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Področje raziskovanja: Fields of research:	Blagovne znamke, trajnost, krožno gospodarstvo, eko inovacije, turistična destinacija, trženje Brands, sustainability, circular economy, eco-innovation, tourism destination, marketing
Število študentov*: Number of students*:	2
Reference: References:	HOJNIK, Jana, RUZZIER, Mitja, KONEČNIK RUZZIER, Maja. Transition towards sustainability : adoption of eco-products among consumers. <i>Sustainability</i> , ISSN 2071-1050, 2019, vol. 11, iss. 16 (art. 4308), str. 1-29, doi: 10.3390/su11164308 . TERGLAV, Katja, KONEČNIK RUZZIER, Maja, KAŠE, Robert. Internal branding process : exploring the role of mediators in top management's leadership-commitment relationship. <i>International Journal of Hospitality Management</i> , ISSN 0278-4319, Apr. 2016, vol. 54, str. 1-11, doi: 10.1016/j.ijhm.2015.12.007 . KONEČNIK RUZZIER, Maja, DE CHERNATONY, Leslie. Developing and applying a place brand identity model : the case of Slovenia. <i>Journal of business research</i> , ISSN 0148-2963. [Print ed.], Jan. 2013, vol. 66, iss. 1, str. 45-52, doi: 10.1016/j.jbusres.2012.05.023 . KONEČNIK RUZZIER, Maja, DE CHERNATONY, Leslie. Developing and applying a place brand identity model : the case of Slovenia. <i>Journal of business research</i> , ISSN 0148-2963. [Print ed.], Jan. 2013, vol. 66, iss. 1, str. 45-52, doi: 10.1016/j.jbusres.2012.05.023 .
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*Število razpoložljivih mest za študente, ki jih mentor še lahko sprejme. / The number of students that the mentor can accept.