
CURRICULUM VITAE

MORANA FUDURIĆ, Ph.D.

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FORMAL EDUCATION

2009-2014	Università della Svizzera italiana , Faculty of communication sciences PhD in Communication Sciences <i>Topic:</i> Relationship orientation in social media: construct, measurement and link to company performance <i>Thesis supervisors:</i> professor Ivan Snehota, Ph. D. (USI Lugano) and professor Andreina Mandelli, Ph. D. (USI Lugano and SDA Bocconi)
2008-2010	University of Zagreb, Faculty of Economics & Business (FEB Zagreb) Master of Arts in Business Major in Marketing Communication Management
2003-2007	University of Zagreb, Faculty of Economics & Business (FEB Zagreb) Bachelor's degree in business Marketing Major

INFORMAL EDUCATION

2018	7th EDAMBA-EIASM CONSORTIUM ON DOCTORAL SUPERVISION AND THE NEW GLOBAL RESEARCH LANDSCAPE ESADE Business School, Barcelona, Spain January 10-12, 2018
2011	Advanced Program in Business, Executive Education Program, Innovation institute, Zagreb, Croatia
2011	Internet, social media and mobile for corporate and marketing communication, Executive Education Program, SDA Bocconi, Milano, Italy
2010	ECREA 2010 Doctoral Summer School, August 15-27 2010, Ljubljana, Slovenia

WORKING EXPERIENCE

2021 - onward	University of Zagreb, Faculty of Economics & Business Marketing department Associate professor
2016 – 2021	University of Zagreb, Faculty of Economics & Business Marketing department Assistant professor
2014 – 2016	University of Zagreb, Faculty of Economics & Business

	Marketing department Postdoctoral researcher/lecturer
2011-2012	Innovation institute (NGO) Director
2008 – 2014	University of Zagreb, Faculty of Economics & Business Marketing department Research and teaching assistant
2007/2008	IMAGO Advertising Agency Account assistant
2007	Emergent Sky Consultants, London, UK Research associate: Assessment of the capacity of the Croatian fashion market

TEACHING EXPERIENCE

UNDERGRADUATE LEVEL	<ol style="list-style-type: none"> 1. Marketing, FEB Zagreb (2008 - onward) 2. Marketing, Bachelor's Degree in Business international program, FEB Zagreb (2008-onward) 3. Marketing management, FEB Zagreb (2010-2018) 4. Marketing for nonprofits, FEB Zagreb (2008 - 2019) 5. Marketing for nonprofits, undergraduate studies, Bachelor's Degree in Business international program, FEB Zagreb (2008-onward) 6. Advertising, FEB Zagreb (2008-2018) 7. Advertising, Bachelor's Degree in Business international program, FEB Zagreb (2010) 8. Sports marketing, Faculty of Kinesiology, Zagreb (2012-onward) 9. Marketing 1 & 2, Faculty of architecture, School of design, University of Zagreb (2014-2018) 10. Social media marketing, WU Vienna, Austria (2018) 11. Market research for communications, Northwestern University, US (2019)
GRADUATE LEVEL	<ol style="list-style-type: none"> 1. Marketing strategy, FEB Zagreb (2008 - onward) 2. Marketing of nonprofit organizations (2008 - onward) 3. Integrated marketing communication, FEB Zagreb (2008 - 2018) 4. Design management, Faculty of architecture, School of design, University of Zagreb (2015-2016) 5. Digital media, FEB Zagreb (2020 - onward) 6. Digital advertising, FEB Zagreb (2020 - onward) 7. Social media marketing, FEB Zagreb (2020 - onward) 8. Viral marketing, FEB Zagreb (2020 - onward) 9. Work and processes of digital agencies, FEB Zagreb (2020 - onward)
MASTER LEVEL	<ol style="list-style-type: none"> 1. Marketing communication strategies, FEB Zagreb (2017) 2. Marketing strategy, University of Sarajevo (2017-2019) 3. Marketing for non-profits, University of Sarajevo (2017-2019) 4. Integrated marketing communication, Vilnius University (2021) 5. Customer-based marketing strategy, Università Cattolica del Sacro Cuore, Milan, Italy (2022, forthcoming)
DOCTORAL LEVEL	Research methodology and qualitative methods (2021 - onward)
EXECUTIVE EDUCATION	<ol style="list-style-type: none"> 1. Social Media for Marketing and Corporate, Executive Education Program, SDA Bocconi, Milano, Italy (online and F2F) Faculty member-lecturer (2013-2014)

GRANTS, SCHOLARSHIPS AND AWARDS

2020	Journal of Advertising Award for best article published in Journal of Advertising in 2019 for Malthouse, E.C., Kamyab Hessary, Y., Vakeel, K.A., Burke, R. & Fudurić, M. (2019) An Algorithm for Allocating Sponsored Recommendations and Content: Unifying Programmatic Advertising and Recommender Systems, <i>Journal of Advertising</i> , 48(4), 366-379
2018/2019	EMAC Junior Faculty Visiting Program Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications, Spiegel Research Center September 01, 2018 - 28 February, 2019
2018	CEEPUS / OeAD, teaching scholarship WU Vienna April 9 – April 27, 2018
2017	University of Zagreb, Academic mobility grant SDA Bocconi School of Management March 19 – March 26, 2017

SERVICE ACTIVITIES (SELECTION)

Education	University of Zagreb, Faculty of Economics & Business Digital marketing (professional graduate 2-year study program) Program director University of Zagreb, Faculty of Economics & Business Master in Marketing Communication Management General secretary Innovation institute Advanced Program in Business (executive education program) Organizing Committee Chair University of Zagreb, Faculty of Economics & Business Master in Marketing for Nonprofits General secretary
Reviewer and editor activity	Guest editor , Journal of Business Research Journal reviewer for Journal of Advertising, Journal of Business and Industrial Marketing, Public Relations Review, Tržište – Market, Management and ZIREB Conference reviewer for European Advertising Academy (ICORIA), the European Marketing Academy (EMAC), and Academy of Innovation, Entrepreneurship, and Knowledge (GIKA)
Committees, workgroups and strategic teams	European Marketing Academy (EMAC), National representative for Croatia Leader, Team for Digital marketing, FEB Zagreb, 2019 - onward Member, Special workgroup for enhancement and digitization of teaching activities, FEB Zagreb, 2020 - onward Member, Committee for student awards, FEB Zagreb, 2017-2019 Member, Committee for quality assurance, FEB Zagreb, 2017-2019 Member, Committee for communication management, FEB Zagreb, 2015-2017

MEMBERSHIPS IN ASSOCIATIONS

	<ol style="list-style-type: none">1. European Marketing Academy (EMAC)2. Croatian Marketing Association (CROMAR)
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PUBLICATIONS (selection)	
Journal papers	<ol style="list-style-type: none"> 1. Vakeel, K. A., Fudurić, M., & Malthouse, E. C. (2021). Extending variety seeking to multi-sided platforms: Impact of new retailer listing. <i>Journal of Retailing and Consumer Services</i>, 59, 1-9 2. Fudurić, M., Malthouse, E. C., & Lee, M. H. (2020). Understanding the drivers of cable TV cord shaving with big data. <i>Journal of Media Business Studies</i>, 17(2), 172-189. 3. Malthouse, E.C., Kamyab Hessary, Y., Vakeel, K.A., Burke, R. & Fudurić, M. (2019) An Algorithm for Allocating Sponsored Recommendations and Content: Unifying Programmatic Advertising and Recommender Systems, <i>Journal of Advertising</i>, 48(4), 366-379 4. Fudurić, M., Malthouse, E. C., & Viswanathan, V. (2018). Keep it, shave it, cut it: A closer look into consumers' video viewing behavior. <i>Business Horizons</i>, 61(1), 85-93. https://doi.org/10.1016/j.bushor.2017.09.008. 5. Fudurić, M., & Mandelli, A. (2017). Corporate and Non-Profit Social Media Policies: A Content Analysis. <i>Trziste-Market</i>, 29(1), 7-22 6. Jurietti, E., Mandelli, A., & Fudurić, M. (2017). How do virtual corporate social responsibility dialogs generate value? A case study of The Unilever Sustainable Living Lab. <i>Corporate Social Responsibility and Environmental Management</i>. 24 (5), 357-367 7. Fudurić, M., Mandelli, A. (2014): Corporate social media guidelines: evaluation of current practices, <i>Journal of communication management</i>, 18 (2), 158-175
Refereed conference publications	<ol style="list-style-type: none"> 1. Malthouse, E. C., Vakeel, K. A., Hessary, Y. K., Burke, R., & Fudurić, M. (2019, January). A Multistakeholder Recommender Systems Algorithm for Allocating Sponsored Recommendations. In <i>RMSE@ RecSys</i>. 2. Mandelli, A., Rum, C., & Fudurić, M. (2016). Money in brand-blogger relations: Sin or virtue?; In: Verčič, Dejan ; Tkalac Verčič, Ana ; Sriramesh, Krishnamurthy (Eds.): SLEEPING (WITH THE) MEDIA PROCEEDINGS OF THE 22ND INTERNATIONAL PUBLIC RELATIONS RESEARCH SYMPOSIUM BLEDCOM / Ljubljana: University of Ljubljana, Faculty of Social Sciences, pp. 98-105; ISBN 978-961-235-776-4 3. Pavičić, J.; Alfirević, N.; Fudurić, M. (2009): Lobbying in Croatia: Perspectives for the Nonprofit Sector In: Kantarelis, D. (ed.) <i>Global Business & Economics Anthology</i>. 1, 1; 26-30 (ISSN: 1553-1392) 4. Puljiz, M.; Fudurić, M.; Kozjak, B. (2008) Social Responsibility: Are Ngos In Croatia Aware Of The Funding Sources? In: Galetić, L., Čavlek, N. (Eds) <i>4th International Conference an Enterprise Odyssey: Tourism - Governance and Entrepreneurship Proceedings, 11-14 June 2008, Cavtat – Dubrovnik, Croatia, Faculty of Economics and Business (cjeloviti rad dostupan na CD-u; ISBN 10: 953-6025-23-X, ISBN 13: 978-953-6025-23-7)</i>, pp. 1505-1516 5. Pavičić, J; Vaniček, V.; Fudurić, M. (2008) Regional Communication Approach – Strategic Challenge Or Latchkey Children Syndrome?: The Carlsberg SEE Case; In: Ozretić Došen, Đ., Krupka, Z., Škare, V. (Eds) <i>Conference proceedings 2nd International Conference: Marketing Theory Challenges in Transitional Societies, 26-27 September 2008, Zagreb (Croatia), Zagreb: University of Zagreb, Faculty of Economics and Business – Zagreb</i>, pp. 213-221 (ISBN 13: 978-953-6025-26-8, ISBN 10: 953-6025-26-4)
Selected conference presentations	<ol style="list-style-type: none"> 1. Malthouse, E.C., Kamyab Hessary, Y., Vakeel, K.A., Burke, R. & Fudurić, M. (2019) An Algorithm for Allocating Sponsored Recommendations: Unifying Programmatic Advertising and Recommender Systems, 18th International Conference on Research in Advertising (ICORIA) 2019, June 27-29, 2019, Krems, Austria

	<p>2. Vakeel, K., Zhao, S., Fudurić, M., Malthouse, E.C. & Collinger, T. (2019) Effect of Variety-Seeking and Retailer Preference on a Multi-Sided Platform, 2019 Interactive Marketing Research Conference, March 27-29, 2019, Houston, Texas</p> <p>3. Fuduric, M. & Javornik, A. (2019) Fading Away? The Diminishing of Conceptual Studies in Digital Marketing: A Systematic Review and Directions For Future Research, 2019 Interactive Marketing Research Conference, March 27-29, 2019, Houston, Texas</p> <p>4. Calder, B., Fudurić, M., Malthouse, E.C. (2018) „Content Marketing: Definition and Typology“, Global Innovation and Knowledge Academy (GIKA Conference) 2018, June 24-28, 2018, Valencia, Spain</p> <p>5. Calder, B., Fudurić, M., Malthouse, E.C. (2018) „Content Marketing: Definition and Typology “. 17th International Conference on Research in Advertising (ICORIA) 2018, June 21-24, 2018, Valencia, Spain</p> <p>6. Fudurić, M., Vidmar, B (2018).: „The Impact of B2B Events on Brand Equity“. EMAC 47th Annual Conference: „People make marketing“, May 28 - June 01, 2018, Glasgow, Great Britain</p> <p>7. Fudurić, M., Malthouse, E.C., Vishwanathan, V. (2016): To cut or not to cut? Determinants of consumers' cord-cutting behavior 15th International Conference on Research in Advertising (ICORIA) 2016, June 30 – July 2, 2016, Ljubljana, Slovenia</p> <p>8. Fudurić, M., Mandelli, A. (2015): Relationship orientation in social media: construct and measurement; EMAC 44th Annual Conference: Collaboration in research; May 26 to May 29, 2015; Leuven, Belgium</p> <p>9. Fudurić, M., Javornik, A., Mandelli, A. (2013): Exploring the empirical bias of digital marketing research, 35th ISMS Marketing science conference, July 11-13, 2013, Istanbul, Turkey</p>
Book chapters	<p>1. Fudurić, M.; Drašković, N. (2016): Osnove upravljanja i odlučivanja: izdvojena područja In: Upravljanje odgojno-obrazovnom ustanovom: Menadžment i marketing u školama / Krce Miočić, B.; Pavičić, J.; Alfirević, N.; Najev Čačija, Lj.(Eds.). Zadar: Sveučilište u Zadru, pp. 35-89</p> <p>2. Najev Čačija, Lj.; Fudurić, M.; Dragnić, D. (2016): Benchmarking In: Upravljanje odgojno-obrazovnom ustanovom: Menadžment i marketing u školama / Krce Miočić, B.; Pavičić, J.; Alfirević, N.; Najev Čačija, Lj.(Ed.). Zadar: Sveučilište u Zadru, pp. 297-322</p> <p>3. Fudurić, M. (2016): Towards a typology of social media strategies In: Mangal, V., Mandelli, A., Karmarkar, U., & La Rocca, A. (Eds) (2016). UCLA Anderson Business and Information Technologies (BIT) Project: A Global Study of Business Practice (2015). Singapore: World Scientific Publishing, pp. 187-201; (ISBN 9789814713986)</p> <p>4. Fudurić, M.; Mandelli, A. (2012): (How) has Social Media Changed the Way We Measure Brand Equity? A Literature Review In: Langer, J.; Vlašić, G.; Krce Miočić, B. (Eds.) <i>EU Local Imprints – The case of South Central Europe</i>; Klagenfurt: Peter Lang, pp. 157-166. (ISBN: 978-3-631-60176-1)</p> <p>5. Mandelli, A.; Fudurić, M. (2010): L'evoluzione dei modelli di brand equity a delle pratiche di controllo delle attività di branding In: Mandelli, Accoto (Eds.), <i>Marca e metriche nei social media</i>, Lugano: Università della Svizzera Italiana, pp. 71-87 (ISBN 13: 978-88-6101-008-6)</p> <p>6. Šimurina, J.; Pavičić, J.; Fudurić, M. (2010) Economics and Business International Programme (EBIP) - The Exchange of Knowledge and Experience In: Langer, J.; Alfirević, N.; Vlašić, G. (Eds.) <i>Knowledge Region: Alps-Adriatic Challenges</i>, Klagenfurt: Peter Lang; pp. 41-49. (ISBN: 978-3-631-58557-3)</p>
RESEARCH PROJECTS	
2019 – Present	Political advertising experiences in social media:

	The role of personalization, context, and source in social media political advertising Collaborators: Ewa Maslowska (University of Illinois at Urbana-Champaign), Su Jung Kim (University of Southern California), Khadija Vakeel (DePaul University), Jakon Ohme (University of Amsterdam)
2019 - Present	Local news initiative: Future of local newspapers Collaborators: Edward Malthouse, Yasaman Kamyab Hessary (Northwestern University)
2019 - Present	Analyzing shopping behavior in online multi-sided platforms (MSP) Collaborators: Edward C. Malthouse, Vijay Viswanathan (Northwestern University), Khadija Ali Vakeel (DuPaul University), Mototaka Sakashita (Keio University)
2013 - 2020	Scholarship patterns in digital marketing research Collaborators: Ana Javornik (Newcastle Business School)
2017-2019	Content marketing: definition, typology and link to consumer engagement Collaborators: Edward C. Malthouse, Bobby Calder (Northwestern University)
2017-2019	Analyzing audience behavior using set-top box (STB) data Collaborators: Edward Malthouse, Vijay Viswanathan, Mi Hyun Lee, Ozge Surer (Northwestern University)
2013-2017	Evaluating social media guidelines and policies Collaborator: Andreina Mandelli (Bocconi University)

SKILLS

Languages	English (C2, fluent, TOEFL certificate) Italian (C1, fluent) Spanish (B2, conversational) German (A1, basics)
IT	MS Office, Internet explorer, Basic, SPSS, Amos, M+
Other	Presentation and communication skills Leadership, organization and coordination Driver's licence

RESEARCH AND TEACHING INTERESTS

	<ul style="list-style-type: none"> • Social media, digital marketing and communication • Online platforms • Media consumption • Marketing strategy • Marketing for nonprofits
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