



**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 ecole (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**

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#### **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**

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#### **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**

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### **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**

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### **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**

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### **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  
European Journal of Marketing  
Corporate Reputation Review  
Tourism Management

