behaviour in tourism: Traveling with travel agencies or individually? (In Slovenian language). *Akademija MM*, vol. 13, no. 21, pp. 11-22.

- Terglav, K., Kaše, R., Konečnik Ruzzier, M. (2012). Uresničevanje notranjega branding: Razvoj konceptualnega modela = Internal branding implementation: Developing a conceptual model. *Management*, vol. 7, no. 4, pp. 309-329.
- Konečnik Ruzzier, M., Petek, N., Lapajne, P., Milinović, D. (2011). Znamka I feel Slovenia: Vključevanje predstavnikov ključnih področij v proces njenega oblikovanja. *Management*, vol. 6, no. 4, pp. 399-417.
- Malovrh, M., Konečnik Ruzzier, M. (2011). Poznavanje in poistovetenje z identiteto znamke I feel Slovenia = Familiarity and identification with the brand I feel Slovenia. *Naše gospodarstvo*, vol. 57, no. 1/2, pp. 47-54.
- Konečnik Ruzzier, M., Lapajne, P., Drupal, A., de Chernatony, L. (2009). Celostni pristop k oblikovanju identitete znamke I feel Slovenia = Following a holistic approach to develop the brand identity "I feel Slovenia". *Akademija MM*, vol. 9, no. 13, pp. 51-62.
- Ruzzier M., Antončič B., Konečnik M. (2006). The resource-based approach to the internationalisation of SMEs: Differences in resource bundles between internationalised and non-internationalised companies. *Zagreb International Review of Economics and Business*, Vol. 9, No. 2, pp. 95-116.
- Konečnik M., Ruzzier M. (2006). The influence of previous visitation on customer's evaluation of a tourism destination. *Managing global transitions*, Vol. 4, No. 2, pp. 145-165.
- Ruzzier M., Konečnik M. (2006). The internationalization strategies of SMEs: The case of the Slovenian hotel industry. *Management*, Vol. 11, No. 1, pp. 17-35.
- Konečnik M. (2006). Croatian-based brand equity for Slovenia as a tourism destination. *Economic and Business Review*, Vol. 8, No. 1, pp. 83-108.
- Konečnik M. (2006). Ovrednotenje premoženja znamke Slovenije kot turistične destinacije v očeh Nemcev in Hrvatov = Evaluating customer-based brand equity for Slovenia as a tourism destination from Germans' and Croats' points of view. *Our Economy*, Vol. 52, No. 1/2, pp. 37-49.
- Konečnik M. (2006). Izzivi proučevanja kompleksne narave blagovne znamke s pomočjo uravnoteženega pogleda nanjo = Challenges of analysing the complex nature of a brand via input and output perspectives. *Organizacija*, Vol. 39, No. 4, pp. 265-272.
- Konečnik M. (2005). Empirično ovrednotenje podobe Slovenije kot turistične destinacije v očeh tujih predstavnikov turistične dejavnosti = Empirical evaluation of Slovenia's image as a tourist destination from the point of view of foreign experts. *Our Economy*, Vol. 51, No. 1/2, pp. 109-120.
- Konečnik M. (2005). Slovenia as a tourism destination: Differences in image evaluations perceived by tourism representatives from closer and more distant markets. *Economic and Business Review*, Vol. 7, No. 3, pp. 261-282.
- Konečnik M. (2003). Opredelitev, vrste in kooperativne funkcije turistične destinacije = Definition, types and co-operative functions of tourist destination. *Organizacija*, Vol. 36, No. 5, pp. 320-326.

Konečnik M. (2002). The image as a possible source of competitive advantage of the destination: The case of Slovenia. *Tourism Review*, Vol. 57, No. 1/2, pp. 6-12.

Konečnik M. (2001). Proces in krivulja učenja podjetja = The Process and the learning curve of the firm. *Organizacija*, Vol. 34, No. 6, pp. 389-396.

REFEREED CHAPTERS IN A BOOK

Konečnik Ruzzier, M., Petek, N. (2014). The importance of diverse stakeholders in place branding : the case of "I feel Slovenia". In book Baggio, R., Czakon, W., Mariani, M.M. (ed.). *Managing tourism in a changing world: Issues and cases*. London, New York: Routledge, pp. 49-60.

Konečnik Ruzzier, M. (2011). Country brand and identity issues: Slovenia. In book Morgan, N., Pritchard, A., Pride, R. (ed.): *Destination brands: Managing place reputation*. 3rd ed. Oxford: Butterworth-Heinemann, pp. 291-302.

Konečnik Ruzzier, M., Ruzzier, M. (2009). A two-dimensional approach to branding: Integrating identity and equity. In book Cai, L.A., Gartner, W.C., Munar, A.M. (ed.): *Tourism branding: Communities in action, (Bridging tourism theory and practice, vol. 1)*. 1st ed. Bingley: Emerald, pp. 65-73.

Konečnik, M. (2006). Slovenia in the EU: The challenges facing its tourism destination brand. In book Hall D., Marciszewska B. and Smith M. (ed.): *Tourism in the new Europe: The challenges and opportunities of EU enlargement*. Wallingford UK: CABI Publishing, pp. 81-91.

BOOKS

Konečnik Ruzzier, M., Ruzzier, M., Hisrich, D.R. (2013). *Marketing for entrepreneurs and SMEs: A global perspective*. Cheltenham, UK, Northampton, MA, USA: Edward Elgar. Published in English.

Konečnik Ruzzier, M. (2011). *Temelji trženja: Pristop k trženjskemu načinu razmišljanja v 21. stoletju = Marketing management: The way of thinking in the 21st century*. Ljubljana: Meritum, 253 pp. Published in Slovene.

Konečnik Ruzzier, M. (2010). *Trženje v turizmu = Tourism Marketing*. Ljubljana: Meritum, 200 pp. Published in Slovene.

Konečnik Ruzzier, M. (2010). *Destination branding: Theory and research*. Saarbrücken: Lambert Academic Publishing, 278 pp. Published in English.

Konečnik Ruzzier, M. (2006). *Evaluating customer-based brand equity: The case of a tourism destination*. Šenčur: Creatoor, 239 pp. Published in English.

MEMBERSHIP IN EDITORIAL BOARDS

- International journals: *Managing global transitions*, *Tourism Review*
- Slovenian journals: *Akademija MM*, *Management*, *Academica Turistica*
- Guest editor of *Akademija MM* (Number 12, 2008)

REFEREE WORK

- Foreign/international journals: Journal of Business Research, Annals of Operation Research, Annals of Tourism Research, Tourism Management, International Journal of Tourism Research, Annales – Series historia et sociologia, Tourism Review, Managing Global Transitions, International Journal of Service Technology and Management, Journal of Hospitality & Tourism Research.
- Slovenian journals: Management, Organizacija, Akademija MM.
- In more than 10 books published with both Slovenian and international publishers.

RESEARCH PROJECTS

- Participation in many national research projects in Slovenia
- Participation in many projects, investigating the business processes in Slovenian companies
- Participation in some international projects (like Transromanica - Community Initiative INTERREG III B)

MEMBERSHIP IN SCIENTIFIC ASSOCIATIONS

- International associations: EMAC – European Marketing Academy, TTRA – Travel and Tourism Research Association, Aiest – International Association of Scientific Experts in Tourism)
- Slovenian associations: (DMS/SMA – Slovenian Marketing Association, NTZ/NTA – National Tourist Association)

ACTIVE TEACHING

PhD

- Contemporary Issues in Marketing Strategy, FELU

Master level

- Brand Management, FELU
- Product and Brand Management (modul B2B branding), University of Upper Austria, Steyr

Undergraduate level

- Marketing Management, FELU
- Introductory to marketing, FELU
- Tourism Marketing, FELU

PROFESSIONAL ACTIVITIES AND CONSULTANCY

- Author and co-author of professional papers in Slovene and foreign expert magazines.
- Consultancy in many projects regarding developing marketing and brand strategies for organizations. Among them the contribution to I feel Slovenia brand development can be outlined, since I feel Slovenia brand development is internationally known as one of the best cases of good country brand developments.
- Lecturer, Programme Manager and director of several seminars of strategic marketing management and brand management.
- Role of an opinion leader (interviews in media).

PROFESSIONAL FUNCTIONS

- Member of the Board of Expert of the Slovenian Tourist Board
- Surrogate Member of Board of Expert of the Slovene Consumers' Association

FOREIGN LANGUAGES

- English – active
- German – active
- Croatian – passive
- Italian – passive

HOBIES

- Skiing, swimming, jogging