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## Davcik, Nebojsa

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### Qualificações Académicas

Universidade/Instituição	Tipo	Curso	Período
Universita degli studi di Padova	Doutoramento	Ph.D. in Economics and Management	2010

### Orientações

#### • Teses de Doutoramento

- Em curso

	Nome do Estudante	Título/Tópico	Língua	Estado	Instituição
1	Seerat Zahra	Brand strategy is an escalating vogue: from consumer evaluations to a financial perspective	Inglês	Em curso	Iscte

#### • Dissertações de Mestrado

- Terminadas

	Nome do Estudante	Título/Tópico	Língua	Instituição	Ano de Conclusão
1	Rita Ribeiro do Nascimento	Exploring Individuals Perception of Non-Sponsored Branded user Generated Content, the Affect on its use and the Outcome of Digital Engagement on Instagram	Inglês	Iscte	2017
2	Manwir Singh	Brand Orientation and Performance Implications - A Resource-Based Perspective of Boss Menswear	Inglês	Iscte	2017
3	Chloé Madeleine Renée Germanaud	Men and Women's Attitudes Towards the use of Gender Marketing in Advertising and Communication	Inglês	Iscte	2015

## • Projetos Finais de Mestrado

### - Terminadas

	Nome do Estudante	Título/Tópico	Língua	Instituição	Ano de Conclusão
1	Bastian Thelen	Analysis of the Potential of Virtual Stores for German Online Grocery Retailing	Inglês	Iscte	2015
2	Hortense Gabeur	Consumer's Behavior Facing Word-of-Mouth and the Impact on Marketing Point of View	Inglês	Iscte	2015

## Total de Citações

Web of Science®	758
Scopus	875

## Publicações

### • Revistas Científicas

#### - Artigo em revista científica

1	<p>Davcik, N., Langaro, D., Jevons, C. &amp; Nascimento, R. (2022). Non-sponsored brand-related user-generated content: Effects and mechanisms of consumer engagement. <i>Journal of Product and Brand Management</i>. 31 (1), 163-174</p> <p>- N.º de citações Web of Science®: 32</p> <p>- N.º de citações Scopus: 28</p>
2	<p>Davcik, N. &amp; Grigoriou, N (2020). How an unequal intra-firm resources distribution affect market share. <i>Marketing Intelligence and Planning</i>. 38 (2), 167-180</p> <p>- N.º de citações Web of Science®: 3</p> <p>- N.º de citações Scopus: 5</p>

3	<p>Marques, C., Vinhas da Silva, R., Davcik, N. &amp; Faria, R. (2020). The role of brand equity in a new rebranding strategy of a private label brand. <i>Journal of Business Research</i>. 117, 497-507</p> <p>- N.º de citações Web of Science®: 51  - N.º de citações Scopus: 46  - N.º de citações Google Scholar: 180</p>
4	<p>Kingshott, R., Sharma, P., Hosie, P. &amp; Davcik, N. (2019). Interactive impact of ethnic distance and cultural familiarity on the perceived effects of free trade agreements. <i>Asia Pacific Journal of Management</i>. 36 (1), 135-160</p> <p>- N.º de citações Web of Science®: 7  - N.º de citações Scopus: 6</p>
5	<p>Davcik, N., Sharma, P., Chan, R. &amp; Roy, R. (2019). An introduction to the special issue on the past, present and future research on deliberate lookalikes. <i>Journal of Product and Brand Management</i>. 28 (6), 701-706</p> <p>- N.º de citações Web of Science®: 8  - N.º de citações Scopus: 7</p>
6	<p>Ly, A., Esperança, J. &amp; Davcik, N. S. (2018). What drives foreign direct investment: the role of language, geographical distance, information flows and technological similarity. <i>Journal of Business Research</i>. 88, 111-122</p> <p>- N.º de citações Web of Science®: 61  - N.º de citações Scopus: 57  - N.º de citações Google Scholar: 72</p>
7	<p>Davcik, N. &amp; Sharma, P. (2016). Marketing resources, performance, and competitive advantage: a review and future research directions. <i>Journal of Business Research</i>. 69 (12), 5547-5552</p> <p>- N.º de citações Web of Science®: 141  - N.º de citações Scopus: 133</p>
8	<p>Sharma, P., Davcik, N. &amp; Pillai, K. G. (2016). Product innovation as a mediator in the impact of R&amp;D expenditure and brand equity on marketing performance. <i>Journal of Business Research</i>. 69 (12), 5662-5669</p> <p>- N.º de citações Web of Science®: 103  - N.º de citações Scopus: 108</p>
9	<p>Davcik, N. &amp; Sharma, P. (2015). Impact of product differentiation, marketing Investments and brand equity on pricing strategies: a brand level investigation. <i>European Journal of Marketing</i>. 49 (5-6), 760-781</p> <p>- N.º de citações Web of Science®: 115  - N.º de citações Scopus: 89</p>
10	<p>Davcik, N., Vinhas da Silva, R. &amp; Hair, J. F. (2015). Towards a unified theory of brand equity: conceptualizations, taxonomy and avenues for future research. <i>Journal of Product and Brand Management</i>. 24 (1), 3-17</p> <p>- N.º de citações Web of Science®: 194  - N.º de citações Scopus: 166  - N.º de citações Google Scholar: 422</p>
11	<p>Davcik, N. (2014). The use and misuse of structural equation modeling in management research: a review and critique. <i>Journal of Advances in Management Research</i>. 11 (1), 47-81</p> <p>- N.º de citações Scopus: 168</p>
12	<p>Davcik, N. (2013). An empirical investigation of brand equity: drivers and their consequences. <i>British Food Journal</i>. 115 (9), 1342-1360</p> <p>- N.º de citações Web of Science®: 29  - N.º de citações Scopus: 28</p>

13	Davcik, N. & Rundquist, J. (2012). An exploratory study of brand success: evidence from the food industry. <i>Journal of International Food and Agribusiness Marketing</i> . 24 (1), 91-109 - N.º de citações Web of Science®: 14 - N.º de citações Scopus: 13
14	Boesso, G., Davcik, N. St. & Favotto, F. (2009). "Health-enhancing" products in the Italian food industry: multinationals and SMEs competing on yogurt. <i>AgBioForum</i> . 12 (2), 232-243

## • Livros e Capítulos de Livros

### - Capítulo de livro

1	liro Vaniala, Davcik, N. & Richard L. Priem (2018). The Effects of Consumer Response on Inter-Firm Competitive Dynamics. In Guclu Atinc (Ed.), <i>Academy of Management Proceedings</i> . (pp. 17300): Academy of Management.
2	Davcik, N. & Sharma, P. (2017). The Role of Product Innovation in Marketing Performance: Empirical Study in FMCG Market (An Abstract). In <i>Marketing at the Confluence between Entertainment and Analytics</i> .: Springer. - N.º de citações Scopus: 3
3	Davcik, N., Sharma, P. & Grigoriou, N (2017). Exploring the Role of Brand Equity and R&D as Drivers of Product Innovation and Market Performance: An Abstract. In <i>Marketing at the Confluence between Entertainment and Analytics</i> .: Springer. - N.º de citações Scopus: 5
4	Grigoriou, N, Davcik, N. & Sharma, P. (2016). Exploring the influence of brand innovation on marketing performance using signaling framework and resource-based theory (RBT) approach. In Obal, M., Krey, N. & Bushardt, C. (Ed.), <i>Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era, Developments in Marketing Science</i> . USA: Springer. - N.º de citações Scopus: 9
5	Davcik, N. & Grigoriou, N (2016). How dynamic marketing capabilities affect market share performance output: An innovative brand oriented approach. In Groza, M. & Ragland, C. (Ed.), <i>Marketing Challenges in a Turbulent Business Environment, Developments in Marketing Science</i> . USA: Springer. - N.º de citações Scopus: 3
6	Davcik, N. (2015). How Much Do Product Differentiation, Marketing Investments and Brand Equity Actually Affect Price? An Empirical Study in the Consumer Market. In Colin Campbell, Junzhao (Jonathon) Ma (Ed.), <i>Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing</i> '. (pp. 619-619). USA: Springer. - N.º de citações Scopus: 1
7	Davcik, N., Boesso, G. & Favotto, F. (2010). Does Branding Drive Price Differentiation? Functional, Organic & Wellness Food in Italy. In George Christodoulides, Cleopatra Veloutsou, Colin Jevons, Leslie de Chernatony and Nicolas Papadopoulos (Ed.), <i>Contemporary Issues in Brand Research</i> . (pp. 293-305). Athens: ATINER.

## • Conferências/Workshops e Comunicações

### - Publicação em atas de evento científico

1	Pantelic, D., Davcik, N., Zehetner, A. & Gillpatrick, T. (2013). SUSTAINABILITY AS A MARKETING DOCTRINE (IN DIFFERENT ECONOMICAL CONDITIONS). In <i>Cross Cultural Conference</i> . (pp. 0-0). Graz
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2	Davcik, N. (2013). The role of brand equity and innovation in obtaining price premium. In 8 Global Brand Conference. (pp. 0-0). Porto: Joana Machado.
3	Davcik, N. (2012). Price Premium: A Multi Research Approach in Branding. In Paulo Rita (Ed.), Proceedings of the EMAC 2012. (pp. 0-0). Lisbon
4	Davcik, N. (2010). Brand differentiation: A driver of the brand performance outputs. In 6th International conference of the Academy of Marketing. (pp. 0-0).
5	Davcik, N. (2009). Modeling the Brand Value: Brand Equity Approach. In Branding and Society: The Social, Cultural and Financial Impacts of Brands. (pp. 0-0). Cambridge
6	Davcik, N. (2009). Antecedents of Successful Brand in Enriched-Food Industry. In Branding and Society: The Social, Cultural and Financial Impacts of Brands in the 21st century. (pp. 0-0). Cambridge, UK
7	Boesso, G., Davcik, N. & Favotto, F. (2008). Health-enhancing products in the Italian food industry: multinationals and SMEs competing on yogurt. In 15th International Product Development Management Conference, EIASM. (pp. 0-0). Hamburg. Germany

#### - Comunicação em evento científico

1	Davcik, N. & Sharma, P. (2016). The role of product innovation in marketing performance: Empirical study in FMCG market. World Marketing Congress.
2	Davcik, N., Sharma, P. & Grigoriou, N (2016). Exploring the Role of Brand Equity and R&D as Drivers of Product Innovation and Market Performance. World Marketing Congress.
3	Ly, A., Esperança, J. & Davcik, N. (2016). What drives Foreign Direct Investments (FDI): the role of language, geographical distance, information flow and technological similarity. European International Business Academy 2016 Conference.
4	Davcik, N. & Turyna, M. (2015). The Role of Brand Equity in Solving the Ambiguity of Firm Performance under Dynamic Conditions. World Marketing Congress 2015.
5	Grigoriou, N., Davcik, N. & Sharma, P. (2014). Exploring the influence of brand innovation on marketing performance using signaling framework and resource-based theory (RBT) approach. "Building Brands People Love" track of the AMS conference.
6	Davcik, N., Vinhas da Silva, Rui & Hair, Joe F. (2014). Brand value: a definition, conceptual and research design. Global brand conference.
7	Davcik, N. & Grigoriou, N (2014). How brand oriented dynamic capabilities affect market share performance output: A resource-based theory approach. World Marketing Congress 2014.
8	Davcik, N. & Vinhas da Silva, Rui (2013). Brand Value: A Definition, Conceptual & Research Design. open research seminar.
9	Davcik, N. (2013). How Brand Oriented Dynamic Capabilities Affect Market Share Performance Output: A Resource Based Theory Approach . open research seminar.

10	Davcik, N. (2013). The role of brand equity and innovation in obtaining price premium. Global Brand Conference.
11	Pantelic, D., Davcik, N., Zehetner, A. & Gillpatrick, T. (2013). Sustainability as a marketing doctrine (In different economic conditions). Cross Cultural Conference 2013.
12	Davcik, N. (2013). HOW MUCH DO PRODUCT DIFFERENTIATION, MARKETING INVESTMENTS AND BRAND EQUITY ACTUALLY AFFECT PRICE? AN EMPIRICAL STUDY IN THE CONSUMER MARKET. World Marketing Congress 2013.
13	Davcik, N. (2012). Price Premium: A Multi Research Approach in Branding. EMAC - European Marketing Conference.

## • Outras Publicações

### - Working paper

1	Davcik, N., Vinhas da Silva, Rui & Hair, Joe F. (2013). Towards a Unified Theory of Brand Equity: Conceptualizations, Typologies and Avenues for Future Research. SSRN.
2	Davcik, N. & Grigoriou, N (2013). How Brand Oriented Dynamic Capabilities Affect Market Share Performance Output: A Resource-Based Theory Approach. SSRN.
3	Davcik, N. (2013). HOW MUCH DO PRODUCT DIFFERENTIATION, MARKETING INVESTMENTS AND BRAND EQUITY ACTUALLY AFFECT PRICE? AN EMPIRICAL STUDY IN THE CONSUMER MARKET. SSRN.
4	Davcik, N. (2013). The Use and Misuse of Structural Equation Modelling in Management Research. BRU-IUL Working Paper series . 1-40

## Associações Profissionais

American Marketing Association (Desde 2016)

Rotary International - LC Lisboa-Nord (Desde 2014)

Academy of Marketing Science (Desde 2013)

## Actividades de Edição/Revisão Científica

Tipo de Actividade	Título da Revista	ISSN/Quartil	Período	Língua
Membro de equipa editorial de revista	Journal of Business Research	--	Desde 2016	Inglês
Membro de equipa editorial de revista	Journal of Product and Brand Management	--	Desde 2013	Inglês