

**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Tuesday, 17th January 2017**  
at **1 p.m.** in room **P-119**  
at the **Faculty of Economics, University of Ljubljana**

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will present the article:

**“Service quality, students’ satisfaction and behavioural intentions in STEM and IC higher education institutions”**

“Service quality, students' satisfaction and their behavioural intentions are recognised as rather important aspects in higher education institutions' strategies in a competitive higher education marketplace, which enable them to attract and retain students in science, technology, engineering and mathematics (STEM) and information-communication (IC) study areas. This research aimed to study the relationship between service quality, students' satisfaction and behavioural intentions of STEM and IC students of the University of Rijeka Departments. Partial least squares structural equation modelling using SmartPLS 3.0 software was performed on student survey data, confirming a direct, positive and significant relationship between higher education service quality and students' satisfaction and between students' satisfaction and their behavioural intentions. According to indirect effects analysis, perceived higher education service quality has an indirect, positive and significant impact on students' behavioural intentions through students' satisfaction. The results indicate that higher education service quality is an imperative for higher education sector. Based on the findings of this study, useful to policy makers in the services industry in general and in higher education sector in particular, improvements can be planned all service quality dimensions as a key factor to attract, educate and retain STEM and IC students in Croatia.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:

[research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si) by Monday, 16<sup>th</sup> January 2017.

You can find all information regarding future research seminars on following link:

[http://www.ef.uni-lj.si/raziskovanje/seminarji\\_in\\_konference](http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference)

**We look forward to seeing you!**

