

Personal details and the date of the CV

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 Date of the CV July 2025

Education

03/2020 – 06/2023 **WU Vienna University of Economics and Business, Vienna, Austria**
 PhD Program in Economics and Social Sciences (International Marketing Management)
 10/2015 – 11/2018 **Faculty of Business, Economics and Statistics, University of Vienna, Austria**
 Master of International Business Administration (International Marketing)
 10/2010 – 12/2014 **Faculty of Economics Bihac, University of Bihac, Bihac, Bosnia and Herzegovina**
 Bachelor of Management and Business Administration

Academic and industry experience

10/2023 - ongoing Postdoctoral Researcher – **Department of Marketing, Copenhagen Business School, Denmark**
 10/2024 - ongoing External Lecturer for the course Foundations in International Marketing Management – **Institute for International Marketing Management, WU Vienna University of Economics and Business, Austria**
 03/2020 – 09/2023 Research and Teaching Associate – **Institute for International Marketing Management, WU Vienna University of Economics and Business, Austria**
 04/2019 – 09/2019 Field Sales Executive – **Generali Versicherung AG, Vienna, Austria**
 08/2017 – 02/2018 Marketing Assistant – **La Prairie Group Austria GmbH, Vienna, Austria**

Research output

Journal Articles **Saracevic S., & Schlegelmilch B.B. (2024).** Activist Brand Perceptions: Conceptualization, Scale Development and Validation. *Journal of Business Research*, 180 (July), 114732. <https://doi.org/10.1016/j.jbusres.2024.114732> *

Saracevic S., Schlegelmilch B.B., & Wu, T. (2022). How Normative Appeals Influence Pro-Environmental Behavior: The Role of Individualism and Collectivism. *Journal of Cleaner Production*, 344 (April), 131086. <https://doi.org/10.1016/j.jclepro.2022.131086> *

Saracevic S., & Schlegelmilch B.B. (2021). The Impact of Social Norms on Pro-Environmental Behavior: A Systematic Literature Review of the Role of Culture and Self-Construal. *Sustainability*, 13(9):5156. <https://doi.org/10.3390/su13095156> *

Kolbl, Ž., & **Saracevic, S. (2022).** Identifikacija Porabnikov z Blagovno Znamko: Vloga Porabnikove Potrebe po Edinstvenosti in Vloga Porabniških Stereotipov. *Economic and Business Review*, 22(4). <https://doi.org/10.15458/2335-4216.1030>

Conference Proceedings Huth, F., **Saracevic S., Klein, J. F., Schaefers, T., & Henkel, S. (2025).** On-Demand Features Exploring Customer Perceptions. Proceedings of the Frontiers in Service Conference, Montreal, Canada, July 16-20.

Huth, F., **Saracevic S., Klein, J. F., Schaefers, T., & Henkel, S. (2025).** On-Demand Product Features: How Abstract vs. Concrete Communication Influences Consumer Reactions. Proceedings of the 19th International Research Symposium on Service Excellence in Management (QUIS19), Rome, Italy, July 3-6.

Saracevic, S., & Schaefers, T. (2024). “Winter Package on Demand” vs. “Seat Heating on Demand”: How the Level of Construal Influences Consumer Reactions to On-Demand Features. Proceedings of the Frontiers in Service Conference, Amelia Island, Florida, June 27-30.

Saracevic, S., & Schaefers, T. (2024). On-Demand Product Features: How Abstract vs. Concrete Communication Influences Consumer Reactions. Proceedings of the AMA SERVSIG 2024 Conference, Bordeaux, France, June 6-8.

Saracevic, S., & Schlegelmilch, B.B. (2023). Antecedents, Manifestations, and Outcomes of Corporate Activism: A Systematic Literature Review. Proceedings of the Global Marketing Conference Academy, Seoul, Republic of Korea, July 20-23.

Saracevic, S., & Schlegelmilch, B.B. (2023). Moving toward a new Consumer Brand Activism Perception Scale (BAP). Proceedings of the Academy of Marketing Science Annual Conference, New Orleans, Louisiana, May 17-19.

- Saracevic, S., & Schlegelmilch, B.B. (2023).** How Consumers Perceive Brand Activism: Conceptualizing and Probing the Dimensions of the Construct. Proceedings of the Australia and New Zealand International Business Academy Conference, Melbourne, Australia, February 15-17.
- Schlegelmilch, B.B., & **Saracevic, S. (2022).** Corporate Activism in Europe, India and the US: Diagnostic Framework and Future Research Agenda. Proceedings of the Academy of International Business Conference, Miami, Florida, July 6-9.
- Saracevic, S., & Schlegelmilch, B.B. (2022).** Capturing International Consumer Perceptions of Brand Activism: Moving Towards Scale Development. Proceedings of the AMA Global Marketing SIG Conference, Crete, Greece, May 31-June 2.
- Saracevic, S., Schlegelmilch, B.B., & Wu, T. (2022).** The Role of Self-Construal Level in the Relationship between Norms and Pro-Environmental Consumer Behavior: A Cross-Country Comparison. Proceedings of Academy of Marketing Science Annual Conference, Monterey, California, May 25-27.
- Saracevic, S., Schlegelmilch, B.B., & Wu, T. (2021).** Individualism and Collectivism as Moderators of the Relationship between Norms and Pro-Environmental Consumer Behavior. Proceedings of the Virtual American Marketing Association Summer Conference, August 4-6.
- Diamantopoulos, A., Kolbl, Ž., and **Saracevic, S. (2019).** “Blending in vs. Sticking Out?” The Impact of Brand Buyer Stereotypes vs. Consumers' Need for Uniqueness on Consumer-Brand Identification. Proceedings of the Annual Conference of the European Marketing Academy Conference, Hamburg, Germany, May 28-31.

Teaching experience

BSc level	Foundations in International Marketing Management Winter semester: 2020/2021, 2021/2022, 2022/2023, 2024/2025 Summer semester: 2025 Applications in International Marketing Management Summer semester: 2021, 2022, 2023
MSc level	Global Marketing Strategy Winter semester: 2020/2021, 2021/2022, 2022/2023

Awards and honors

Research Funding and Grants	Start and End Dates: 06/2022 – 09/2023 Type: Small-scale projects by junior faculty Source: WU Vienna University of Economics and Business Amount of Funding: €3940 Name of the Principal Investigator: Selma Saracevic
Best Reviewer Award	Best Reviewer for the International Management Division, AOM 2021 Annual Meeting
Teaching Mobility	Erasmus+ teaching mobility at Thammasat University, Thailand (July 10-14, 2023)
Doctoral Consortium Participant	AIB/Sheth 2023 Doctoral Consortium Annual AMS Doctoral Consortium 2023 AMA Global Marketing SIG 2021
Travel Stipend	2023 AIB Doctoral Travel Stipend Award 2022 AIB Doctoral Travel Stipend Award AMA Global Marketing SIG 2021

Other merits

Conference Reviewer	AMS Annual Conference 2023 ANZIBA 2023 AIB Conference 2022 AMS Annual Conference 2022 AMA Summer Conference 2021 AOM 2021 Annual Meeting
Ad hoc Reviewer	<i>Personality and Social Psychology Bulletin</i>
Conference Volunteer	AIB 2023 AIB 2022 AMA Global Marketing SIG 2021
Session Chair	AOM 2021 Annual Meeting, Digital Session Chair