

College of Business Academic Research Seminar



Barbara Čater

professor of management at the University of Ljubljana,

Title:

Sustainability practices in SMEs

BIO

Barbara Čater is a professor of marketing at University of Ljubljana, School of Economics and Business (UL SEB). She teaches courses in marketing research, B2B marketing and key account management. She has taught courses or participated as a visiting researcher at the Vienna University of Economics and Business (Austria), Technical University of Chemnitz and the University of Regensburg in Germany. She is also head of the AACSB accreditation at UL SEB. Her main research interests lie in business-to-business marketing, especially in business

relationships, dark sides of the sharing economy and sustainable business practices. She is a co-author of the Sustainability Business Index (SBI/TPI), which measures the sustainability orientation of companies in Slovenia. She has published the results of her research in Industrial Marketing Management, Journal of Business Research, Journal of Business & Industrial Marketing, Journal of Small Business Management, Business Ethics, the Environment & Responsibility, Service Industries Journal, Journal of East European Management Studies, and others.

ABSTRACT

This presentation aims to enhance the understanding how family ownership moderates the relationships between three groups of motives (moral, relational, and instrumental) and SMEs' sustainability practices (environmental, social, and governance). The model presented was tested on survey-based data from 259 SMEs across different industries. The results indicate that family ownership moderates the relationships between moral motives

and all three groups of sustainability practices and between instrumental motives and two groups of SMEs' sustainability practices, namely social and governance. The study contributes to the existing literature on Socio-Emotional Wealth (SEW) theory by offering a more systematic understanding of how family ownership shapes the relationships between SMEs' motives and sustainability practices.



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12:30 - 1:00 PM



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