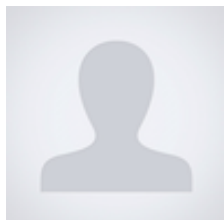


Profile

Personal



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Academic activities

Supervisions

Master Thesis

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", Nebojsa Davcik, Master Thesis, Concluded, 2017

Manwir Singh, "Brand Orientation and Performance Implications - A Resource-Based Perspective of Boss Menswear", Nebojsa Davcik, Master Thesis, Concluded, 2017

Chloé Madeleine Renée Germanaud, "Men and Women's Attitudes Towards the use of Gender Marketing in Advertising and Communication", Nebojsa Davcik, Master Thesis, Concluded, 2015

Final Project

Bastian Thelen, "Analysis of the Potential of Virtual Stores for German Online Grocery Retailing", Nebojsa Davcik, Final Project, Concluded, 2015

Hortense Gabeur, "Consumer's Behavior Facing Word-of-Mouth and the Impact on Marketing Point of View", Nebojsa Davcik, Final Project, Concluded, 2015

Scientific Activities

Scientific Articles in International Journals

Kingshott, R., Sharma, P., Hosie, P. & Davcik, N. (2019). Interactive impact of ethnic distance and cultural familiarity on the perceived effects of free trade agreements. *Asia Pacific Journal of Management*. 36 (1), 135-160, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Ly, A., Esperança, J. & Davcik, N. S. (2018). What drives foreign direct investment: the role of language, geographical distance, information flows and technological similarity. *Journal of Business Research*. 88, 111-122, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Davcik, N. & Sharma, P. (2016). Marketing resources, performance, and competitive advantage: a review and future research directions. *Journal of Business Research*. 69 (12), 5547-5552, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Sharma, P., Davcik, N. & Pillai, K. G. (2016). Product innovation as a mediator in the impact of R&D expenditure and brand equity on marketing performance. *Journal of Business Research*. 69 (12), 5662-5669, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Davcik, N., Vinhas da Silva, R. & Hair, J. F. (2015). Towards a unified theory of brand equity: conceptualizations, taxonomy and avenues for future research. *Journal of Product and Brand Management*. 24 (1), 3-17, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Davcik, N. & Sharma, P. (2015). Impact of product differentiation, marketing Investments and brand equity on pricing strategies: a brand level investigation. *European Journal of Marketing*. 49 (5-6), 760-781, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Davcik, N. (2014). The use and misuse of structural equation modeling in management research: a review and critique. *Journal of Advances in Management Research*. 11 (1), 47-81, [Ciência-IUL](#), Indexada (SCOPUS)

Davcik, N. (2013). An empirical investigation of brand equity: drivers and their consequences. *British Food Journal*. 115 (9), 1342-1360, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Davcik, N. & Rundquist, J. (2012). An exploratory study of brand success: evidence from the food industry. *Journal of International Food and Agribusiness Marketing*. 24 (1), 91-109, [Ciência-IUL](#), Indexada (SCOPUS)

Boesso, G., Davcik, N. St. & Favotto, F. (2009). ?Health-enhancing? products in the Italian food industry: multinationals and SMEs competing on yogurt. *AgBioForum*. 12 (2), 232-243, [Ciência-IUL](#)

Book Chapters

Iiro Vaniala, Davcik, Nebojsa, Richard L. Priem (2018) "The Effects of Consumer Response on Inter-Firm Competitive Dynamics", Academy of Management
Iiro Vaniala, Davcik, N. & Richard L. Priem (2018). The Effects of Consumer Response on Inter-Firm Competitive Dynamics. In Guclu Atinc (Ed.), *Academy of Management Proceedings*. (pp. 17300).: Academy of Management., [Ciência-IUL](#)

Davcik, Nebojsa, Piyush Sharma (2017) "The Role of Product Innovation in Marketing Performance: Empirical Study in FMCG Market (An Abstract)", SpringerDavcik, N. & Sharma, P. (2017). The Role of Product Innovation in Marketing Performance: Empirical Study in FMCG Market (An Abstract). In Marketing at the Confluence between Entertainment and Analytics.: Springer., [Ciência-IUL](#)

Davcik, Nebojsa, Piyush Sharma, Grigoriou Nicholas (2017) "Exploring the Role of Brand Equity and R&D as Drivers of Product Innovation and Market Performance: An Abstract", SpringerDavcik, 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 Marketing at the Confluence between Entertainment and Analytics.: Springer., [Ciência-IUL](#)

Davcik, Nebojsa, Grigoriou Nicholas (2016) "How dynamic marketing capabilities affect market share performance output: An innovative brand oriented approach", SpringerDavcik, N. & Grigoriou, N (2016). How dynamic marketing capabilities affect market share performance output: An innovative brand oriented approach. In Groza, M. & Ragland, C. (Ed.), Marketing Challenges in a Turbulent Business Environment, Developments in Marketing Science. USA: Springer., [Ciência-IUL](#)

Grigoriou Nicholas, Davcik, Nebojsa, Piyush Sharma (2016) "Exploring the influence of brand innovation on marketing performance using signaling framework and resource-based theory (RBT) approach", SpringerGrigoriou, 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.), Lets Get Engaged! Crossing the Threshold of Marketings Engagement Era, Developments in Marketing Science. USA: Springer., [Ciência-IUL](#)

Davcik, Nebojsa (2015) "How Much Do Product Differentiation, Marketing Investments and Brand Equity Actually Affect Price? An Empirical Study in the Consumer Market", SpringerDavcik, 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.), Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing '. (pp. 619-619). USA: Springer., [Ciência-IUL](#)

Davcik, Nebojsa, Giacomo Boesso, Francesco Favotto (2010) "Does Branding Drive Price Differentiation? Functional, Organic & Wellness Food in Italy", ATINERDavcik, 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.), Contemporary Issues in Brand Research. (pp. 293-305). Athens: ATINER., [Ciência-IUL](#)

Conference Proceedings

Davcik, N. (2013). The role of brand equity and innovation in obtaining price premium. 8 Global Brand Conference. 0-0, [Ciência-IUL](#)

Pantelic, D., Davcik, N., Zehetner, A. & Gillpatrick, T. (2013). SUSTAINABILITY AS A MARKETING DOCTRINE (IN DIFFERENT ECONOMICAL CONDITIONS). Cross Cultural Conference . 0-0, [Ciência-IUL](#)

Davcik, N. (2012). Price Premium: A Multi Research Approach in Branding. Proceedings of the EMAC 2012. 0-0, [Ciência-IUL](#)

Davcik, N. (2010). Brand differentiation: A driver of the brand performance outputs. 6th International conference of the Academy of Marketing. 0-0, [Ciência-IUL](#)

Davcik, N. (2009). Antecedents of Successful Brand in Enriched-Food Industry. Branding and Society: The Social, Cultural and Financial Impacts of Brands in the 21st century. 0-0, [Ciência-IUL](#)

Davcik, N. (2009). Modeling the Brand Value: Brand Equity Approach. Branding and Society: The Social, Cultural and Financial Impacts of Brands. 0-0, [Ciência-IUL](#)

Boesso, G., Davcik, N. & Favotto, F. (2008). Health-enhancing products in the Italian food industry: multinationals and SMEs competing on yogurt. 15th International Product Development Management Conference, EIASM. 0-0, [Ciência-IUL](#)

Working Papers

Davcik, N. (2013). HOW MUCH DO PRODUCT DIFFERENTIATION, MARKETING INVESTMENTS AND BRAND EQUITY ACTUALLY AFFECT PRICE? AN EMPIRICAL STUDY IN THE CONSUMER MARKET. SSRN., [Ciência-IUL](#)

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., [Ciência-IUL](#)

Davcik, N. & Grigoriou, N (2013). How Brand Oriented Dynamic Capabilities Affect Market Share Performance Output: A Resource-Based Theory Approach. SSRN., [Ciência-IUL](#)

Davcik, N. (2013). The Use and Misuse of Structural Equation Modelling in Management Research. BRU-IUL Working Paper series . 1-40, [Ciência-IUL](#)

International Communications

Keynote Speaker

Pantelic, D., Davcik, N., Zehetner, A. & Gillpatrick, T. (2013). Sustainability as a marketing doctrine (In different economic conditions). Cross Cultural Conference 2013., [Ciência-IUL](#)

Invited

Davcik, N. (2013). How Brand Oriented Dynamic Capabilities Affect Market Share Performance Output: A Resource Based Theory Approach . open research seminar., [Ciência-IUL](#)

Davcik, N. & Vinhas da Silva, Rui (2013). Brand Value: A Definition, Conceptual & Research Design. open research seminar., [Ciência-IUL](#)

Panel / Poster

Davcik, N., Vinhas da Silva, Rui & Hair, Joe F. (2014). Brand value: a definition, conceptual and research design. Global brand conference., [Ciência-IUL](#)

Oral Presentation

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., [Ciência-IUL](#)

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., [Ciência-IUL](#)

- Davcik, N. & Sharma, P. (2016). The role of product innovation in marketing performance: Empirical study in FMCG market. World Marketing Congress., [Ciência-IUL](#)
- Davcik, N. & Turyna, M. (2015). The Role of Brand Equity in Solving the Ambiguity of Firm Performance under Dynamic Conditions. World Marketing Congress 2015., [Ciência-IUL](#)
- 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., [Ciência-IUL](#)
- Davcik, N. & Grigoriou, N (2014). How brand oriented dynamic capabilities affect market share performance output: A resource-based theory approach. World Marketing Congress 2014., [Ciência-IUL](#)
- 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., [Ciência-IUL](#)
- Davcik, N. (2013). The role of brand equity and innovation in obtaining price premium. Global Brand Conference., [Ciência-IUL](#)
- Davcik, N. (2012). Price Premium: A Multi Research Approach in Branding. EMAC - European Marketing Conference., [Ciência-IUL](#)

Other Activities

Academic Management Positions

- Coordenador da unidade curricular Marketing Internacional (2014/2014)
- Coordenador da unidade curricular Gestão de Comunicação (2015/2015)
- Coordenador da unidade curricular Gestão de Comunicação (2016/2016)
- Coordenador da unidade curricular Seminário de Desenvolvimento Científico em Marketing (2016/2016)

Professional Associations

- Academy of Marketing Science (2013/final_year)
- Rotary International - LC Lisboa-Nord (2014/final_year)
- American Marketing Association (2016/final_year)