

**JELENA CERAR**  
**Academic CV**  
**Updated November 2025**

### **Academic Positions**

---

- 09/2025 – present **Post-doctoral Researcher**  
*Copenhagen Business School, Department of International Economics, Government and Business*
- 02/2025 – present **Assistant Professor (Tenure Track) in International Business & Strategy**  
*WU Vienna, Institute for International Business*
- 09/2020 – 01/2025 **Assistant Professor (Non-tenure Track) in International Business & Strategy**  
*WU Vienna, Institute for International Business*  
**(Maternity leave 12/20 – 07/22)**
- 01/2018 – 08/2020 **Researcher (Pre-doc) and Program Manager at the Competence Center for Emerging Markets and CEE**  
*WU Vienna, Institute for International Business*  
**(Maternity leave 01/17 – 01/18)**

### **Visiting Academic Positions**

---

- 07/2025 – 08/2025 **Visiting Post-doc Researcher (part-time)**  
ESADE Business School, Spain  
Department of Operations, Innovation and Data Sciences
- 07/2025 – 08/2025 **Visiting Post-doc Researcher (part-time)**  
IESE Business School, Spain  
Managing People in Organizations Department
- 02/2025 – 03/2025 **Visiting Post-doc Researcher**  
University of Southern California, Marshall School of Business, USA  
Data Sciences and Operations Department
- 07/2024 – 12/2024 **Visiting Post-doc Researcher**  
Copenhagen Business School, Denmark  
Department of Strategy and Innovation
- 01/2024 – 06/2024 **Visiting Post-doc Researcher**  
The Institute for Artificial Intelligence Research and Development of Serbia  
(Project with the UN Development Program and the Government of Serbia; conducting field experiments on Human + AI Interaction in public hospitals)

### **Industry Positions**

---

- 10/2016 – 03/2017 **Business Development Manager**  
Cerar Zeune, Fladnitz an der Teichalm, Austria
- 10/2014 – 07/2016 **Business Development Manager**  
Bilstein Group - Ferdinand Bilstein (Headquarters in Germany; regional headquarters in Belgrade, Serbia)
- 01/2014 – 04/2014 **Intern – Economic Diplomacy Relations**  
Embassy of the Republic of Serbia to Kingdom of Belgium, Brussels



## Education

- 10/2016 – 05/2020 **Ph.D. in International Business** (formally Dr. rer. soc. oec. in Austrian System)  
**WU Vienna University of Economics and Business**  
*Dissertation Topic:* Headquarters Resource Allocation within Multinational Corporations: Antecedents, Consequences and Related Methodological Issues  
*Supervisor:* Phillip C. Nell (WU Vienna & CBS), *Co-supervisor:* Ben Greiner (WU)
  - Award for the best dissertation of the WU Vienna (Stephan Koren Award)
  - Finalist for the 2021 Peter J. Buckley and Mark Casson AIB Dissertation Award
- 09/2013 – 10/2014 **M.A. & M.Sc. in Economics of Globalization (EGEI Erasmus Mundus Program)**  
*Joint Degree Between:* **University of Antwerp** (Belgium), **Xiamen University** (China), **Prague University of Economics and Business - VŠE** (Czechia), **Staffordshire University** (UK), **University of Brasilia** (Brasil), **Lille 1 University of Science and Technology – USTL** (France), **University of Cantabria** (Spain), **University of Bari** (Italy), **Vrije Universiteit Brussels** (Belgium)  
*Master Thesis Topic:* The trade between the EU and China: The Dalai Lama Effect
  - Graduated with the highest distinction
- 10/2009 – 06/2013 **B.A. in International Relations & Politics**  
**University of Belgrade, Faculty of Political Science**, Belgrade, Serbia
  - Graduated within the top 1% of class
- 10/2009 – 07/2013 **B.A. in International Economics**  
**Faculty of International Economics**, Belgrade, Serbia

## Awards and acknowledgements during and after the Ph.D.

- WU Vienna's nominee for the Ars Docendi 2025 Award – State Prize for Excellent Teaching, awarded by Austria's Ministry of Education, Science and Research
- Finalist for the Academy of Management (AOM) 2024 International Management Division Best Paper Award
- WU 2024 Innovative Teaching Award
- WU 2023 Award for Outstanding Research Achievements
- Finalist for the Academy of International Business (AIB) 2023 Best Paper Award in Research Methods
- Finalist for the AIB 2023 "That's interesting! Award"
- Finalist for the AIB 2023 Teaching Innovation Award
- WU 2022 Award for Outstanding Research Achievements
- Finalist for the AIB 2021 Peter J. Buckley and Mark Casson Best Dissertation Award
- Junior Chamber International (JCI) 2021 award for the 10 outstanding young persons of Serbia – Winner in the category Scientific and/or technological development
- WU Vienna Stephan Koren Award, 2021
- Ban Ki Moon Global Citizen Award, 2019
- Award for the best student of the Regional Academy of the United Nations, 2019

## Acquired Grants

- Dr. Maria Schaumayer 2024 Habilitation Scholarship awarded by the Austrian National Bank's (70.000 EUR)
- WU Post-doc Research Contract for a Research Stay Abroad in 2025 (10.000 EUR)
- WU 2024 Small Project Grant for the Project "Decision Preparation Capabilities of Corporate Managers" (2.500 EUR, with Martin Sehner)
- Contributed to the application for the extension of the B&C Holding Research Grant for the "eXplore! HiA project" (400.000 EUR, with Phillip Nell) for the period 2024-2028
- WU Mobility Grant for Doctoral Students, 2020 (2.000 EUR)
- Festo Fellowship Grant 2018-2020 for Doing Research on Central & Eastern Europe (20.000 EUR, with Phillip Nell)
- WULABS 2018/19 Project Grant for Experimental Research (2.000 EUR)



## Academic Service

---

- Vice-President Communications & Board Member of the AIB Research Methods SIG since July 2023
- Member of the AOM International Management Research Methods Committee since July 2025
- Organizer and co-chair of the SMS 2024 Extension Conference "Disruptive Digital Technologies, Data and AI: Implications for Innovation, Entrepreneurship and Strategic Decision-Making"
- Track Chair for the EIBA 2024 Research Methods and Theorizing Track
- Member of the committee for the AIB 2024 Best Research Methods Paper Award
- Mentor of the AIB-CIBER Doctoral Academy 2023-2024
- Officer AIB Research Methods SIG August 2022- July 2023
- CEMS master's selection committee member at WU Vienna since 2020
- Member of CYGNA Women in Academia since 2020

## Academic Reviewing and Editorial Roles

---

- Reviewer for the Journal of International Business Studies since 2025
- Reviewer for the Industry and Innovation journal since 2023
- Reviewer for the AIB, AOM, EIBA, and SMS conferences
- Upcoming Special Issues Guest Editor (with Bo Nielsen, Agnieszka Chidlow, & Roberta Aguzzoli), "Steering Towards More Credible and Societally Relevant International Business & Management Research", Journal of Comparative International Management

## Panel Chairing

---

- Panel Chair: "AI and Managerial Decision-Making", SMS Extension Conference 2024, Participants: Nur Ahmed, Jose Ramon Saura, Stevo Pavicevic, & Vid Stimac, October 2024, Belgrade, Serbia
- Chair / Facilitator: AIB 2024 Teaching Café: Innovators Helping Others Unlock Teaching Innovation
- Panel Chair: "Responsible Research and the Role of Values in IB Empirical Research", AIB Annual Conference 2023, Participants: Agnieszka Chidlow, Stewart Miller, Emmanuella Plakoyiannaki, & Grazia Santangelo, July 2023, Warsaw, Poland
- Panel Chair: "The Present and the Future of Research Methods in International Business: Is There a Right Way Forward?", AIB Annual Conference 2022, Participants: Mary Yoko Brannen, Dana Minbaeva, Bo Nielsen, Phillip C. Nell, & Catherine Welch, July 2022, Miami, USA
- Panel Chair: "Research Methods in IB – Trends and Future Agenda", AIB Annual Conference 2021, Participants: Rebecca Piekkari, Bo Nielsen, Phillip C. Nell, Sebastian Reiche, & Catherine Welch, July 2021, Online

## Panel Participation

---

- "Harnessing AI in Organizations: A Human-Centered Perspective", AOM Annual Conference 2025, Participants: George Benson, Barbara Burkhard, Jelena Cerar, Naomi Haefner, Johannes Luger, & Natalia Vuori, July 2025, Copenhagen, Denmark
- "How to achieve a distinction in your Ph.D. and beyond: Insights from previous doctoral award winners and finalists", AIB Annual Conference 2023, Participants: Hanna Gajewska-De Mattos (chair), Jelena Cerar, Rikka Harikkala, Liang (Arthur) Li, & Noman Shaheer, July 2023, Warsaw, Poland
- "Teaching Innovation in International Business", AIB Annual Conference 2023, Participants: Marleen Dielman, Ausrine Silenskyte (chairs), Salomao Alencar Farias, Jelena Cerar, Filip De Beule, Maxim Grib, & Narentheren Kaliappen, July 2023, Warsaw, Poland
- "Whom do I Want to Become After the Ph.D.? Diverse Academic Career Paths, Diverse Perspectives", EIBA Annual Conference, Participants: Rebecca Piekkari (chair), Jelena Cerar, & Udo Zander, December 2021, Madrid, Spain
- Peter J. Buckley and Mark Casson AIB Dissertation Award Special Panel Session, AIB Annual Conference 2021, Participants: Marcus Møller Larsen (chair), Jelena Cerar, Tuuli Hakkarainen, Johannes Kleinhempel, Rachel Pacheco, & Nan Zhang
- "Serbia – a Magnet Attracting Investment from East & West", WU CEE Cercle Panel, Participants: Konstantin Bekos (Austrian Federal Economic Chamber), Jelena Cerar (WU Vienna), Marco Hernandez (World Bank), Filip Conic (Roland Berger), Nada Knezevic (Chamber of Commerce & Industry of Serbia), Dietmar Reindl (Immofinanz AG), March 2019, Vienna, Austria

## Webinars, Workshops, and Presentations

---

- AOM & AIB Webinar: "AI as a Research Method" with Raj Choudhury, Riitta Katila, Nan Jia, & Milan Miric, November 2025

Jelena Cerar



[jelena.cerar@wu.ac.at](mailto:jelena.cerar@wu.ac.at)



[jec.egb@cbs.dk](mailto:jec.egb@cbs.dk)

- AOM Workshop: "Virtual Reality in International Business Research" with Lian Chen, Min Jung Kim, Daniel Landau, Noman Shaheer, Ithai Stern, & Sabina Nielsen, July 2025
- AIB Webinar "Open Research Platforms", June 2024 (with Vas Taras)
- Invited Research Talk "Reliance on AI in Augmented Strategic Decision-making: Navigating Cultural and National Dynamics", Stockholm School of Economics, Sweden, March 2024
- AI flash talk, WU Research Encounters – Multidisciplinary Dialogue on AI-related research, Vienna, Austria, January 2024
- AIB Webinar "International Business Teaching Innovation: Lessons from Outstanding Educators", January 2024 (with Margaret Fletcher, Filip De Beule, Mourad Dakhli, Narentheren Kaliappen, Maxim Grid and Laura Kiste)
- Research Methods Webinar for the AIB Emerging Markets SIG (with Bo Nielsen and Agnieszka Chidlow), June 2023
- Research Methods Webinar for the AIB Emerging Markets SIG (with Stewart Miller and Marianna Mara), June 2023
- Invited Research Talk "What's the p(roblem)? The State of Hypothesis-Testing Research and Related Issues in International Business", University of Manchester, UK, February 2023
- invited Workshop "Experimental Methods in Strategy and International Business", LUISS Business School, Italy, April 2023
- Enhancing the manufacturing productivity in the Western Balkans, 11th Grow East Congress, Online, November 2020
- Making Southeastern European Economies More Efficient: The Role of Manufacturing Management Practices, WU CEE Cercle Event, Vienna, Austria, December 2019
- Manufacturing Management Practices in the Western Balkans, WKO (Austrian Federal Economic Chamber) Business Conference: Industry 4.0 Technologies & Projects, Zagreb, Croatia, September 2019
- Management Practices in the Western Balkans, World Bank, Washington, USA, December 2019
- Working Together towards Reaching SDGs: Public-Private Development Partnership in Vocational Training (with Michael Friedl and Nora Gobel), United Nations, Vienna, Austria, January 2019

### Participation in Additional Research Methods Trainings

- Winter School "How to Design Surveys and Experiments for Top Tier Publishing", KLU, Hamburg, December 2022
- EIBA - EuSPRI Summer School "Research Methods for Traditional and Emerging Themes in International Business: Navigating the Complexities of the Digital Age", Lake Como, Italy, August 2022
- WU STATA Advanced Training, WU Vienna, Austria, May 2019
- WU STATA Training, WU Vienna, Austria, March 2019

## RESEARCH

### Published Articles in Peer-Reviewed Journals

- **Cerar, J.** 2024. From Insight to Impact: The Power of Experimentation in Multinational Corporations. **AIB Insights**, 25(1)
- **Cerar, J.**, Decreton, B., & Nell, P. C. 2022. What's in a name? How Senior Managers Use Name-Based Heuristics to Allocate Financial Resources in Multinational Corporations. **Journal of Management Studies**. 60 (5), 1147-1177.
- **Cerar, J.**, Dimitrova, M., & Nell, P. C. 2022. Fostering Operational Management "Best Practices" in Subsidiary Plants in the Western Balkans: The Role of MNC Home-country Environment and Resource Allocation. **Journal of International Management**. 28 (2), 100918
- **Cerar, J.**, Nell, P. C., & Reiche, S. 2021. The Declining Share of Primary Data and the Neglect of the Individual Level in International Business Research. **Journal of International Business Studies**. 52, 1365-1374.
- **Cerar, J.** 2021. Headquarters Resource Allocation within Multinational Corporations: Antecedents, Consequences, and Related Methodological Issues. **AIB Insights**. 21 (4), 1-5.

### Current Work-in-Progress under Review in Peer-Reviewed Journals

- **Cerar, J.**, Reiche, S., & Nell, P.C. What's the p(roblem)? The State of Hypothesis-Testing Research and Related Issues in International Business (under review in: *Journal of International Business Studies*)  
- Finalist for the AIB 2023 Best Research Methods Paper and "That's Interesting" Awards
- **Cerar, J.**, Minbaeva, D., & Nell, P. C. Reliance on AI in Augmented Strategic Decision-making: Navigating Cultural and National Dynamics (under review in: *Journal of International Management*)  
- Finalist for the AOM 2024 International Management Best Paper Award



- **Cerar, J.**, Nell, P. C., Tröster, C. Experimental Research Design in International Business: Review, Critical Assessment, and the Path Forward (under review in: *Journal of International Business Studies*)
- **Cerar, J.**, When Do Managers Rely on AI? Cognitive Exhaustion in AI-Augmented Multi-Decision Settings (under review in: *Long Range Planning*)
- **Cerar, J.**, Sehner, M., & Nell, P. C. Strategic Decision Preparation Practices of Corporate Managers: Causes, Effect, and the Role of Generative AI (under review in: *Strategic Management Journal*)
- Devinney, T., **Cerar, J.**, & Rose, E. Theories, Hypotheses, and Testing Structures: A Holistic Perspective (under review in: *Journal of Management Studies*)

## Book Chapters

- Sehner, M., **Cerar, J.**, Schmitt, J., Markus, J.J., Nell, P.C. 2024. Ausblick: Die Digitalisierung und ihr Effekt auf österreichische Unternehmenszentralen (Outlook: Digitalization and its effect on Austrian Companies' Headquarters). In Schmitt, J. & Nell, P.N. (Ed.), Österreich und seine "Headquarters Economy". Springer

## Practitioner Reports and Expert Opinions

- **Cerar, J.**, Fabrizi, C. & Nell, P. C., 2023. Navigating Innovation Selection: How Managers Leverage AI to make decisions. WU Vienna
- Sehner, M., Nell, P. C., Schmitt, J., **Cerar, J.**, Markus, J.J. 2023. Headquarters of tomorrow: Structures, value-added, and processes in the digital future, WU Vienna
- **Cerar, J.** 2021. Research Methods in IB – Trends and Future Agenda, Harzing.com Blog on Research in International Management
- **Cerar, J.**, & Nell, P. C. 2020. Manufacturing Management Practices in the Western Balkans. WU Vienna: Competence Center for Emerging Markets and CEE and Institute for International Business
- **Cerar, J.** 2019. Menadžerske prakse u Srbiji i tvornicama na Zapadnom Balkanu, Suvremena trgovina (in Croatian)
- **Cerar, J.**, Friedl, M., & Gobel, N. 2019. UNIDO's Public-Private Development Partnership (PPDP) Approach to Vocational Training. Regional Academy of the United Nations
- **Cerar, J.**, Nell, P. C., & Schuh, A. 2018. EU-China FDI: Imbalances Challenge Bilateral Investment Relations, WU Vienna: Competence Center for Emerging Markets & CEE
- **Cerar, J.**, Nell, P. C., & Schuh, A. 2018. EU-China Merchandise Trade: The Huge Deficit as a Cause for Concern, WU Vienna: Competence Center for Emerging Markets & CEE

## Conference Presentations

- Managerial AI Reliance in Multi-Decision Contexts: The Interplay of Cognitive Dissonance and Anticipated Workload, Strategic Management Society Annual Meeting 2025, San Francisco, USA
- Unpacking the (p)roblem: A Critical Look at Hypothesis-Testing Research in International Business, Academy of Management Annual Meeting 2025, Copenhagen, Denmark
- Problem-Solving in Organizational Hierarchies: The Impact of Integrative Capability and GenAI, Academy of Management Annual Meeting 2025, Copenhagen, Denmark
- When Do Decision-Makers Rely on AI? Cognitive Exhaustion in AI-Augmented Multi-Decision Settings, Academy of Management Annual Meeting 2024, Chicago, USA
- Culture and AI reliance in AI-augmented decision-making, Academy of Management Annual Meeting 2024, Chicago, USA
- Reliance on AI in Augmented Strategic Decision-making: Navigating Cultural and National Dynamics, Academy of International Business Annual Meeting 2024, Seoul, South Korea
- Causes and Effects of Strategic Decision Preparation Capabilities of Corporate Middle Managers: an Experimental Study, Strategic Management Society Annual Meeting 2023, Toronto, Canada
- What's the p(roblem)? The State of Hypothesis-Testing Research and Related Issues in International Business, Academy of Management Annual Meeting 2023, Boston, USA
- When Do I Rely on AI? Cognitive Exhaustion and AI Advice in Innovation Selection, CFXS Conference on Field Experiments in Strategy 2023, Harvard Business School, Cambridge, USA
- What's the p(roblem)? The State of Hypothesis-Testing Research and Related Issues in International Business, Academy of International Business Annual Meeting 2023, Warsaw, Poland
- Causes and Effects of Strategic Decision Preparation Capabilities of Corporate Middle Managers: an Experimental Study, Paper Development Workshop 2023 "Advancing an Interdisciplinary Perspective in IB and Strategy", LUISS Business School, Rome, Italy
- When do Managers Rely on AI? Cognitive Exhaustion and AI Advice in Innovation Selection Processes, Paper Development Workshop 2023 "Advancing an Interdisciplinary Perspective in IB and Strategy", LUISS Business School, Rome, Italy
- On the Basis of Sex – The Role of Gender in Internal Capital Allocation to Subsidiaries' Proposals. European International Business Academy Annual Meeting 2021, Madrid, Spain





- Biases in Financial Resource Allocation to Subsidiary Projects: The Role of Psychic Distance, Academy of Management Annual Meeting 2020, Online
- The Effect of Headquarters' Managers Biases on the Internal Financial Resource Allocation to Subsidiaries' Initiatives, Academy of International Business Annual Meeting 2020, Online
- MNC Resources and Country of Origin – a Key to Good Operational Management Practices in Subsidiary Plants in the Western Balkans?, European International Business Academy Annual Meeting 2020, Online
- Working Together towards Reaching SDGs: Public-Private Development Partnership in Vocational Training, Austrian Academy of Sciences Symposium 2019 "Global Sustainable Development Goals in a Meditized World", Vienna, Austria
- The Effect of Psychic Distance on the Internal Capital Allocation to Subsidiaries' Proposals, European International Business Academy Annual Meeting 2018, Poznan, Poland

## TEACHING AND SUPERVISION

### Teaching Experience

---

- **WU Vienna, Austria**
  - The Power of Experimentation in MNEs, CEMS Master's course (since 2020)
    - WU 2024 Innovative Teaching Award
    - Finalist for the AIB 2023 Teaching Innovation Award
  - Global Strategy in the Digital Economy, Digital Economy Master's course (since 2025, with Phillip Nell)
  - Strategies for Central and Eastern Europe, CEMS Master's course (since 2019-2025)
  - International Business in the Digital Economy, Digital Economy Master's course (2023, with Phillip Nell)
  - International Business Applications, SBWL Bachelor's course (2020 - 2022)
- **University of Montenegro, Montenegro**
  - The Power of Experimentation in Management Research, PhD and Post-doc Course (2024)
- **Johann Kepler University Linz, Austria**
  - Basics in International Business and International Market Entry, Bachelor's course (2023-2024)
- **Warsaw School of Economics (SGH), Poland**
  - The Power of Experimentation in (international) Management Research, Ph.D. course, 2023
- **University of Birmingham, United Kingdom**
  - Causality and Experimental Design in Management Research (Guest lecturer), Master's course, 2023

### Supervision

---

- Co-supervisor of Ph.D. students Chiara Fabrizi, Martin Sehner, and Yiheng Zhang
- Supervisor of 20+ Master's and Bachelor's Theses, WU Vienna
- Supervisor of Master's thesis of Anna Maria Ilieva, finalist for the Talenta award for the best Master's thesis defended at WU in 2023

