

Република Србија
Универзитет у Београду
Економски факултет
Број: 2810/1
Датум: 10.07.2024. године
Београд

На основу члана 88. Статута Универзитета у Београду – Економског факултета и члана 4. Правилника о условима и начину ангажовања гостујућег професора на Универзитету у Београду, на предлог Катедре за пословну економију и менаџмент, Наставно-научно веће Факултета на седници одржаној 10.07.2024. године, донело је

ОДЛУКУ

1. Утврђује се предлог да се **др Стефан Марковић**, редовни професор Пословне школе НЕОМА, изабере у звање

ГОСТУЈУЋЕГ ПРОФЕСОРА НА УНИВЕРЗИТЕТУ У БЕОГРАДУ – ЕКОНОМСКОМ ФАКУЛТЕТУ

2. Предлог за избор у звање из тачке 1. ове Одлуке доставља се Универзитету у Београду ради доношења одлуке о избору.

Доставити:
- Универзитету
- Служби за опште и правне послове
- Архиви

Председник Већа
Декан

Проф. др Јасмина Стојановић



STEFAN MARKOVIC

Full Professor & Head of Department of Marketing, NEOMA Business School
59 rue Pierre Taittinger, 51100 Reims, France
stefan.markovic@neoma-bs.fr
+33 (0) 699122594

ACADEMIC APPOINTMENTS

FACULTY APPOINTMENTS

Sep 2023 – present	Full Professor in Marketing, Department of Marketing, NEOMA Business School, Reims – Paris – Rouen, France.
Sep 2023 – present	Head of Department of Marketing, NEOMA Business School, Reims – Paris – Rouen, France.
Sep 2023 – present	Visiting Professor, Department of Marketing, Copenhagen Business School, Denmark.
Sep 2017 – present	External Lecturer, Department of Marketing, ESADE Business School – Universitat Ramon Llull, Barcelona, Spain.
Dec 2018 – Aug 2023	Associate Professor in Marketing, Department of Marketing, Copenhagen Business School, Frederiksberg, Denmark.
Nov 2018 – Aug 2023	External Lecturer, Department of Strategy and Entrepreneurship, NEOMA Business School, France.
Oct 2016 – Dec 2018	Assistant Professor in Marketing, Department of Marketing, Copenhagen Business School, Frederiksberg, Denmark.
Jan 2015 – May 2015	Visiting Doctoral Scholar, Department of Creativity and Innovation, Oslo School of Management – Kristiania University College, Oslo, Norway.
Sep 2013 – Aug 2016	Research & Teaching Assistant, Department of Marketing, ESADE Business School – Universitat Ramon Llull, Barcelona, Spain.

OTHER ACADEMIC APPOINTMENTS

Apr 2021 – present	Co-Editor-in-Chief, Business Ethics, the Environment & Responsibility (formerly, Business Ethics: A European Review), Wiley. (AJG 2).
Feb 2021 – present	Associate Editor for Interdisciplinary Research, Industrial Marketing Management, Elsevier. (AJG 3).
Jun 2018 – present	Chair of the Special Interest Group on Branding & Executive Committee Member, European Marketing Academy (EMAC), Brussels, Belgium.
Mar 2020 – Mar 2023	National Representative of Denmark, European Marketing Academy (EMAC), Brussels, Belgium.
Nov 2018 – Aug 2023	Chair of Marketing Ethics Research Cluster, Department of Marketing, Copenhagen Business School, Frederiksberg, Denmark.
Jun 2018 – Apr 2021	Associate Editor, Business Ethics: A European Review, Wiley.
Nov 2016 – Aug 2023	Co-chair of the Advances in Branding Research Cluster & the Brand Meaning Research Network, Department of Marketing, Copenhagen Business School, Frederiksberg, Denmark.

EDUCATION

Sep 2013 – Jul 2016	PhD in Management Sciences, ESADE Business School – Universitat Ramon Llull, Barcelona, Spain. Thesis: “21st-Century Brands: An Innovation Opportunity and an Ethical Challenge” (<i>Cum Laude; International Distinction</i>).
Sep 2012 – Jul 2013	Master of Research in Management Sciences, ESADE Business School – Universitat Ramon Llull, Barcelona, Spain.
Sep 2007 – Jun 2012	Undergraduate and Master in Business Administration, ESADE Business School – Universitat Ramon Llull, Barcelona, Spain. <ul style="list-style-type: none">• Exchange Program, Rotterdam School of Management – Erasmus Universiteit, Rotterdam, The Netherlands. (Jan 2012 – May 2012).

PROFILES AND FIGURES

Academic and Professional Online Profiles

Research Gate: https://www.researchgate.net/profile/Stefan_Markovic3

Google Scholar: <https://scholar.google.com/citations?user=qxAhejkAAAAJ&hl=en>

ORCID iD: <https://orcid.org/0000-0002-5287-5971>

LinkedIn: <https://www.linkedin.com/in/stefan-markovic-phd-a0355b48/>

Twitter: <https://twitter.com/stefmarkovic> (1500+ followers)

Instagram: <https://www.instagram.com/brandingdemar/>

Website: <http://stefan-markovic.com/>

Figures

Citations (Google Scholar): 3278

h-index (Google Scholar): 18

i10-index (Google Scholar): 21

- Top 3 marketing researcher in Denmark based on scholarly output from 2017 to 2020, and from 2018-2021, according to Scopus Clarivate Analytics.
- Top 2 marketing researcher in Denmark based on citation count from 2018 to 2021, according to Scopus Clarivate Analytics.
- Exponential growth of citations in Google Scholar.

AWARDS, SCHOLARSHIPS & GRANTS

Teaching and Research Awards

2024. Best Paper Award: Touratier-Muller, Nathalie, Nikolina Koporcic, Stefan Markovic, and Vesna Damnjanovic (2024), "Detecting barriers and drivers to the adoption of circular business models in small companies from developed and developing countries," *2024 Association of Marketing Theory and Practice Conference*. South Carolina, USA.

2017, 2018, 2019, 2020, 2021, 2022 Certificates of Excellence in Education, Department of Marketing, Copenhagen Business School.

2017, 2018, 2019, 2020, 2021, 2022 Certificates of Excellence in Research, Department of Marketing, Copenhagen Business School.

2018, 2021, 2022 Certificates of Exceptional Teaching Performance (TOP 10%) for the MSc course on Perspectives in Strategic Brand Management, Study Board of the MSc in Economics and Business Administration, Copenhagen Business School. (*No certificates delivered during COVID-19*).

2020 Certificate of Exceptional Teaching Performance (TOP 10%) for the MSc course on Advanced Perspectives in Brand Co-creation, Study Board of the MSc in Economics and Business Administration, Copenhagen Business School.

2019. 1st Prize (best paper-presentation award: “Why co-creation is the future of branding”), Brand Science Slam, 14th Global Brand Conference (Academy of Marketing), Berlin, Germany.

2017 and 2018 Certificates of Exceptional Teaching Performance (TOP 10%) for the MSc course on Strategic Leadership and Brand Management, Study Board of the MSc in Economics and Business Administration, Copenhagen Business School.

2017. 3rd Prize at the International Doctoral Thesis Competition, European Doctoral Association in Management and Business Administration (EDAMBA).

Institutional Awards & Scholarships

May 2022	Salary Raise for Extraordinary Contributions to Research, Education, Dissemination and the Development of CBS in 2021, Dean’s Office, Copenhagen Business School.
May 2021	Allowance and Salary Raise for Extraordinary Contributions to Research, Education, Dissemination and the Development of CBS in 2020, Dean’s Office, Copenhagen Business School.
Jul 2020	Allowance for Extraordinary Contributions to Research, Education, Dissemination and the Development of CBS in 2019, Dean’s Office, Copenhagen Business School.
May 2019	Allowance for Extraordinary Contributions to Research, Education, and the Development of CBS in 2018, Dean’s Office, Copenhagen Business School.
Sep 2013 – Aug 2016	PhD Scholarship, Fundació ESADE.

- Jan 2015 – May 2015 Mobility Scholarship, Fundació ESADE.
- Jan 2015 – May 2015 Mobility Award for Scientific Staff affiliated with Spanish Universities, Societat Econòmica Barcelonesa d'Amics del País (SEBAP) in collaboration with Don Javier Godó, Count of Godó, and La Caixa Foundation.

Grants

- Dec 2022 Research Grant (funding body: Carlsberg Foundation; grant title: ‘Semper Ardens: Accelerate’; project title: “Buying from a foreigner: Consumer stereotyping of immigrant salespeople in retail sales encounters”; funding period: 1 Mar 2023 – 31 Mar 2026; total amount: DKK 4,591,096; role: collaborator) → Accepted
- Mar 2021 Teaching Grant (funding body: CBS; project title: “State-of-the-art platform for developing and sharing knowledge on value co-creating pedagogy at CBS”; funding period: 1 Aug 2021 – 31 Jan 2024; total amount: DKK 1.3 million; role: co-applicant) → Accepted
- Oct 2019 Research Grant (funding body: Carlsberg Foundation; grant title: Young Researcher Fellowship; project title: “The ethicality of co-creation: A cross-disciplinary issue”; funding period: 2020-2022 [3 full years]; total amount: DKK 4,183,624; role: principal investigator). → Rejected in final stage.
- Oct 2018 Research Grant (funding body: Danmarks Frie Forskningsfond; grant title: DFF Project 2; project title: “The ethics of co-creation: Transcending disciplinary boundaries in search of universal ethical standards”; funding period: 1 Jan 2020 – 1 Jul 2023; total amount: DKK 6,126,684 [4,254,642 excl. overheads and admin expenses]; role: co-applicant) → Rejected in final stage.

RESEARCH AREAS



JOURNAL ARTICLES

Editorials

Barkemeyer, Ralf, Martina Linnenluecke, Stefan Markovic, and Georges Samara (2023), "Business Ethics, the Environment & Responsibility: Taking stock and looking forward," *Business Ethics, the Environment & Responsibility*, 32(4), 1123-1125. (AJG 2).

Markovic, Stefan, Oriol Iglesias, and Nicholas Ind (2023), "Conscientious business-to-business organizations: Status quo and future research agenda," *Industrial Marketing Management*, 112, A8-A11. (ABS 3).

Markovic, Stefan, Nikolina Koporcic, Georges Samara, and Ralf Barkemeyer (2023), "Sustainability and interactive network branding in fast-changing business environments," *Business Ethics, the Environment & Responsibility*, 32(3), 877-881. (AJG 2).

Markovic, Stefan, Mehdi Bagherzadeh, Ralf Barkemeyer, and Georges Samara (2023), "Pursuing innovative solutions to sustainability problems through openness: A future research agenda," *Business Ethics, the Environment & Responsibility*, 32(2), 415-418. (AJG 2).

Barkemeyer, Ralf, Georges Samara, Stefan Markovic, and Dima Jamali (2023), "Publishing big data research in Business Ethics, the Environment and Responsibility," *Business Ethics, the Environment & Responsibility*, 32(1), 1-3. (AJG 2).

Jamali, Dima, Ralf Barkemeyer, Georges Samara, and Stefan Markovic (2022), "The SDGs: A change agenda shaping the future of business and humanity at large," *Business Ethics, the Environment & Responsibility*, 31(4), 899-903. (AJG 2).

Samara, Georges, Dima Jamali, Stefan Markovic, and Ralf Barkemeyer (2022), "BEER Spotlight Editorial Series I: Ethics, the environment and responsibility in family businesses," *Business Ethics, the Environment & Responsibility*, 31(3), 601-603. (AJG 2).

Jamali, Dima, Ralf Barkemeyer, Stefan Markovic, and Georges Samara (2022), "Behind the scenes of an academic journal: Challenges, commitment, and resilience," *Business Ethics, the Environment & Responsibility*, 31(2), 293-295. (AJG 2).

Jamali, Dima, Stefan Markovic, Ralf Barkemeyer, Georges Samara, Alejandro Agafonow, Dirk Moosmayer, Cristina Neesham (2022), "BEER Heterodoxies: A new section to trigger unorthodox voices and perspectives," *Business Ethics, the Environment & Responsibility*, 31(1), 1-3. (AJG 2).

Jamali, Dima, Stefan Markovic, Ralf Barkemeyer, and Georges Samara (2021), "Rising like a phoenix: From suppression to 6.967," *Business Ethics, the Environment & Responsibility*, 30(4), 467-469. (AJG 2).

Jamali, Dima, Ralf Barkemeyer, Stefan Markovic, and Georges Samara (2021), "Do business ethics really matter?," *Business Ethics, the Environment & Responsibility*, 30(3), 245-247. (AJG 2).

Markovic, Stefan, Mehdi Bagherzadeh, Wim Vanhaverbeke, and Marcel Bogers (2021), “Managing open innovation in business-to-business relationships: A project-level approach,” *Industrial Marketing Management*, 94, 159-163. (AJG 3).

Markovic, Stefan, Elina Jaakkola, Adam Lindgreen, and C. Anthony di Benedetto (2021), “Introducing interdisciplinary research in Industrial Marketing Management,” *Industrial Marketing Management*, 93, A1-A3. (AJG 3).

Research Articles

Iglesias, Oriol, Michela Mingione, Nicholas Ind, and Stefan Markovic (2023), “How to build a conscientious corporate brand together with business partners: A case study of Unilever,” *Industrial Marketing Management*, 109, 1-13. (AJG 3).

Moghaddam, Ehsan, Alireza Aliahmadi, Mehdi Bagherzadeh, Stefan Markovic, Milena Micevski, and Fatemeh Saghafi (2023), “Let me choose what I want: The influence of incentive choice flexibility on the quality of crowdsourcing solutions to innovation problems,” *Technovation*, 120, 102679. (AJG 3).

Markovic, Stefan, Oriol Iglesias, Yuqian Qiu, and Mehdi Bagherzadeh (2022), “The CSR imperative: How CSR influences word-of-mouth considering the roles of authenticity and alternative attractiveness,” *Business & Society*, 61(7), 1773-1803. (AJG 3).

Markovic, Stefan, Nikolina Koporcic, Maja Arslanagic-Kalajdzic, Selma Kadic-Maglajlic, Mehdi Bagherzadeh, and Nazrul Islam (2021), “Business-to-business open innovation: COVID-19 lessons for small and medium-sized enterprises from emerging markets,” *Technological Forecasting & Social Change*, 170, 120883. (AJG 3).

Gurca, Andrei, Mehdi Bagherzadeh, Stefan Markovic, and Nikolina Koporcic (2021), “Managing the challenges of business-to-business open innovation in complex projects: A multi-stage process model,” *Industrial Marketing Management*, 94, 202-215. (AJG 3).

Bagherzadeh, Mehdi, Stefan Markovic, and Marcel Bogers (2021), “Managing open innovation: A project-level perspective,” *IEEE Transactions on Engineering Management*, 68(1), 301-316. (AJG 3).

Dziubaniuk, Olga, Wilhelm Barner-Rasmussen, Nikolina Koporcic, Maria Ivanova-Gongne, Tibor Mandják, and Stefan Markovic (2021), “Business-to-business marketing research: Assessing readability and discussing relevance to practitioners,” *Industrial Marketing Management*, 92, 217-231. (AJG 3).

Markovic, Stefan, Mehdi Bagherzadeh, Anna Dubiel, Jim Cheng, and Wim Vanhaverbeke (2020), “Do not miss the boat to outside-in open innovation: Enable your employees,” *Industrial Marketing Management*, 91, 152-161. (AJG 3).

Ind, Nicholas, Oriol Iglesias, and Stefan Markovic (2020), “Conscientious organizations: How business is accelerating toward a fairer future,” *California Management Review*. <https://cmr.berkeley.edu/2020/08/conscientious-organizations/> (AJG 3).

Markovic, Stefan, Marin Jovanovic, Mehdi Bagherzadeh, Cristina Sancha, Marija Sarafinovska, and Yuqian Qiu (2020), "Priorities when selecting business partners for service innovation: The contingency role of product innovation," *Industrial Marketing Management*, 88, 378-388. (AJG 3).

Bagherzadeh, Mehdi, Stefan Markovic, Jim Cheng, and Wim Vanhaverbeke (2020), "How does outside-in open innovation influence innovation performance? Analyzing the mediating roles of knowledge sharing and innovation strategy," *IEEE Transactions on Engineering Management*, 67(3), 740-753. (AJG 3).

Iglesias, Oriol, Stefan Markovic, Mehdi Bagherzadeh, and Jatinder J. Singh (2020), "Co-creation: A key link between corporate social responsibility, customer trust, and customer loyalty," *Journal of Business Ethics*, 163(1), 151-166. (AJG 3; [FT50](#)).

Iglesias, Oriol, Polina Landgraf, Nicholas Ind, Stefan Markovic, and Nikolina Koporcic (2020), "Corporate Brand Identity Co-creation in Business-to-Business Contexts," *Industrial Marketing Management*, 85, 32-43. (AJG 3).

Iglesias, Oriol, Stefan Markovic, Jatinder J. Singh, and Vicenta Sierra (2019), "Do customer perceptions of corporate services brand ethicality improve brand equity? Considering the roles of brand heritage, brand image, and recognition benefits," *Journal of Business Ethics*, 154(2), 441-459. (AJG 3; [FT50](#)).

Iglesias, Oriol, Stefan Markovic, and Josep Rialp (2019), "How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy," *Journal of Business Research*, 96, 343-354. (AJG 3).

Markovic, Stefan, and Mehdi Bagherzadeh (2018), "How does breadth of external stakeholder co-creation influence innovation performance? Analyzing the mediating roles of knowledge sharing and product innovation," *Journal of Business Research*, 88, 173-186. (AJG 3).

Markovic, Stefan, Oriol Iglesias, Jatinder J. Singh, and Vicenta Sierra (2018), "How does the perceived ethicality of corporate services brands influence loyalty and positive word-of-mouth? Analyzing the roles of empathy, affective commitment, and perceived quality," *Journal of Business Ethics*, 148(4), 721-740. (AJG 3; [FT50](#)).

Sierra, Vicenta, Oriol Iglesias, Stefan Markovic, and Jatinder J. Singh (2017), "Does ethical image build equity in corporate services brands? The influence of customer perceived ethicality on affect, perceived quality, and equity," *Journal of Business Ethics*, 144(3), 661-676. (AJG 3; [FT50](#)).

Ind, Nicholas, Oriol Iglesias, and Stefan Markovic (2017), "The co-creation continuum: From tactical market research tool to strategic collaborative innovation method," *Journal of Brand Management*, 24, 310 – 321. (AJG 2).

BOOKS

Published Book Chapters

Markovic, Stefan, Yuqian Qiu, Cristina Sancha, and Nikolina Koporcic (2022), “A systematic literature review of sustainability in corporate services branding: Identifying dimensions, drivers, outcomes, and future research opportunities,” in *The Routledge Companion to Corporate Branding* (pp. 228-248), Oriol Iglesias, Nicholas Ind, and Majken Schultz, eds. London: Routledge.

Markovic, Stefan, and Karin Tollin (2021), “Business Model Innovation for Sustainability: The intersections among business models, innovation, and sustainability,” in *Handbook of sustainability-driven business strategies in practice* (pp. 144-157), Stefan Markovic, Cristina Sancha, and Adam Lindgreen, eds. London: Edward Elgar.

Markovic, Stefan (2019), “Co-creation in Brand Management: Benefits and Challenges,” in *Co-creating Brands: Brand Management from A Co-creative Perspective* (pp. 43-47), Nicholas Ind and Holger Schmidt, eds. London: Bloomsbury Publishing.

Markovic, Stefan, and Ranim Helwani (2019), “Co-creation and Social Media Influencers,” in *Co-creating Brands: Brand Management from A Co-creative Perspective* (pp. 210-214), Nicholas Ind and Holger Schmidt, eds. London: Bloomsbury Publishing.

Gimenez, Cristina, Vicenta Sierra, Cristina Sancha, Joan Rodon, and Stefan Markovic (2018), “The impact of environmental and social practices on the triple bottom line: A mediated model,” in *Measuring and controlling sustainability: Spanning theory and practice* (pp. 141-165), Adam Lindgreen, Christine Vallaster, Shumaila Yousofzai, and Bernhard Hirsch, eds. London: Routledge.

Edited Books

Markovic, Stefan, Cristina Sancha, and Adam Lindgreen (eds., 2021), “Handbook of sustainability-driven business strategies in practice,” Edward Elgar, UK.

Endorsements:

- “Sustainability is high on the corporate and public agenda but developing and implementing strategies for sustainability often remains challenging. In this edited volume, Markovic, Sancha, and Lindgreen bring together a rich collection of chapters examining sustainability-driven business strategies from a holistic perspective. Considering sustainability strategies across the main functional business areas, the different chapters offer an inspiring set of ideas and experiences that can guide both research and practice on this important theme.”

–Professor Frank de Bakker, IESEG School of Management, France

- “Sustainability has quickly become a key business imperative in contemporary markets. Stefan Markovic, Cristina Sancha, and Adam Lindgreen have edited a timely handbook that covers the perspectives of versatile business domains and functions in a comprehensive manner, and offers rich insight for developing and researching sustainability-driven business strategies. This book is useful for anyone seeking to understand how businesses can realize opportunities for differentiation, renewal, and enhanced value creation through sustainability.”

–Professor Elina Jaakkola, University of Turku, Finland

- “Professors Markovic, Sancha, and Lindgreen have compiled in a single handbook a great set of actionable ideas on how to design and deploy sustainability strategies across a variety of organizations, industries, and countries. What it is most appealing is that the handbook moves beyond corporate strategy and takes the reader to how corporate strategies get applied across each of the key functional areas such as marketing, finance, and HR, with a closing section discussing specific cases to further illustrate sustainability-driven business strategies in action.”

–Professor Ruth V. Aguilera, Darla and Frederick Brodsky Trustee Professor in Global Business, D’Amore-McKim School of Business, Northeastern University, U.S.A.
- “Sustainability is today’s leading business imperative. For the sake of our planet and humanity, businesses must find effective, profitable ways to assure a future for our natural environment, while providing safe, meaningful work that allows employees to live and prosper. Sustainability efforts cannot simply address pieces of business—they must permeate all operations. This book offers a comprehensive approach to sustainability, addressing all functional areas, including marketing, human resources, operations, accounting, finance, and more. It also covers all facets of sustainability, including people, planet, and profit. This thorough coverage is followed by several practical case studies to demonstrate sustainability efforts in action. This book offers business practitioners and academics a comprehensive approach to meaningful, viable sustainability efforts.”

–Professor Debra Z. Basil, Director of Institute for Consumer and Social Well-being, Dhillon School of Business, University of Lethbridge, Canada
- “Addressing the grand challenges of our time will require collaborative efforts across organizational and disciplinary boundaries. Sustainability is arguably one of the major challenges that has received attention for quite some time but for which progress is also hampered due to limited perspectives on both problems and solutions. Luckily, this book offers a step in the right direction as it not only bridges sustainability and business strategies—in itself a major factor for actually achieving change—but it also does so by drawing on different disciplines. By offering a basis for comparing and contrasting different domains and perspectives, this book helps to better understand the complexity of the underlying problem and thereby also contributes to research and practice.”

–Professor Marcel Bogers, Eindhoven University of Technology, the Netherlands
- “I strongly recommend the *Handbook of Sustainability-Driven Business Strategies in Practice* as an essential reading for all stakeholders in the sustainability ecosystem, wishing to make concrete and practical efforts in driving sustainable business in the real world. The challenge in sustainability is always moving beyond rhetoric to actual practice and implementation, and this handbook can provide useful tips and strategies to push for more progress and make our world a better place.”

–Professor Dima Jamali, University of Sharjah, United Arab Emirates
- “This well-structured handbook edited by Stefan Markovic, Cristina Sancha, and Adam Lindgreen is an important step forward in our understanding of sustainability-driven business strategies. Sustainability is one of the most critical issues of the 21st century for businesses and societies. The handbook begins with definitional materials and ends with selected case studies. The sections in between address sustainability in various functions of business: marketing, innovation and entrepreneurship, operations and information systems, finance and accounting, human resources, and also cross-functional integration. Both researchers and practitioners will find lots of new insights and recommendations concerning sustainability-driven business strategies.”

–Professor Duane Windsor, Lynette S. Autrey Professor of Management, Rice University, Jesse H. Jones Graduate School of Business, U.S.A.
- “Addressing sustainability issues is one of the key mission of enterprises in the coming decades. This book provides insights and tools to assist managers to develop and execute business strategies in key functions of organizations, including marketing, innovation, operations, finance, and human resources management. The *Handbook of Sustainability-Driven Business Strategies in Practice* offers not only information, but also inspiration for everyone who wants to gain insights into sustainability practices.”

–Professor Christina Wong, The Hong Kong Polytechnic University, Hong Kong
- “Sustainability has become a strategic imperative of today’s businesses. Accompanied by a cast of international academics, Professors Markovic, Sancha and Lindgreen lead you on a comprehensive journey through the essential areas of management, brilliantly addressing the strategic role of sustainability. This content oriented to practice together with the case studies that illustrate previous

concepts, make the *Handbook of Sustainability-Driven Business Strategies in Practice* a reference and inspiration resource for all those who want to understand the strategic role of sustainability.”

–Professor Leopoldo Gutierrez, University of Granada, Spain

Markovic, Stefan, Richard Gyrd-Jones, Sylvia von Wallpach, Adam Lindgreen (eds., 2022), “Brand co-creation: Theory, practice, and ethical implications,” Edward Elgar, UK.

Endorsements:

- “Brand co-creation is an idea that has arrived and a compilation of insights and ideas from leading academics is a welcome and stimulating perspective.”
–David Aaker, author of *Owning Game-Changing Categories*
- “The processual view on branding is strongly reinforced by this impressive collection of chapters on branding as co-creation – a splendid, international group of authors bring forth a plethora of perspectives that is bound to enrich future discussions and research on brands and branding.”
–Professor Søren Askegaard, University of Southern Denmark, Denmark
- “I fully recommend this Handbook to anyone interested in branding and co-creation. The editors have assembled some of the finest thinkers from a diverse range of theoretical perspectives to explore how brand meaning is co-created between marketers, employees, customers, influencers, communities, and other stakeholders, across a range of industry and national contexts.”
–Professor Michael Beverland, University of Sussex Business School, UK; author of *Brand Management: Co-creating Meaningful Brands*
- “Brands aren’t created any more. They’re co-created by a combination of contributing consumers, curating corporations, and a constellation of complementary collaborators. Chock-a-block with challenging ideas, this co-created book contains everything you need to know about brand co-creation.”
–Professor Stephen Brown, Ulster University, UK
- “Creating brands in the boardroom without any collaborative input from customers and other key stakeholders is becoming increasingly passé. This research handbook provides an excellent collection of papers that represent the latest evidence-based thinking on brand co-creation, combined with best practice cases for brand co-creation’s successful implementation. No doubt, this is a must read for brand researchers and managers alike!”
–Professor George Christodoulides, American University of Sharjah, United Arab Emirates
- “A really comprehensive Research Handbook providing an authoritative critical reflection and in-depth analysis on brand co-creation and its ethical implications. This topic is of great importance in the digital age where companies and customers are strongly connected and are part of a larger digital ecosystem.”
–Professor Margherita Pagani, SKEMA Business School, France
- “The modern consumer increasingly feels a greater connection to the brand than that of just being the passive customer. This learned work on brand co-creation examines this phenomenon from multiple angles. I am pleased that the work investigates not just traditional f.m.c.g products as brands but also personalities and ideas as branded entities. In addition, all branding is not positive and the text takes us to the darker side of branding as a reminder that the study of brands is not unambiguous.”
–Professor Stuart Roper, Associate Dean (Research), Huddersfield Business School, University of Huddersfield, UK
- “A timely addition to a growing research field that is shaping the future of consumption and brand practices. The *Research Handbook on Brand Co-Creation* will be equally valuable to scholars looking for a comprehensive starting point in a fragmented field, and to advanced scholars looking to deepen their understanding of current research trends in the co-creation literature. The Handbook critically discusses co-creation from complementary perspectives, from epistemological aspects to ethical ones. A remarkable ‘tour de force’, the handbook gathers cutting-edge insights from an international team of authors shaping current co-creation research.

–Professor Benjamin G. Voyer, ESCP Business School, UK

Markovic, Stefan, Adam Lindgreen, Nikolina Koporcic, and Milena Micevski (eds., 2023), “Approaches to corporate social responsibility: Knowledge, values, and actions,” Routledge, UK.

Endorsements:

- “Corporate Social Responsibility has been repeatedly described as an essentially contested concept: at a general level, there is widespread agreement that companies should assume some sort of responsibility towards society – at the same time, there continues to be controversial discussion regarding what exactly this should entail and how companies should do so. Stefan Markovic, Adam Lindgreen, Nikolina Koporcic and Milena Micevski provide a comprehensive overview of this field, showcasing a diverse compilation of current research that integrate both academic and practitioner points of view. This book is useful for anyone who seeks to understand the role of business in society with regard to theorizing and actual corporate practices, and with all its complexities.”
–Professor Ralf Barkemeyer, KEDGE Business School, France.
- “This edited volume offers a rich variety of approaches to Corporate Social Responsibility (CSR). Cutting through different industries, levels of analysis and methods, the chapters collected shed light on three important domains: CSR knowledge, CSR values and CSR actions. How is relevant CSR knowledge generated and spread? What are CSR values; what is their role and how are they disseminated? And how do knowledge and values lead to actions in daily business practices? The studies presented offer many inspiring cases that inform all interested in CSR.”
–Professor Frank de Bakker, IESEG School of Management, France
- “CSR is more important than ever and yet, sometimes the abundance of greenwashing feels overwhelming. We need clarity of what it really means to manage corporations responsibly. This book provides the toolbox for a deep understanding of CSR in theory and practice.”
–Professor Guido Palazzo, University of Lausanne, Switzerland
- “With its innovative knowledge-values-actions framework, this edited volume by Stefan Markovic, Adam Lindgreen, Nikolina Koporcic, and Milena Micevski—*Approaches to Corporate Social Responsibility: Knowledge, Values, and Actions*—offers fresh and much needed insights into the topic of Corporate Social Responsibility. I heartily recommend this book to anyone interested in knowing more about this topic.”
–Professor Valérie Swaen, President of the LouRIM, Université catholique de Louvain, Belgium
- “The book *Approaches to Corporate Social Responsibility: Knowledge, Values, and Actions* edited by Markovic, Lindgreen, Koporcic, and Micevski offers topical perspectives related to Corporate Social Responsibility (CSR) through practical and conceptual articles. The book has been written by an international group of researchers, both younger as well as well-established business research scholars and practitioners. The 15 Chapters are thus covering many business areas and regional CSR contexts. I am strongly recommending this book for both business people and likewise for students and researchers. The articles offer waypoints for CSR to take a leading role in business management. CSR is a topic that business students and practitioners should take seriously in fore fronting future challenges facing business organizations today.”
–Professor emeritus Jan-Åke Törnroos, Åbo Akademi University, School of Business and Economics, Finland
- “Understanding and advancing Corporate Social Responsibility (CSR) is more important than ever. This handbook covers diverse CSR arenas in a comprehensive manner and highlights recent developments on the topic across empirical contexts. I warmly recommend it to anyone studying, researching, or practicing CSR.”
–Professor Elina Jaakkola, University of Turku, Finland
- “A must-read for every organization that takes their Corporate Social Responsibility (CSR) seriously! It will allow them to deploy winning CSR strategies that earn the respect of their stakeholders and society as a whole.”
–Professor George Christodoulides, Chalhoub Group Professor of Luxury Brand Management, American University of Sharjah, UAE.
- “Individuals and organizations may harshly penalize a deceiving business if they become aware of hypocrite corporate social responsibility stances. Such situations can also make internal and external stakeholders of the business more circumspect and skeptical of the efforts of other businesses within and

beyond industry boundaries. As key social and environmental issues are reshaping societal expectations and becoming more complex, understanding how Corporate Social Responsibility (CSR) knowledge, values, and actions must interact to design and implement sound social and environmental practices and communicate about corporate efforts in an impactful way is now crucial for businesses. This book's relevant collection of complementary and inspirational contributions contributes to building up such an understanding in a clever and original way. Anybody looking for insights into contemporary CSR challenges and efforts will find a wealth of ideas and inspiration in it."

–Professor François Maon, IESEG School of Management, Lille and Paris, France

Kock, Florian, Adam Lindgreen, and Stefan Markovic (2024), "Research Handbook on Tourism, Complexity and Uncertainty," Edward Elgar, UK.

Endorsements:

- "Tourism as a global socioeconomic force is resilient and yet it is highly susceptible to the complexity and uncertainty inherent in today's ever-changing globalized market dynamics. Changes in consumer preferences, political landscapes, and global events pose new challenges and create uncertainty in the demand for tourism experiences and services. Navigating the landscape of uncertainties in tourism demands researchers and practitioners alike to be creative and innovative in their approach to dealing with problems and challenges. The *Research Handbook on Tourism, Complexity, and Uncertainty* offers novel ideas and critical approaches to current tourism challenges and brings out solutions for complex and multifaceted issues affecting the different stakeholders of the tourism ecosystem. It is a must-have book for tourism researchers, educators, and practitioners."
– Muzaffer Uysal, Ph.D, (Provost Professor, Carney Family Endowed Professor), University of Massachusetts - Amherst, USA
- "This collection critically examines important social, cultural, and environmental issues related to tourism. Such a human-centric holistic discussion not only raises the awareness and significance of these often-overlooked challenges, but also greatly contributes to the collaborative formulation of innovative and sustainable development strategies. It is a particularly welcomed addition to the literature with several studies in the context of less examined destinations."
–Cathy Hsu, Chair Professor of Hospitality and Tourism Marketing, Hong Kong Polytechnic University, Kowloon Hong Kong
- "In an era now defined by permacrisis, the *Research Handbook on Tourism, Complexity, and Uncertainty* provides a much-needed comprehensive account of the challenges and problems tourism faces in an increasingly fragile world. Professors Kock, Lindgreen, and Markovic draw together a fascinating array of contributions ranging from heritage looting and animal ethics, through to political animosity, terrorism, and the aftermath of Covid-19. This handbook showcases not only tourism's vulnerabilities, but also the opportunities that may arise out of uncertainty. It is an instant must-read for students, scholars, and practitioners of tourism and hospitality."
–Professor Scott Cohen, School of Hospitality and Tourism Management, University of Surrey, UK
- "*Research Handbook on Tourism, Complexity, and Uncertainty* is a timely volume, especially at a time when the industry faces unprecedented challenges. Strongly grounded in existing theoretical perspectives, chapters adopt interdisciplinary perspectives to investigate the intricate relationships between tourism and such sustainability challenges relating to culture, economy, environment, and politics."
–Professor Robin Nunkoo, University of Mauritius, Mauritius
- "This comprehensive text offers insightful perspectives on the multifaceted challenges facing global tourism. The three editors skilfully navigate complex topics from host-guest conflicts to sustainability, providing a holistic understanding of lingering problems and offering potential solutions. I believe this is an essential resource for scholars, students, and practitioners committed to responsible tourism management".
–Professor Giampaolo Viglia, University of Portsmouth, UK
- "*Research Handbook on Tourism, Complexity, and Uncertainty*, as a comprehensive book, deals with the challenges of tourism and its association with various environmental dimensions such as nature, culture, local

people, politics, and public health. It is also enriched with the presentation of different case studies that appeal to broader communities around the world.

–Dean and professor Metin Kozak, Kadir Has University, Türkiye

CONFERENCE PAPERS & PRESENTATIONS

Misganaw, Bisrat, Dawit Assefa, and Stefan Markovic (2024), “One faces the future with one's past: The impact of initial informality on firm involvement in corruption,” *2024 European Academy of Management Conference (EURAM)*, Bath, UK.

Iglesias, Oriol, Michela Mingione, Nicholas Ind, and Stefan Markovic (2024), “Unpacking the field of brand purpose: A three-level approach,” *17th Global Brand Conference – Academy of Marketing*. Edinburgh Napier University, Edinburgh, UK.

Touratier-Muller, Nathalie, Nikolina Koporcic, Stefan Markovic, and Vesna Damnjanovic (2024), “Detecting barriers and drivers to the adoption of circular business models in small companies from developed and developing countries,” *2024 Association of Marketing Theory and Practice Conference*. South Carolina, USA. **(Best Paper Award)**

Liao, Ching, Mehdi Bagherzadeh, Stefan Markovic, and Vesna Damnjanovic (2023), “From closed to open innovation: A U-shaped performance implication,” *10th Annual World Open Innovation Conference (WOIC)*. Bilbao, Spain.

Markovic, Stefan, Yuqian Qiu, Oriol Iglesias, and Mehdi Bagherzadeh (2023), “Co-creation as an open innovation mechanism to boost customer usage intention: A randomized lab experiment,” *10th Annual World Open Innovation Conference (WOIC)*. Bilbao, Spain.

Liao, Ching, Mehdi Bagherzadeh, Stefan Markovic, and Vesna Damnjanovic (2023), “Choosing between closed and open innovation,” *2023 DRUID Conference*. Nova School of Business and Economics, Lisbon, Portugal.

Liao, Ching, Mehdi Bagherzadeh, Stefan Markovic, and Vesna Damnjanovic (2023), “Moving from closed to open innovation and its performance implications,” *32nd International ACEDE Conference*, University of Alicante, Alicante, Spain.

Liao, Ching, Mehdi Bagherzadeh, Stefan Markovic, and Vesna Damnjanovic (2023), “The U-shaped relationship between relative openness and innovation performance,” *2023 European Academy of Management Conference (EURAM)*. Trinity College Dublin, Dublin, Ireland.

Markovic, Stefan, Milena Micevski, Yuqian Qiu, and Mehdi Bagherzadeh (2023), “How does co-creation influence customer purchase intent? Examining the underlying relational mechanisms,” *16th Global Brand Conference – Academy of Marketing*. University of Bergamo, Bergamo, Italy.

Mingione, Michela, Oriol Iglesias, Nicholas Ind, and Stefan Markovic (2023), “Conscientious brands: a three-level approach to purpose,” *16th Global Brand Conference – Academy of Marketing*. University of Bergamo, Bergamo, Italy.

Qiu, Yuqian, Oriol Iglesias, Stefan Markovic, and Cristina Sancha (2023), “Drivers and outcomes of co-creation in B2B brand management,” *16th Global Brand Conference – Academy of Marketing*. University of Bergamo, Bergamo, Italy.

Bagherzadeh, Mehdi, Stefan Markovic, Richard Gyrd-Jones, and Yuqian Qiu (2023), “Crowdsourcing for luxury brands: A field experiment,” *4th Brand Meaning Network Workshop*. American University of Sharjah, Sharjah, UAE.

Qiu, Yuqian, Oriol Iglesias, Stefan Markovic, and Cristina Sancha (2022), “Co-creation in B2B branding: a systematic literature review,” *51st European Marketing Academy Conference (EMAC)*. Corvinus University of Budapest, Hungary.

Markovic, Stefan, Yuqian Qiu, Oriol Iglesias, and Mehdi Bagherzadeh (2022), “How to build service brand equity through co-creation? An experimental design,” *15th Global Brand Conference – Academy of Marketing*. Sheffield Hallam University, Sheffield, UK.

Sancha, Cristina, Vicenta Sierra, Stefan Markovic, Esteban Koberg, and Cristina Gimenez (2022), “Sustainable SCM: Stakeholder pressure and lower tier suppliers,” *29th EurOMA Conference*. Berlin, Germany.

Qiu, Yuqian, Oriol Iglesias, and Stefan Markovic (2020), “Reciprocal brand identity co-creation,” *2020 European Marketing Academy Regional Conference (online)*. University of Zagreb, Zagreb, Croatia.

Gurca, Andrei, Mehdi Bagherzadeh, Stefan Markovic, and Nikolina Koporcic (2019), “Managing openness in high complexity innovation projects: Evidence from the automotive sector,” *6th Annual World Open Innovation Conference (WOIC)*. Luiss University, Rome, Italy.

Sancha, Cristina, Stefan Markovic, and Vicenta Sierra (2019), “Drivers of the adoption of first- and lower-tier sustainable supplier development practices,” *54th CLADEA Annual Assembly*. ESAN University and University of Lima, Peru.

Markovic, Stefan, Yuqian Qiu, Oriol Iglesias, and Mehdi Bagherzadeh (2019), “Does co-creation improve the equity of services brands? Considering the roles of recognition benefits and alternative attractiveness,” *14th Global Brand Conference – Academy of Marketing*. Berlin School of Economics and Law, Berlin, Germany.

Ind, Nicholas, Oriol Iglesias, and Stefan Markovic (2019), “Why co-creation is the future of branding,” *14th Global Brand Conference – Academy of Marketing*. Berlin School of Economics and Law, Berlin, Germany.

von Wallpach, Sylvia, Richard Gyrd-Jones, and Stefan Markovic (2019), “Critical reflections on brand management: Theory, practice, and future directions,” *48th European Marketing Academy Conference (EMAC)*. University of Hamburg, Hamburg, Germany.

Markovic, Stefan, Oriol Iglesias, Yuqian Qiu, and Mehdi Bagherzadeh (2019), “Examining the relationship between co-creation and brand equity in the context of services brands,” *48th European Marketing Academy Conference (EMAC)*. University of Hamburg, Hamburg, Germany.

Markovic, Stefan (2019), "Should brands collaborate with suppliers or competitors to boost service innovation? Analyzing the moderating role of product innovation," *3rd Brand Meaning Network Workshop*. Nova School of Business and Economics, Lisbon, Portugal.

Markovic, Stefan, Oriol Iglesias, Yuqian Qiu, and Mehdi Bagherzadeh (2018), "The impact of CSR on word-of-mouth," *30th International Marketing Congress (AEMARK)*. Universitat Autònoma de Barcelona, Barcelona, Spain.

von Wallpach, Sylvia, Richard Gyrd-Jones, and Stefan Markovic (2018), "Brand co-creation: Innovation opportunities and ethical challenges," *47th European Marketing Academy Conference (EMAC)*. University of Strathclyde, Glasgow, UK.

Markovic, Stefan, Sylvia von Wallpach, and Richard Gyrd-Jones (2018), "Multi-stakeholder knowledge sharing and brand co-creation: Ethical considerations," *47th European Marketing Academy Conference (EMAC)*. University of Strathclyde, Glasgow, UK.

Markovic, Stefan, Oriol Iglesias, Yuqian Qiu, and Mehdi Bagherzadeh (2018), "Do CSR practices improve customer positive word-of-mouth? Considering the roles of brand authenticity and customer affective commitment," *13th Global Brand Conference – Academy of Marketing*. Northumbria University, Newcastle, UK.

Wider, Serena, Stefan Markovic, and Sylvia von Wallpach (2018), "Brand value co-destruction in collective digital discourse: A case study," *13th Global Brand Conference – Academy of Marketing*. Northumbria University, Newcastle, UK.

Iglesias, Oriol, Stefan Markovic, and Josep Rialp (2017), "How does Service Brand Experience influence Brand Equity? Considering the roles of Employee Empathy, Customer Affective Commitment, and Customer Satisfaction," *12th Global Brand Conference – Academy of Marketing*. Linnæus University, Kalmar, Sweden.

Markovic, Stefan, Oriol Iglesias, and Nicholas Ind (2016), "Exploring the Managerial Approaches to Co-creation," *2016 Summer American Marketing Association Conference (AMA)*. Atlanta, USA.

Markovic, Stefan, Oriol Iglesias, Jatinder J. Singh, and Vicenta Sierra (2016), "Do Customer Perceptions of Corporate Brand Ethicality generate Brand Equity?," *2016 Summer American Marketing Association Conference (AMA)*. Atlanta, USA.

Markovic, Stefan, and Oriol Iglesias (2016), "Ethical Challenges of Brand Value Co-creation," *45th European Marketing Academy Conference (EMAC)*. BI Norwegian Business School, Oslo, Norway.

Markovic, Stefan, and Oriol Iglesias (2016), "Is Brand Value Co-creation Ethical? Exploring the Managerial Perceptions," *11th Global Brand Conference – Academy of Marketing*. School of Management - University of Bradford, Bradford, UK.

Markovic, Stefan, and Oriol Iglesias (2016), “Corporate Brands and Business Ethics: Empty Persuasion vs. Brand Ethos,” *6th International Conference on Rhetoric and Narratives in Management Research*. ESADE Business School – Universitat Ramon Llull, Barcelona, Spain.

Markovic, Stefan, Oriol Iglesias, Jatinder J. Singh, and Vicenta Sierra (2015), “Does Customer Perceived Ethicality Improve Equity in Corporate Services Brands? Analyzing the Roles of Recognition Benefits, Brand Image, and Brand Heritage,” *1st Mediterranean Symposium on Consumer Behavior Research*. IE Business School – IE University, Madrid, Spain.

Markovic, Stefan, Oriol Iglesias, and Nicholas Ind (2015), “Value Co-creation: A Managerial Perspective,” *10th Global Brand Conference – Academy of Marketing*. Turku School of Economics – University of Turku, Turku, Finland.

Ind, Nicholas, Oriol Iglesias, and Stefan Markovic (2014), “Managerial Perceptions of Co-creation,” *1st Annual World Open Innovation Conference*. Napa, California, USA.

Markovic, Stefan, and Oriol Iglesias (2014), “Brand value co-creation: towards a multiple stakeholder perspective,” *49th CLADEA Annual Assembly*. ESADE Business School – Universitat Ramon Llull, Barcelona, Spain.

ACADEMIC CITIZENSHIP

Editorship

- Co-Editor-in-Chief, *Business Ethics, the Environment & Responsibility*, Wiley. (Apr 2021 – present).
- Associate Editor for Interdisciplinary Research, *Industrial Marketing Management*, Elsevier. (Feb 2021 – present).
- Associate Editor, *Business Ethics: A European Review*, Wiley. (Jun 2018 – Apr 2021).

Membership of Editorial Boards

- Member of the Editorial Review Board, *Industrial Marketing Management*, Elsevier. (Apr 2019 – present).
- Member of the Editorial Advisory Board, *European Business Review*, Emerald. (Dec 2017 – present).
- Member of the Editorial Board, *World Open Innovation Conference*. (Aug 2020 – present).
- Member of the Editorial Board, *International Journal of Consumer Studies*, Wiley. (Sep 2023 – present).

Guest Editorship

- Managing Guest Editor, Special Issue on “Charting the Potential for Interdisciplinary Research in Business-to-Business Marketing,” *Industrial Marketing Management*. (Oct 2023). Link to Special Issue: <https://www.sciencedirect.com/journal/industrial-marketing-management/special-issue/10XHJFPX8J8>
- Managing Guest Editor, Special Issue on “Conscientious Business-to-Business Organizations: Moving Beyond Corporate Social Responsibility in Volatile, Uncertain, Complex and Ambiguous Environments,” *Industrial Marketing Management*. (Jun 2023). Link to Special Issue: <https://www.sciencedirect.com/journal/industrial-marketing-management/special-issue/10GGPZPVKN7>
- Managing Guest Editor, Special Issue on “Managing Open Innovation in Business-to-Business Relationships: A Project-Level Approach,” *Industrial Marketing Management* (Apr, 2021). Link to Special Issue: <https://www.sciencedirect.com/journal/industrial-marketing-management/special-issue/10H885F555R>

Ad-hoc Reviewing

- Business & Society
- Journal of Business Ethics
- Journal of Business Research
- Journal of Brand Management
- Journal of Product Innovation Management
- Journal of Product and Brand Management
- Journal of Organizational Change Management
- Journal of Sustainable Tourism
- International Journal of Hospitality Management
- Corporate Social Responsibility and Environmental Management
- Industrial Marketing Management
- International Marketing Review
- International Journal of Research in Marketing
- IEEE Transactions on Engineering Management
- Technological Forecasting & Social Change
- Technovation
- European Management Journal
- Journal of Retailing and Consumer Services
- Business Strategy and the Environment
- Conferences: CLADEA; Global Brand Conference – Academy of Marketing; European Marketing Academy Conference (EMAC); American Marketing Association (AMA) Conference, among others

- Macmillian, book proposals
- Routledge, book proposals
- Polish National Science Centre, research proposals
- South Africa's National Research Foundation, faculty research assessment

Membership of Academic Executive Committees, Advisory Boards & Research Groups

- National Representative of Denmark, European Marketing Academy (EMAC). (Mar 2020 – present).
- Executive Committee Member, European Marketing Academy (EMAC). (Jun 2018 – present).
- Chair, Special Interest Group on Branding, European Marketing Academy Conference (EMAC). (Jun 2018 – present).
- Member, Advisory Board of the MSc in Economics and Business Administration (Concentration: Brand and Communications Management), Copenhagen Business School. (Sep 2019 – present).
- Chair, Marketing Ethics Research Cluster, Copenhagen Business School. (Oct 2018 – present).
- Co-chair, Advances in Branding Research Cluster, Copenhagen Business School. (Nov 2016 – present).
- Co-chair, Brand Meaning Research Network, International (Denmark, Sweden, Finland, Spain, Portugal, UK, USA, etc.). (Nov 2016 – present)
- Member, Consumer Research Cluster, Copenhagen Business School. (Sept 2018 – present).
- Member, Spanish Association of Academic and Professional Marketing (AEMARK). (Aug 2018 – Aug 2019).

Conference Organization

- Chair, Special Session on “Brand Co-creation: Theory, Practice and Ethical Implications,” European Marketing Academy Conference (EMAC). (May 2022).
- Co-chair, Special Session on “Critical Reflections on Brand Management: Theory, Practice and Future Directions,” 48th European Marketing Academy Conference (EMAC). (May 2019).
- Co-chair, Special Session on “Brand Co-creation: Innovation Opportunities and Ethical Challenges,” 47th European Marketing Academy Conference (EMAC). (Jun 2018).
- Co-organizer, 2nd Brand Meaning Research Network Workshop, Copenhagen Business School (Oct 2017), and 4th Brand Meaning Research Network Workshop, American University of Sharjah (Mar 2023).

Involvement in Case Competitions

- Mentor, Belgrade Business International Case Competition (BBICC) (TOP 10 Business Case Competition worldwide), University of Belgrade. (Mar 2024).
- Mentor & Jury Member, Hackaton: Impact Entrepreneurship, NEOMA Business School, France. (Jan 2024).
- Mentor & Jury Member, Brandathon Case Competition, Copenhagen Business School. (Mar 2020, Apr 2021, Apr 2022, Apr 2023).
- Jury Member, Belgrade Business International Case Competition (BBICC) (TOP 10 Business Case Competition worldwide), University of Belgrade. (Apr 2019, May 2022).
- Jury Member, KPMG International Case Competition, Barcelona. (Apr 2014, Apr 2015).

Involvement in PhD Thesis Committees

- Jury Committee Member, PhD thesis “Navigating the Global Market: Understanding B2B Customer Experience in the Cross-Border Context” by Shuyi Hao, NEOMA Business School, France. (May 17th, 2024)

Presence in Mass Media

- Interview for *Berlingske (Denmark)* (6th April 2022): ”Virksomhed dropper julegaverne og donerer til Red Barnet: Pengene er bedre givet ud ved at støtte børn i udsatte positioner” (Journalist: Lise Kloch) <https://www.berlingske.dk/productstory/oekonomi/virksomhed-dropper-julegaverne-og-donerer-til-red-barnet>
- Interview for *Markedsføring (Denmark)* (No. 3, May 2021): “Mere end et buzzword?,” pp. 36-40. (Journalist: Mette Gert)
- Interview for *Markedsføring (Denmark)* (No. 1, February 2021): “Må tage kunder, bæredygtighed og diversitet op til revision,” pp. 22-24. (Journalist: Mette Gert)
- Interview for *La Vanguardia (Spain)* (22nd January 2014): “Stefan Markovic, doctorando de ESADE, revoluciona el mundo de los eventos internacionales y los viajes exclusivos,” p. 10.

Services and Promotion: Department of Marketing, Copenhagen Business School

- Chair of the Recruitment Committee for PhD students (2021).
- Created the Marketing Ethics Research Cluster. Currently chair, and developing its international scope by inviting well-published international colleagues researching Marketing, Brand Management, Innovation and Ethics/CSR to become involved.
- Co-chair of the Advances in Branding Research Cluster and the Brand Meaning Research Network. Together with Prof. (mso) Richard Gyrd-Jones and Prof. (mso) Sylvia von Wallpach, I undertake many activities, such as identifying and making applications for external funding (e.g., Danmarks Frie Forskningsfond) and organizing team-building events for CBS and international colleagues researching Branding, Innovation and Ethics/CSR. Events include the two-day Brand Meaning Research Network Workshop in 2017 for CBS

colleagues and international colleagues from various countries, such as the UK, USA, Portugal, and Sweden.

- Promotion of cross-cluster research debate and exploration of research opportunities at the intersections between different Marketing-related fields, which has already resulted in one new cross-cluster research project.
- Organization of research seminars by international colleagues at the CBS Department of Marketing (e.g., Prof. Nicholas Ind from Kristiania University College, and Dr. Oriol Iglesias from ESADE Business School).
- Organization of research stays for international colleagues at the CBS Department of Marketing (e.g., Dr. Nikolina Koporcic from Abo Academy, Dr. Mehdi Bagherzadeh from NEOMA Business School, and PhD student Yuqian Qiu from ESADE Business School).
- Promotion of strategic partnerships for international colleagues with the CBS Department of Marketing (e.g., Dr. Pablo Halpern from ESE Business School).
- Recommendation of positions at the CBS Department of Marketing to international colleagues, and of job applicants to the Head of the CBS Department of Marketing (e.g., Dr. Jatinder J. Singh).
- Presentation of the Advances in Branding Research Cluster, the Department of Marketing, and CBS to visiting Departments from other universities (e.g., Department of Marketing, Economics and Innovation, Kristiania University College) and to excellent PhD graduates from ESADE Business School (e.g., Dr. Mohammad Ghaderi, Dr. Georges Samara).
- Coaching of CBS Department of Marketing colleagues in modern teaching methods and tools (especially online), and helping them in exam design and exam grading (in addition to courses I teach on).
- Member of the Work Environment Committee.

Guest Presentations/Seminars/Lectures

- Birmingham Business School, UK.
- King's College London, UK.
- NEOMA Business School, France.
- EM Lyon Business School, France.
- ESADE Business School, Spain.
- Universidad Carlos III de Madrid, Spain.
- Universitat Pompeu Fabra, Spain.
- Kristiania University College, Norway.
- University of Belgrade, Serbia.
- FMCG Brand Forum, Serbia.

TEACHING & COURSE COORDINATION (excluding guest lectures)

Copenhagen Business School

MSc minor in Marketing and Innovation (academic coordinator, 2021 – 2023)

- Customer Experience and Business Model Innovation (elective; coordinator; teacher; examiner).
 - Teaching evaluation*: 4.6/5 (2021), 4.4/5 (2022)
- Marketing Excellence and Market Dynamism (elective; coordinator)
- Branding and Open Innovation (elective; coordinator)

MSc in Economics and Business Administration

- Perspectives in Strategic Brand Management. (core course; coordinator; teacher; examiner).
 - Teaching evaluation*: 4.4/5 (2017), 4.7/5 (2018), 4.8/5 (2019), 4.7/5 (2020), 4.8/5 (2021), 4.8/5 (2022)
- Strategic Leadership and Brand Management. (core course; teacher; examiner).
 - Teaching evaluation*: 4.7/5 (2017), 4.9/5 (2018).
- Advanced Perspectives in Brand Co-creation: Innovation Opportunities and Ethical Challenges. (elective; coordinator; teacher; examiner).
 - Teaching evaluation*: 4.3/5 (2017), 4.7/5 (2018), 4.6/5 (2019), 4.9/5 (2020), 4.7/5 (2021), 4.6/5 (2022).

BSc in Intercultural Marketing and Communication

- Brand Management. (core course; teacher; examiner).
 - Teaching evaluation*: 4.7/5 (2017), 4.4/5 (2018), 4.8/5 (2019), 5/5 (2020).

* Average student evaluation of the item: “The teacher [Stefan Markovic] was overall a good teacher.”

ESADE Business School

Bachelor of Business Administration (BBA)

- Collaborative Innovation. (elective; coordinator; teacher; examiner).
 - Teaching evaluation*: 6.5/7 (2021), 6.8/7 (2022), 6.8/7 (2023)
- Marketing Management I. (2014). (core course; teaching assistant; examiner).

Master of Business Administration (MBA)

- Strategic Brand Management. (2015, 2016). (core course; teaching assistant; examiner).

Executive Master of Business Administration (ExMBA)

- Strategic Brand Management. (2014). (core course; teaching assistant; examiner).

MSc in Marketing Management

- Strategic Brand Management. (2014, 2015). (core course; teaching assistant; examiner).
- Co-creation Strategies: Innovating Together With Customers. (2014, 2015, 2016). (elective; teaching assistant; examiner).

**Average student evaluation of the item: "In general, I am satisfied with this professor's [Stefan Markovic] classes."*

NEOMA Business School

MSc in Innovation and Entrepreneurship

- Business Research Method (core course; teacher; examiner).
 - Overall score: 3.84/4 (2022; Reims); 3.75/4 (2022; Rouen); 3.46/4 (2022; Rouen); 3.80/4 (2023; Rouen).

SUPERVISION

Copenhagen Business School

PhD thesis supervision

- PhD in Marketing, PhD thesis "Patients as Innovators: An Empirical Study of Patients' Role in Innovation in the Healthcare Industry" by Marija Sarafinavska (Sept 2019 – Jan 2024). Job placement of the candidate: Novo Nordisk, Denmark.

Master thesis supervision

- MSc in Economics and Business Administration. (2016 – present).
- MSc in Social Science in Service Management. (2017 – present).

Bachelor thesis supervision

- BSc in Business Administration and Service Management. (2018 – present).

- BA in Intercultural Marketing and Communication (2021 – present).
- BSc in International Business. (2017 – present).

Internship supervision

- MSc in Social Science in Service Management. (2017 – present).
- BSc in International Business Communication. (2018 – present).

ESADE Business School

PhD thesis supervision

- PhD in Management Sciences, PhD thesis “Co-creation and CSR: The Two Key Pillars Towards a Paradigm Shift in Corporate Brand Management” by Yuqian Qiu (Sep 2017 – Jun 2022). Job placement of the candidate: Newcastle University Business School, UK.

Master thesis supervision

- MSc in Marketing Management. (2015 – 2016).

Bachelor thesis supervision

- Bachelor of Business Administration (BBA). (2015 – 2016).

PEDAGOGICAL SKILLS & LANGUAGES

Pedagogical Skills and Initiatives

- Assistant Professor Program in Teaching and Pedagogical Competence, Copenhagen Business School. → Completed in record time; assessed as “very competent” teacher.
 - Coursework:
 - Course planning, management and development
 - Teaching and learning paradigms
 - Master’s thesis supervision
 - Oral examination and assessment - formal Danish rules, procedures and practical performance
 - Possibilities and potentials in assessment and evaluation
 - Career planning and management at CBS
 - Assertive verbal
 - Teaching quantitative courses
 - Crash course in online learning activities

- On- and off-campus dialogue in large classes
 - Assistant professor's written reflections of own learning
- Development and implementation of Blended Learning (online and offline).
 - Development and implementation of a teaching method based on student presentations and discussions of key academic articles to foster research-based teaching and boost the impact of research on education.
 - Use of own research in teaching, ensuring a good fit with course curricula.
 - Development of business cases aligned with the learning objectives of each course.
 - Creation and execution of a co-creation game with the involvement of external brand managers, to foster student-to-student feedback, manager-to-student feedback, student-to-manager feedback, teacher-to-student feedback, and teacher-to-manager feedback; and to boost the impact of research and teaching on business/practice.
 - Development and implementation of poster activities using design-thinking and mind-mapping processes to stimulate students' creative skills and create "integrative models" (holistic overviews) of overall course content.
 - Development and execution of an off-campus co-creation activity to break with the students' routine at university, motivate them, and relate theory to the real world.
 - Development of online feedback sessions to help students identify their content-related weaknesses, and to foster student-to-student feedback, teacher-to-student feedback, and the use of online teaching platforms.
 - Development of online quizzes to help students review course content before the final exam in a stimulating, challenging, and fun way.
 - Creation and management of an Instagram account for teaching to create a sense of community among students from different study programs that have attended my lectures, to adapt to modern technological developments, and to foster the impact of research and teaching on business and society.

Languages

- Spanish → Bilingual
- Serbian → Bilingual
- English → Full Professional Proficiency
- Catalan → Full Professional Proficiency
- French → Basic Working Proficiency

INDUSTRY EXPERIENCE

Dec 2011 – Aug 2012	Marketing Director, BLUE 360° Worldwide Event Artisans and BLACK 360° Exclusive Travel Experiences. Barcelona, Spain.
Jun 2011 – Aug 2011	Chief Representative, BLUE 360° Professional Meeting Advisors. Barcelona, Spain.
Jun 2010 – Aug 2010	Chief Representative, Avioturs Travel Service and BLUE 360° Professional Meeting Advisors. Palma de Mallorca, Spain.
Jun 2009 – Aug 2009	Chief Representative, Avioturs Travel Service and Jolly Travel. Palma de Mallorca, Spain.
Jun 2008 – Aug 2008	Representative, Avioturs Travel Service and Jolly Travel. Palma de Mallorca, Spain.
Jul 2007 – Aug 2007	Marketing Intern, Western and Oriental Travel. London, United Kingdom.
Jun 2007 – Jul 2007	Product Management Intern, Flexi Conference and Incentive – TUI Travel Group. London, United Kingdom.
Jun 2006 – Jul 2006	Sales Intern, First Choice Meetings and Incentives – First Choice Group. Barcelona, Spain.

ИМЕ И ПРЕЗИМЕ: Stefan Marković, NEOMA Business School	
РАДОВИ У МЕЂУНАРОДНИМ ЧАСОПИСИМА	M21a: 7 радова M21: 11 радова M23: 1 рад Укупно: 19 радова у водећим међународним часописима
РАДОВИ САОПШТЕНИ НА МЕЂУН. СКУПОВИМА	Презентовао радове на многобројним међународним научним скуповима
РЕЗУЛТАТИ У РАЗВОЈУ ОБРАЗОВНО-НАУЧНЕ ОБЛАСТИ	Research areas: <i>Brand Marketing, Innovation, Ethics/CSR</i>
ЦИТИРАНОСТ НАУЧНИХ РЕЗУЛТАТА	<i>Web of Science</i> : 1371 цитат <i>Scopus</i> : 1672 цитата <i>Google Scholar</i> : 3278 цитата
МЕЂУНАРОДНА РЕПУТАЦИЈА	<p>Ad-hoc Reviewing</p> <ul style="list-style-type: none"> • Business & Society • Journal of Business Ethics • Journal of Business Research • Journal of Brand Management • Journal of Product Innovation Management • Journal of Product and Brand Management • Journal of Organizational Change Management • Journal of Sustainable Tourism • International Journal of Hospitality Management • Corporate Social Responsibility and Environmental Management • Industrial Marketing Management • International Marketing Review • International Journal of Research in Marketing • IEEE Transactions on Engineering Management • Technological Forecasting & Social Change • Technovation • European Management Journal • Journal of Retailing and Consumer Services • Business Strategy and the Environment
	РЕЦЕНЗЕНТ У МЕЂУНАРОДНИМ ЧАСОПИСИМА

<p>ПРЕДСЕДАВАО МЕЂУНАРОДНИМ НАУЧНИМ КОНФЕРЕНЦИЈАМА</p>	<ul style="list-style-type: none"> • Chair, Special Session on “Brand Co-creation: Theory, Practice and Ethical Implications,” European Marketing Academy Conference (EMAC). (May 2022). • Co-chair, Special Session on “Critical Reflections on Brand Management: Theory, Practice and Future Directions,” 48th European Marketing Academy Conference (EMAC). (May 2019). • Co-chair, Special Session on “Brand Co-creation: Innovation Opportunities and Ethical Challenges,” 47th European Marketing Academy Conference (EMAC) (Jun 2018).
<p>ЧЛАНСТВО У УРЕЂИВАЧКИМ ОДБОРИМА МЕЂУНАРОДНИХ НАУЧНИХ ЧАСОПИСА</p>	<ul style="list-style-type: none"> • Co-Editor-in-Chief, Business Ethics, the Environment & Responsibility (formerly, Business Ethics: A European Review), Wiley (Apr 2021 – present) • Feb 2021 – present Associate Editor for Interdisciplinary Research, Industrial Marketing Management, Elsevier
<p>АУТОР МЕЂУНАРОДНЕ МОНОГРАФИЈЕ</p>	<p>Published Book Chapters</p> <ul style="list-style-type: none"> • Markovic, Stefan, Yuqian Qiu, Cristina Sancha, and Nikolina Koporcic (2022), “A systematic literature review of sustainability in corporate services branding: Identifying dimensions, drivers, outcomes, and future research opportunities,” in The Routledge Companion to Corporate Branding (pp. 228-248), Oriol Iglesias, Nicholas Ind, and Majken Schultz, eds. London: Routledge. • Markovic, Stefan, and Karin Tollin (2021), “Business Model Innovation for Sustainability: The intersections among business models, innovation, and sustainability,” in Handbook of sustainability-driven business strategies in practice (pp. 144-157), Stefan Markovic, Cristina Sancha, and Adam Lindgreen, eds. London: Edward Elgar. • Markovic, Stefan (2019), “Co-creation in Brand Management: Benefits and Challenges,” in Cocreating Brands: Brand Management from A Co-creative Perspective (pp. 43-47), Nicholas Ind and Holger Schmidt, eds. London: Bloomsbury Publishing. • Markovic, Stefan, and Ranim Helwani (2019), “Co-creation and Social Media Influencers,” in Cocreating Brands: Brand Management from A Co-creative Perspective (pp. 210-214), Nicholas Ind and Holger Schmidt, eds. London: Bloomsbury Publishing. • Gimenez, Cristina, Vicenta Sierra, Cristina Sancha, Joan Rodon, and Stefan Markovic (2018), “The impact of environmental and social practices on the triple bottom line: A mediated model,” in Measuring and controlling sustainability: Spanning theory and practice

	<p>(pp. 141-165), Adam Lindgreen, Christine Vallaster, Shumaila Yousofzai, and Bernhard Hirsch, eds. London: Routledge.</p> <p>Edited Books</p> <ul style="list-style-type: none"> • Markovic, Stefan, Cristina Sancha, and Adam Lindgreen (eds., 2021), “Handbook of sustainability-driven business strategies in practice,” Edward Elgar, UK.
<p>НАПОМЕHA</p>	<p>Academic appointments:</p> <ul style="list-style-type: none"> ▪ Sep 2023 – present Full Professor in Marketing, Department of Marketing, NEOMA Business School, Reims – Paris – Rouen, France. ▪ Sep 2023 – present Head of Department of Marketing, NEOMA Business School, Reims – Paris – Rouen, France. ▪ Sep 2023 – present Visiting Professor, Department of Marketing, Copenhagen Business School, Denmark. ▪ Sep 2017 – present External Lecturer, Department of Marketing, ESADE Business School – Universitat Ramon Llull, Barcelona, Spain. ▪ Jun 2018 – present Chair of the Special Interest Group on Branding & Executive Committee Member, European Marketing Academy (EMAC), Brussels, Belgium. <p>Membership of Academic Executive Committees, Advisory Boards & Research Groups</p> <ul style="list-style-type: none"> • National Representative of Denmark, European Marketing Academy (EMAC). (Mar 2020 – present). • Executive Committee Member, European Marketing Academy (EMAC). (Jun 2018 – present). • Chair, Special Interest Group on Branding, European Marketing Academy Conference (EMAC). (Jun 2018 – present). • Member, Advisory Board of the MSc in Economics and Business Administration (Concentration: Brand and Communications Management), Copenhagen Business School. (Sep 2019 – present).

	<ul style="list-style-type: none">• Chair, Marketing Ethics Research Cluster, Copenhagen Business School. (Oct 2018 – present).• Co-chair, Advances in Branding Research Cluster, Copenhagen Business School. (Nov 2016 – present).• Co-chair, Brand Meaning Research Network, International (Denmark, Sweden, Finland, Spain, Portugal, UK, USA, etc.). (Nov 2016 – present)• Member, Consumer Research Cluster, Copenhagen Business School. (Sept 2018 – present).
--	---