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Associate Professor and Head of the Chair for Marketing Communication and Public Relations, Department of Communication, Faculty of Social Sciences, University of Ljubljana. She is actively involved in the development of CSR in Slovenia, and serves in jury boards for national and EU CSR awards. She is a member of organising/professional committees for three conferences – International CSR Communication Conference, IRDO International Conference on CSR, and BledCom International Public Relations Conference. She is the editor of AMM – the Slovene Academic Journal for Marketing. Her main research interests are in different areas of CSR and her work is published in several international journals such as: Public Relations Review, European Journal of Marketing, Corporate Communications: An International Journal of Marketing Communications, Journal of Business Research, and Journal of Public Policy & Marketing. In 2013 she received the Outstanding Reviewer Award for Corporate Communication: An International Journal from Emerald, and the Award for Scientific Excellence awarded by the Faculty of Social Sciences.