



Petar GIDAKOVIC

Ph.D. in Marketing

Assistant Professor, Marketing

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EDUCATION

2022 Ph.D. in Marketing, School of Economics and Business University of Ljubljana, Slovenia

PROFESSIONAL EXPERIENCE

ACADEMIC:

2023 - Present Assistant Professor, IÉSEG School of Management, France

2023 - 2023 Assistant Professor, School of Economics and Business University of Ljubljana, Ljubljana, Slovenia

2018 - 2023 Research assistant, School of Economics and Business University of Ljubljana, Ljubljana, Slovenia

COURSES TAUGHT

- Market research (0667), Grande école (bachelor cycle)
- Analysis for marketing decisions
- Introduction to marketing

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Gidakovic P., Zabkar V., Zečević M., Sagan A., Wojnarowska M., Sołtysik M., Arslanagic-Kalajdzic M., Dlacic J., Askegaard S., Cleff T., (2024), Trying to buy more sustainable products: Intentions of young consumers, *Journal of Cleaner Production*, 434(1), pp. 140200

Culiberg B., Čater B., Abosag I., Gidakovic P., (2023), Ethical judgments in the sharing economy: When consumers misbehave, providers complain, *Business Ethics, the Environment and Responsibility*, 32(2), pp. 517-531

Gidakovic P., Kos Koklič M., Zečević M., Zabkar V., (2022), The influence of brand sustainability on purchase intentions: the mediating role of brand impressions and brand attitudes, *Journal of Brand Management*, 29(3), pp. 556–568

Gidakovic P., Zabkar V., (2022), The formation of consumers' warmth and competence impressions of corporate brands: The role of corporate associations, *European Management Review*, 19(4), pp. 639-653

Gidakovic P., Zečević M., Zabkar V., Kos Koklič M., (2022), Consumer Confusion Caused by Nutrition Apps in Product Healthiness Evaluation, *Economic and Business Review*, 24(2), pp. 101-110

GIDAKOVIC P., Čater B., (2021), Perceived justice and service recovery satisfaction in a post-transition economy, *Journal of East European Management Studies*, 26(1), pp. 10-43

GIDAKOVIC P., Zabkar V., (2021), How industry and occupational stereotypes shape consumers' trust, value and loyalty judgments concerning service brands, *Journal of Service Management (formerly IJSIM)*, 32(6), pp. 92-113

GIDAKOVIC P., Zečević M., Mijatović D., Kos Koklič M., Zabkar V., (2021), User Perspectives of Diet-Tracking Apps: Reviews Content Analysis and Topic Modeling, *Journal of Medical Internet Research*, 23(4), pp. e25160

Szőcs I., Gidakovic P., Diamantopoulos A., Florack A., Egger M., Zabkar V., (2021), The Interplay of Brand, Brand Origin and Brand User Stereotypes in Forming Value Perceptions, *British Journal of Management*, 33(4), pp. 1924-1949

Forthcoming

GIDAKOVIC P., Kolar T., Culiberg B., (2024), "Airbnb Be Like...": Examining the Impact of Memetic Doppelgängers on Meme Virality and Brand Image, *Journal of Travel Research*, (-), pp. -

Communications in refereed conferences

International

GIDAKOVIC P., Culiberg B., Zabkar V., Kos Koklič M., Zečević M., (2025), *Green way or the highway: Unveiling the effects of green motives on greenwashing, environmental reputation, and purchase intention* 2025 AMA Winter Academic Conference, Phoenix, USA

Gidakovic P., Culiberg B., Zabkar V., Zečević M., Kos Koklič M., (2024), *Coherence between saying and acting: The role of self-serving motives and consumer skepticism in corporate hypocrisy and CSR reputation* The 53rd Annual Conference of the European Marketing Academy, Bucharest, Romania

Refereed proceedings

Published

GIDAKOVIC P., Culiberg B., Kos Koklič M., (2022), The role of preference for moderation and de-ownership orientation in explaining the usage of sharing economy services, in: European Marketing Academy (EMAC)(Eds.) in *Proceedings of the European Marketing Academy, European Marketing Academy (EMAC)*

GIDAKOVIC P., Kos Koklič M., Zečević M., Zabkar V., (2022), ABC of Consumer Stereotypes About Brands: the Role of Brand Agency and Brand Conservative/Progressive Beliefs in Shaping Brand Communion, in: Ashlee Humphreys, Grant Packard, Katrijn Gielens(Eds.) in *2022 AMA Winter Academic Conference Reconnecting and Reconceiving the Marketplace, American Marketing Association, Chicago, IL, pp. 126*

GIDAKOVIC P., Kos Koklič M., Zečević M., Zabkar V., (2022), Driving Brand Communion through Brand Agency and Brand Conservative-Progressive Beliefs: The ABC Model of Consumer Stereotypes about Brands, in: European Marketing Academy (EMAC)(Eds.) in *Proceedings of the European Marketing Academy, European Marketing Academy (EMAC)*

GIDAKOVIC P., Zečević M., Kos Koklič M., Zabkar V., (2022), Consumer Perspective for the Dynamic Process Model of Long-Term Corporate Survival: From Perceived Ethicality to Brands that Consumers Trust and Identify With, in: Katrijn Gielens, Ashlee Humphreys, Grant Packard(Eds.) in *2022 AMA Winter Academic Conference Reconnecting and Reconceiving the Marketplace, American Marketing Association, Chicago, IL, pp. 902*

Gidakovic P., Zabkar V., (2020), Indeed, Consumers' Impressions of Firm's Warmth and Competence Matter! But How Do They Come About?, in: Lukas, Bryan; Ferrel O.C.(Eds.) in *AMA Winter Academic Conference 2020, American Marketing Association, Chicago, IL, pp. 437-438*

Gidakovic P., Zabkar V., (2019), Advancing behavioral aspects of brands as intentional agents framework, in: Tulin Erdem , Russ Winer, Albeto Pezzi, Luca Petruzzellis(Eds.) in *41st Annual INFORMS Marketing Science Conference, INFORMS Society for Marketing Science, Catonsville, MD, pp. 152*

GIDAKOVIC P., Zabkar V., (2019), Confiding in able brands with good intentions: how brand stereotypes affect brand trust, in: European Marketing Academy (EMAC)(Eds.) in *Proceedings of the European Marketing Academy, European Marketing Academy (EMAC)*

Forthcoming

GIDAKOVIC P., Zabkar V., (2019), Examining positive, negative and ambivalent behavioral consequences of brand stereotypes, in: Cutright, Keisha; Alvarez Mourey, James; Peres Renana(Eds.) in *2019 AMA Summer Academic Conference, American Marketing Association, Chicago, IL, pp. 290*

Chapters in books

Published

Kos Koklič M., Culiberg B., Zečević M., Gidakovic P., Zabkar V., (2024), Debunking Greenwashing: Investigating the Individual Drivers of Perceived Greenwashing and Negative Word-Of-Mouth, in: Vignolles, Alexandra; Waiguny, M. K.J.(Eds.), *Advances in Advertising Research XIV, 978-3-658-44712-0, Springer, Berlin, chapter 4, pp. 41-51*

GRANTS AND HONORS

Award

- 2024 Dr. Ana Mayer Kansky Award for the best social science PhD thesis, University of Ljubljana, Slovenia
- 2023 Research achievement for the paper titled "The interplay of brand, brand origin and brand user stereotypes in forming value perceptions", School of Economics and Business University of Ljubljana, Slovenia
- 2022 Best conference paper at Winter AMA conference in Las Vegas, School of Economics and Business University of Ljubljana, Slovenia
- 2022 Best paper in track Branding and Product Development track at Winter AMA conference in Las Vegas, School of Economics and Business University of Ljubljana, Slovenia
- 2021 Best conference paper award at ICORIA 2021 Conference, School of Economics and Business University of Ljubljana, Slovenia
- 2020 Best paper in track Strategic Branding and Brand Management at Winter AMA conference in San Diego, School of Economics and Business University of Ljubljana, Slovenia

Honor

- 2023 Recognition for PhD thesis from Krka d.d., School of Economics and Business University of Ljubljana, Slovenia

EDITORIAL ACTIVITY

Reviewer in an academic journal

- Journal of Business Research
- Journal of Brand Management
- International Journal of Consumer Studies
- British Journal of Management
- Public Relations Review
- Social Responsibility Journal
- Australasian Journal of Marketing
- International Marketing Review