



Dario Miocevic, PhD
Assistant Professor of Marketing
Faculty of Economics, University of Split
Cvite Fiskovica 5
21000 Split, Croatia
E-mail: dmiocevi@efst.hr
Telephone: +385 21 430 779

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).

Professional references

Robert E. Morgan, Ph.D.
Sir Julian Hodge Professor of Marketing & Strategy
Cardiff Business School, Cardiff University
Colum Drive, Cardiff, CF10 3EU
United Kingdom
E-mail: morganre@cardiff.ac.uk
Telephone: + 44 (0)29 2087 0001

Matilda Dorotic, Ph.D.
Associate Professor of Marketing
BI Norwegian Business School
Nydalsveien 37, 0484 Oslo
Norway
E-mail: matilda.dorotic@bi.no
Telephone: +4746410513

Srdan Zdravkovic, Ph.D.
Associate Professor of Marketing
Bryant University, College of Business
Faculty Suite B, Room 309
1150 Douglas Pike
Smithfield, RI, USA 02917-1284
E-mail: szdravko@bryant.edu
Telephone: (401) 232-6066

Antonis Simintiras, Ph.D.
Professor of Marketing
School of Management, Swansea University
Singleton Park, Swansea, SA2 8PP
Wales, UK
E-mail: a.c.simintiras@swansea.ac.uk
Telephone: (01792) 295740

Research specialties and interests

Dr. Miocevic's most recent 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 and external relationships in sustaining competitive advantage in the international marketplace. His most

recent research in this field investigates how small firms use their dynamic capabilities for triggering the entrepreneurial opportunity recognition and exploitation during economic downturn. Another stream of Dr. Miocevic's research deals with the influence of country origin, ethnocentrism and cosmopolitanism traits on the consumer behavior in the international setting. More recently he has investigated the consequences of cosmopolitan traits on consumer's acculturation under different environmental contingencies.

Broad research areas:

- International and Global Marketing (Exporting; SME Internationalization; Interface between Entrepreneurship & Internationalization; Cosmopolitanism and Ethnocentrism).
- Marketing Strategy (Dynamic Capabilities; Resource-based View; Relational Exchange)
- Purchasing & B2B Marketing (Organizational Buying Behavior; Relationship Marketing; Innovation Policy).
- Marketing & Development (Marketing & Public Policy; Marketing Systems; Macro Aspects of International Business; Marketing in Transition and Emerging Economies).

Current research projects

- Chain-of-effects between operational capabilities and entrepreneurial opportunities: Explaining exporting SME's growth (*under review at **International Marketing Review***).
- Export intensity in the context of firm and industry-level contingencies: An evidence from Croatian exporters (***Data collection in process***)
- A contingency model of expat consumer's acculturation and propensity to buy local brands (***Theory development***)

Teaching specialties and interests

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

Students' evaluation of teaching available on demand!

Professional experience and appointments

- From September 2014 to September 2015 – Visiting Assistant Professor of Marketing, ADA University, School of Business, Baku, Azerbaijan
- From November 2011 – Assistant Professor of Marketing, University of Split, Faculty of Economics, Department 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 frequently delivers lectures in entrepreneurial workshops.
- Dario Miocevic has served as a strategy consultant to several Croatian and foreign companies from various sectors, i.e., non-profit and public sector, manufacturing industry and wholesale & retail. List of companies is available on demand.

Professional memberships

Dr. Miocevic holds some professional 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 (AMS), and Academy of International Business (AIB), Industrial Marketing and Purchasing (IMP) Group.

Membership in editorial boards and review activities

Dr. Miocevic holds some academic 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*
 - *International Journal of Production Research*

- *Journal of Marketing Channels*
- *Management: Journal of Contemporary Management Issues*
- *Market: Review for Marketing Theory and Practice*
- Referee for the following conferences:
 - *Business Market Management Conference*
 - *Industrial Marketing and Purchasing (IMP) Conference*
 - *Macromarketing Conference*
 - *CROMAR Conference*
 - *Academy of International Business (AIB) Conference*
 - *Academy of Marketing Science (AMS) Conference*
 - *Global Marketing Conference (GMC)*
 - *Global Business and Technology Conference (GBATA)*

Publication record

Books

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

Chapters in edited books

Grilec Kauric, Alica; Miocevic, Dario; Mikulic, Josip. Dynamic Capabilities and Firm Effectiveness: The Mediating Role of Supply Chain Performance // Innovative Methods in Logistics and Supply Chain Management (HICL 2014) / Thorsten, Blecker ; Wolfgang, Kersten ; Christian M. Ringle (eds.). Berlin : epubli GmbH, Berlin; Hamburg University of Technology (TUHH), 2014. pp. 387-407.

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. pp. 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

Miocevic, Dario. The antecedents of relational capital in key importer-exporter relationships: An institutional perspective, *International Marketing Review*, 2016, Accepted paper

Miocevic, 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-Karanovic, 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:

Barisic, Radoslav; Miocevic, Dario; Buric, 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.

Miocevic, Dario; Surac, 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.*

Miocevic, 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 evolves around partnering with students. The main goal of my teaching is to get students to love marketing, not only as a discipline or course, but also as a social legacy. This broader view allows me to implement multiple perspectives in teaching process that enable proactive knowledge exchange with students. The main goal of my teaching philosophy is to help students become life-long learners and achievers by seizing opportunities to gain knowledge from the multitude of sources. In this line of reasoning, I encourage my students to learn marketing not only in the borders of the classroom but also throughout the process of sensing the contemporary issues in business and society. Eventually, I want to deliver the differentiated class experience to my fellow students by empowering them to have an active role in the learning process.

Besides being enthusiastic marketing professor driven by passion, I also put great emphasis on helping students develop the core virtues and skills such as ambition, teamwork, critical thinking, and strong sense for argumentation. I continue to improve my own teaching by engaging in careful reflection and assessment on students' feedback. This allows me to think critically about what works and what doesn't and consequently I am able to adapt my own teaching approach to better meet the needs of my students. 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.

Hopefully my philosophy will continue to guide me throughout this noble profession.