



Assistant Professor of Marketing
University of Split, Faculty of Economics
Department of Marketing
Cvite Fiskovica 5, 21000 Split
Croatia
tel: +385 21 430 779
GSM: +385 91 4430 779
e-mail: dmiocevi@efst.hr
Skype account: dario.miocevic

Education

- M.Sc (Marketing) University of Split, Faculty of Economics, Split, Croatia, 2006.
- Ph.D. (Marketing) University of Split, Faculty of Economics, Split, Croatia, 2010
(*PhD thesis: Organizational buying effectiveness in supply chain context. Supervisor: Prof.dr. Bruno Grbac, University of Rijeka, Croatia.*)

Research specialties and interests

Dr. Miocevic's current research focuses on the interaction between firm's export marketing strategy and business environment (institutions, politics and culture). He is particularly interested in how small firms develop and manage internal assets in sustaining competitive advantage in international marketplace. He has thus far investigated how small firms use their dynamic capabilities for triggering the entrepreneurial opportunity recognition and exploitation during economic downturn. Another stream of research focuses on the interaction between public policy and marketing system with recent focus on export promotion policy and consumer protection.

Broad research areas:

- International and Global Marketing (Exporting; SME Internationalization; Dynamic Capabilities; Interface between Entrepreneurship & Internationalization).
- Purchasing & B2B Marketing (Organizational Buying Behavior; Relationship Marketing; Innovation Policy in B2B firms).
- Marketing & Development (Macromarketing; Marketing & Public Policy; Marketing Systems; Macro Aspects of International Business; Marketing in Transition and Emerging Economies).

Current research projects

- The chain-of-effects between dynamic capabilities and entrepreneurial processes: Explaining SME exporters' performance during a downturn (*under review at **Journal of International Marketing***).
- The influence of formal and informal institutional proximity in developing relational capital in international business relationships: A contingency approach (*target journals: International Marketing Review, Journal of International Marketing or European Journal of Marketing*).
- Contingency theory of exporters' behavior during economic downturn: Dynamic panel (**Data collection in process**)
- Unpacking customer equity in the context of product failure: The role of psychological and institutional contingencies (**Theory development**)
- Relational capital and organizational self esteem as antecedents to marketing department's accountability: The role of vanity (**Theory development**)
- Marketing capabilities and organic growth: The absorptive capacity perspective (**Theory development**)

Teaching specialties and interests

- International and Global Marketing
- Business-to-Business Marketing & Purchasing
- Marketing Management
- Principles of Marketing
- Marketing Strategy
- Marketing Theory (PhD course)

Students' evaluation of teaching available on demand!

Professional experience

- From November 2011 –Assistant Professor of Marketing.
- June 2010 to November 2011 – Senior Research Assistant, University of Split, Faculty of Economics, Department of Marketing.
- 2006 to June 2010 – Research Assistant, University of Split, Faculty of Economics, Department of Marketing.
- Dario Miocevic has served as a consultant to several Croatian and foreign companies from various sectors in the field of marketing strategy (e.g., non-profit and public sector, industry, wholesale, etc.).

Professional memberships

Related to research, Dr. Miocevic holds some responsibilities in scholarly associations, including:

- From 2007 to Present – Member of the Croatian Purchasing Association (CPA).
- From 2010 to Present – Vice president of the Croatian Marketing Association (CROMAR).

- Member of International Society for Markets and Development (ISMD), International Academy of Management and Business (IAMB), Macromarketing Society, Academy of Marketing Science, and Academy of International Business (AIB).

Membership in editorial boards and review activities

Related to research, Dr. Miocevic holds some responsibilities in scholarly journals, including:

- Membership in the editorial review board of:
 - *International Journal of Management Science and Information Technology (IJMSIT)*.
 - *International Journal of the Academy of Organizational Behavior Management (IJAOBM)*
- Ad-hoc reviewer for the following journals:
 - *International Business Review*
 - *Industrial Marketing Management*
 - *Journal of Business Ethics*
 - *Journal of Macromarketing*
 - *Journal of Small Business Management*
 - *Journal of Purchasing & Supply Management*
 - *Management: Journal of Contemporary Management Issues*
 - *Market: Review for Marketing Theory and Practice*
- Referee for the following conferences:
 - *Business Market Management Conference*
 - *Macromarketing Conference*
 - *CROMAR Conference*
 - *Academy of International Business Conference*
 - *Academy of Marketing Science*
 - *Global Marketing Conference*

Publication record

Books

Crnjak-Karanovic, Biljana; Miocevic, Dario. **Osnove međunarodnog marketinga**. Sveučilište u Splitu, Ekonomski fakultet, Split, 2013.

Chapters in edited books

Miocevic, Dario; Crnjak-Karanovic, Biljana. Identitet izvoznih menadžera – pokretač internacionalizacije u hrvatskim malim i srednjim poduzećima: Konceptualni razvoj I empirijska analiza // Identitet jadranskoj prostora Hrvatske: Retrospekt i prospekt / Crnjak-Karanovic, B., Derado, D., Fredotovic, M., Petric, L. (ed.). Split: Ekonomski fakultet Sveučilišta u Splitu, 2012. Str. 79-102.

Miocevic, Dario. Supply chain centric organization. // *The new faces of organizations in 21st century* / Sarlak M. A. (ed.). North American Institute for Science and Technology, 2011. pp. 282-332.

Miocevic, Dario. Interdependency between supply chain management and contemporary business to business marketing // *Marketing in a knowledge based society* / Grbac, Bruno ; Meler, Marcel (ed.). Rijeka: Faculty of Economics and CROMAR, 2008. pp. 266-281.

Peer-reviewed journal articles

Miočević, Dario. Exploring export promotion policy from justice perspective: A case study. // *Journal of Macromarketing*. 33 (2013), 4, pp. 342-353.

Miocevic, Dario; Crnjak-Karanovic, Biljana. Global mindset – A cognitive driver of SME internationalization: The case of Croatian Exporters. // *EuroMed Journal of Business*. 7 (2012), 2, pp. 142-160.

Miocevic, Dario. Exploring the supply chain orientation: The case of Croatian manufacturing companies. // *International Journal of Management Cases*. 14 (2012) 2, pp. 145-155.

Miocevic, Dario; Crnjak-Karanovic, Biljana. The export market orientation - export performance relationship in emerging markets: The case of Croatian SME exporters. // *International Journal of Business and Emerging Markets*. 4 (2012) 2, pp. 107-122.

Miocevic, Dario; Crnjak-Karanovic, Biljana. The mediating role of key supplier relationship management practices on supply chain orientation – the organizational buying effectiveness link. // *Industrial Marketing Management*. 41 (2012) 1, pp. 115-124.

Miocevic, Dario. Organizational buying effectiveness in supply chain context: Conceptualization and empirical assessment. // *Journal of Purchasing & Supply Management*. 17 (2011), 4, pp. 246-255.

Miocevic, Dario; Crnjak-Karanović, Biljana. Cognitive and information-based capabilities in the internationalization of small and medium-sized enterprises: The case of Croatian exporters. // *Journal of Small Business Management*. 49 (2011), 4, pp. 537-557.

Miocevic, Dario. Key supplier relationship management: The case of Croatian middle and large-sized manufacturers. // *Market*: 23 (2011), 1, pp. 1-16.

Miocevic, Dario; Crnjak-Karanovic, Biljana. New realities of the SME internationalization: A capability perspective. // *Economic Research*. 23 (2010) , 3; pp. 43-56.

Miocevic, Dario; Crnjak-Karanovic, Biljana. Psychometric analysis of export market orientation measurement scale in Croatia SME exporters' context // *Market*: 21 (2009) , 1; pp. 25-41.

Miocevic, Dario. Organizational buying effectiveness in supply chain environment: A conceptual framework. // *Journal of Business Market Management*. 2 (2008) , 4; pp. 171-185.

Conference proceedings:

Barišić, Radoslav; Miočević, Dario; Burić, Antonia. EXPORT PROMOTION POLICY IN CROATIA: EXPLORATORY FINDINGS AND DIRECTIONS FOR FURTHER RESEARCH // *23rd Cromar Congress: Marketing in a dynamic environment - academic and practical insights, Congress proceedings* / Grbac, Bruno ; Lončarić, Dina ; Dlačić, Jasmina (eds.). Opatija : CROMAR & Faculty of Tourism and Hospitality Management in Opatija, 2013.

Miočević, Dario; Surać, Ana. The role of formal institutional distance in the development of relational capital in international business relationships // *23rd Cromar Congress: Marketing in a dynamic environment - academic and practical insights, Congress proceedings* / Grbac, Bruno ; Lončarić, Dina ; Dlačić, Jasmina (eds.). Opatija : Faculty of Tourism and Hospitality Management in Opatija, 2013.

Miočević, Dario. ...and justice for all: Embedding distributive justice within export promotion policy // *Proceedings of the 37th Macromarketing Conference* / Kleinaltenkamp, Michael ; Haase, Michaela (eds.). Berlin : Free University Berlin, 2012.

Dedic, Goran; Krizman Pavlovic, Danijela; Miocevic, Dario. An inquiry into service quality, customer satisfaction and behavioural intentions relationships // *Proceedings of the 5th International Scientific Conference "Entrepreneurship and Macroeconomic Management: Reflections on the World in Turmoil"* / Afric Rakitovac ; Kristina ; Sugar, Violeta ; Bevanda, Vanja (ed.). – Pula (Croatia) : Juraj Dobrila University of Pula, Department of Economics and Tourism "Dr. Mijo Mirkovic" , 2011.

Miocevic, Dario. A Preliminary Assessment of Croatian SME Exporters' Internationalization: Is There a Gap? // *International academy of management and business conference proceedings "Management in the Global Economy"* / Meir, Russ (ed.). Silver Spring, Maryland : International Academy of Management and Business, 2009.

Grbac, Bruno; Miocevic, Dario; Crnjak- Karanovic, Biljana. Value Creation in B2B Markets Through Supply Chain Involvement // *Infusing Research and Knowledge in South East Europe - Proceedings of the 2nd Annual South East European Doctoral Student Conference* / Paraskakis, I., Luneski, A., Kayhan, A. (eds.). Thessaloniki, Greece: South east European research centre, 2007.

TEACHING PHILOSOPHY

„I haven't failed. I've just found 10,000 ways that won't work“

Thomas Edison (1846 - 1931)

My teaching philosophy is deeply rooted in what we traditionally call the marketing concept: „The student is a king“. The main goal of my teaching is built around getting my students to love marketing, not only as a discipline or course, but as well as social legacy. This macro perspective allows me to implement the multitude of perspectives in teaching process thus enabling proactive knowledge exchange with my students. In this line of reasoning, I find it essential to support my students in learning marketing not only in the borders of the classroom, but throughout their everyday living. My main goal is to help them become life-long learners and achievers by seizing their own opportunities to gain knowledge. Thus, this knowledge is not created only in traditional in-class activities but also with the sensing of contemporary social aspects through marketing lenses. In this sense I want to deliver differentiated class experience to my fellow students.

The main building blocks of my teaching philosophy do not evolve merely on the marketing enthusiasm and teaching. Thus, I place great importance in helping students to develop the core virtues and skills such as ambition, teamwork, critical thinking, and strong sense for argumentation. Embracing these virtues puts me in position to critically assess my line of teaching work. I continue to improve my own teaching by engaging in careful reflection and assessment on what students say. This allows me to think critically about what works and what doesn't. Consequently, I am able to adapt my own teaching to better meet the needs of my students.

Entering more than ever evolving field of marketing education, one finds that the new technologies are being implemented and innovative strategies are being enhanced. Therefore, I will continue to keep myself educated and constantly reading, writing, and learning about new ways, methods, and activities that may meet the needs of my marketing students even more effectively.

My philosophy will continue to guide me throughout the noble profession of being marketing educator and academic.