

DR. MONIKA KACKOVIC

Bratislava, Slovak Republic (place of birth) | United States of America (US) (nationality)
Permanent working permit (EU)

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ACADEMIC EMPLOYMENT

- 2016 - Present Assistant Professor (*tenure track*) in Entrepreneurship and Innovation
University of Amsterdam, Amsterdam (NL), Economics and Business Faculty
- 2016-2018 Postdoctoral Research Fellow, financed by Netherlands Organization for
Scientific Research (NWO), Strategic Research Grant
University of Amsterdam, Amsterdam (NL), Economics and Business Faculty

EDUCATION

- 2012 – 2016 PhD Business Administration
University of Amsterdam, Amsterdam (NL), Economics and Business Faculty
- Dissertation Title *Observable Persuaders: A Longitudinal Study on the Effects of Quality Signals in
the Contemporary Visual Art Market*
- Promoters: Prof. dr. N. Wijnberg, Dr. J. Ebbers
- Reading committee: Prof. dr. R. Suddaby (University of Victoria), Prof. dr. C. Jones (University of
Edinburgh), Prof. dr. J. Hartog (University of Amsterdam), Prof. dr. M.
Salomon (University of Amsterdam), Dr. A. Witte (University of Amsterdam)
- 2008 -2009 MSc in Business Administration
University of Amsterdam, Amsterdam (NL) Economics and Business Faculty
Thesis grade: 9 [**Graduated Cum Laude**]
- 2003 -2007 BA in Fine Arts
Gerrit Rietveld Academy, Amsterdam (NL)
- 1985-1989 BSc in Business Administration, Marketing
Florida State University, Tallahassee, FL (US)

VISITING SCHOLAR

- 2014 Harvard Business School, Cambridge, Massachusetts (US) Host: Prof. dr. M.
Khaire (3 months).

AWARDS & GRANTS

- 2021 **Main applicant** – Global Digital Cultures (GDC) grant of € 30,000 [**granted**].
Project title: “*Global digital art: Perspectives on categories, place and
economic value in the crypto art market.*” Co-applicants: Dr. G. Colavizza and
Dr. A. Leiter.
- 2021 **Co-applicant** - Data Science Centre Interdisciplinary PhD Program grant of
€332,000 [**under review**]. Project title: ‘*The Innovation Genome*’. Co-
applicants: Dr. Stevan Rudinac, Prof. dr. N. Wijnberg, and Prof. dr. M. Worring.

- 2021 **Main applicant** – Inside Out Sustainability pre-proposal [**under review**].
Project title: "*Blockchain-based business models in the creative industries: The promise of a sustainable future*". Co-applicants: Prof. dr. N. Wijnberg, Dr. G. Colavizza and Dr. A. Leiter.
- 2019 **Co-applicant** – Digital Transformations ABS/FEB grant of € 200,000 [**granted**].
Project title: "*A New Way of Looking: Tipping Points in Categorization and Canonization in the Art Market*." Co-applicants: Dr. Stevan Rudinac, Prof. dr. N. Wijnberg, and Prof. dr. M. Worrying.
- 2015 **Co-author** - Netherlands Organization for Scientific Research (NWO), Strategic Research Grant of € 450,000 [**granted**]. Project title: "*Corporate collections as emerging heritage: Art market dynamics, corporate strategies, and public support for the arts*". Main applicants: Dr. A. Witte and Prof. dr. N. Wijnberg
- 2011 **Main applicant**- Netherlands Organization for Scientific Research (NWO) Mosaic grant € 200,000 four-year merit based PhD scholarship [**granted**].

PUBLICATIONS

- 2021 Efthymiou, A., Rudinac, S., Kackovic, M., Worrying, M., & Wijnberg, N. (2021). Graph Neural Networks for Knowledge Enhanced Visual Representation of Paintings. *ACM Multi-Media* (forthcoming) [A*].
- 2020 Kackovic, M., & Wijnberg, N. M. (2020). Artists Finding Galleries: Entrepreneurs Gaining Legitimacy in the Art Market. *Entrepreneurship Theory and Practice*, DOI 1042258720950601 [A*].
- 2020 Kackovic, M., Bun, M. J., Weinberg, C. B., Ebbers, J. J., & Wijnberg, N. M. (2020). Third-party signals and sales to expert-agent buyers: Quality indicators in the contemporary visual arts market. *International Journal of Research in Marketing*, 37(3), 587-601 [A*].
- 2018 Hartog, J., and Kackovic, M. 'On the Idiosyncrasies of the Labour Market for Visual Artists: Striking features, a formal model, and suggestions for further work'. *Labour* 33(2), 162-186.
- 2017 Kackovic, M and Witte, W. 'De relatie tussen kunst en werknemer: Bedrijfscollecties als casus'. *Boekman*, 113, 15-20.
- 2016 Kackovic, M. 'Observable Persuaders: A Longitudinal Study on the Effects of Quality Signals in the Contemporary Visual Art Market'. University of Amsterdam (PhD dissertation).

INVITED TALKS

- 2021 'The rise of Crypto art' Spui 25, Amsterdam (NL), November.
- 2020 'Categorization in the Visual arts'. University of Amsterdam RPA kick-off: 'Global Digital Cultures. Amsterdam (NL), March.
- 2020 'More than money: An interdisciplinary perspective on art in organizations. Amsterdam (NL), March.

- 2019 ‘De kunst van optimaal positioneren in de markt’ Masterclass: Boost Your Business. AHK, Amsterdam (NL), June.
- 2019 ‘A stamp of approval: de effecten van kunstaankopen door bedrijven op de carrières van kunstenaars’. Singer Museum, Laaren (NL), March.
- 2018 ‘The promise of potential: A Study on the Effectiveness of Jury Selection to a Prestigious Art Program’. Peking University, Beijing (CH), December.
- 2018 ‘Identify with your employer? You’ll probably like the art: An exploratory study on employees’ attitudes towards their employers’ non-core business activities’. Royal Netherlands Institute Rome (IT), December.
- 2018 ‘Kwaliteit in de creatieve en culturele industrieën, Academie voor Cultuurmanagement’. Amsterdam (NL), September.
- 2017 ‘Picking the Cream of the Crop’. Koninklijke Nederlandse Akademie van Wetenschappen (KNAW), Amsterdam (NL), October.
- 2017 ‘Geld Telt’. Pakhuis de Zwijger, Amsterdam (NL), March.
- 2017 ‘The Art Market and Quality’. Boekman Foundation: Institute for Arts, Culture and Related Policy, Amsterdam (NL), February.
- 2017 ‘Corporate Collections as Emerging Heritage’. Art Rotterdam, Rotterdam (NL), February.
- 2017 ‘Observable Persuaders’. Art Table, Amsterdam (NL), April.
- 2016 ‘Factors for Success in an Artist's Career’. Boekman Foundation: Institute for Arts, Culture and Related Policy, Amsterdam (NL), November.
- 2015 ‘(Un)Certain Signals in an Uncertain Market: The Primary Market for Contemporary Visual Art’. Rijksmuseum, Amsterdam (NL), December.
- 2014 ‘Parameters for Artistic Success’. Galerie nationale du Jeu de Paume, Paris (F), November.
- 2013 ‘Waarde Creëren en Waarde Vasthouden’. OCW Cultuur in Beeld: De Kracht van Cultuur, Utrecht (NL), November.
- 2012 ‘The Myth of Talent’. Castrum Peregrini, Amsterdam (NL), October.
- 2012 ‘What Does an Artist Make?’. Spui 25, Amsterdam (NL), May.

PEER-REVIEWED PROCEEDINGS

- 2019 Kackovic, M., van Ophem, H., Hartog, J., and Wijnberg, N. ‘The Promise of Potential: The Predictive Power of Selection Criteria on Career Performance in the Visual Arts’ Proceedings in Organization and Management Theory (Human Resources) of the Academy of Management 2019 –Academy of Management Annual Conference. Boston, Ma. (US).

- 2016 Kackovic M., Piazzai M., and Wijnberg 'Crossing the threshold and exiting nascency: Antecedents to gaining full-fledged legitimacy' Proceedings in Organization and Management Theory (OMT) of the Academy of Management 2016 –Academy of Management Annual Conference. Anaheim, Ca. (US).
- 2014 Kackovic, M., Bun, M., Weinberg, C., Wijnberg, N. and M., Ebbers (2014). 'The effects of source credibility and source salience on sales: A study of corporate art collectors'. Proceedings in Organization and Management Theory (OMT) of the Academy of Management 2014 – Academy of Management Annual Conference. Philadelphia, Pa. (US).
- 2014 Kackovic, M., Ebbers, J. and Wijnberg, N. (2014). 'Getting off to a good start: The effects of signals, sequences and status on performance'. Proceedings in Organization and Management Theory (OMT) of the Academy of Management 2014 –Academy of Management Annual Conference. Philadelphia, Pa. (US).

CONTRIBUTIONS TO ACADEMIC CONFERENCES

- 2021 Efthymiou, A., Rudinac, S., Kackovic, M., Worrying, M., & Wijnberg, N. Graph Neural Networks for Knowledge Enhanced Visual Representation of Paintings. Conference paper presentation, ACM Multi-Media, Chendu (CH).
- 2019 Kackovic, M., Bun, M., Weinberg, C., Wijnberg, N. and J., Ebbers. 'Third party signals and sales to expert-agent buyers: Quality indicators in the contemporary visual arts market.' Conference paper presentation. EMAC, Hamburg (D), May.
- 2019 Kackovic, M., Hartog, J., Van Ophem, H., Wijnberg, N.M. 'The Promise of Potential: The Predictive Power of Selection Criteria on Career Performance in the Visual Artists'. Conference paper presentation. AOM, Boston (US), August.
- 2018 Kackovic M. 'Identify with your employer? You'll probably like the art: An exploratory study on employees' attitudes towards their employers' non-core business activities'. Royal Netherlands Institute Rome (IT), December.
- 2018 Kackovic, M., Hartog, J., Van Ophem, H., Wijnberg, N.M. 'The Promise of Potential: The Predictive Power of Selection Criteria on Career Performance in the Visual Artists'. Conference paper presentation. China Center for Human Capital and Labor Market Research of Central University of Finance and Economics, Beijing (CH), December.
- 2017 Kackovic, M., Hartog, J., Van Ophem, H., Wijnberg, N.M. 'Picking the cream of the crop: The Value of Multiple Selection Criteria in Predicting Admission and Future Performance Outcomes'. Conference paper presentation. EGOS, Copenhagen (DK), July.
- 2017 Kackovic, M. and Wijnberg, N. M. 'Crossing the Threshold and Exiting Nascency: Antecedents to Gaining Legitimacy'. Conference paper presentation. UEBS, Edinburgh (GB), July.
- 2016 Kackovic, M., Hartog, J., Van Ophem, H., Wijnberg, N.M. 'Picking the cream of the crop: The Value of Multiple Selection Criteria in Predicting Admission and Future Performance Outcomes'. Conference paper presentation. Cultural Economics, Valladolid (E), June.

- 2016 Kackovic, M. and Wijnberg, N. M. ‘Crossing the Threshold and Exiting Nascency: Antecedents to Gaining Full-Fledged Legitimacy’. Conference paper presentation. Creative Industries, Edinburgh (GB), July.
- 2016 Kackovic M., Piazzai M., and Wijnberg ‘Crossing the threshold and exiting nascency: Antecedents to gaining full-fledged legitimacy’. Conference paper presentation. Academy of Management Annual Conference. Anaheim, Ca. (US), August.
- 2015 Kackovic, M., Bun, M., Weinberg, C., Wijnberg, N. and J., Ebbers. ‘The effects of source credibility and source salience on sales: Evidence from corporate art collectors’. Conference paper presentation, Marketing Science, Baltimore, Md. (US), June.
- 2014 Kackovic, M., Piazzai, M., and Wijnberg, N. ‘Status, signals and sequences of signals: Determinants of the first affiliation with a higher status core gatekeeper’. Conference paper presentation. EGOS, Rotterdam (NL), July.
- 2014 Kackovic, M., Bun, M., Weinberg, C., Wijnberg, N. and M., Ebbers (2014). ‘The effects of source credibility and source salience on sales: A study of corporate art collectors’. Conference paper presentation. Academy of Management Annual Conference. Philadelphia, Pa. (US), August.
- 2014 Kackovic, M., Ebbers, J. and Wijnberg, N. (2014). ‘Getting off to a good start: The effects of signals, sequences and status on performance’. Conference paper presentation. Academy of Management Annual Conference. Philadelphia, Pa. (US), August.
- 2013 Kackovic, M., Ebbers, J., and Wijnberg, N. ‘The effects of source credibility and source salience on sales: A study of corporate art collectors’. Conference paper presentation, EGOS, Montreal (CA), July.
- 2013 Kackovic, M., Ebbers, J., and Wijnberg, N. The Effects of Credibility and Salience of Signals on Economic Performance: A Study of Corporate Art Collectors, EMAC, Istanbul (TR), June.
- 2012 Kackovic, M., Ebbers, J., and Wijnberg, N. ‘Early career signals issued by high status third- parties: A career maker or breaker?’ Conference paper presentation, EGOS, Helsinki (FIN), July.
- 2012 Kackovic, M., Ebbers, J., and Wijnberg, N. ‘Early career signals issued by high status third- parties: A career maker or breaker?’ Full paper presentation, Medici Summer School, Florence (IT), June.

ORGANIZATIONAL CONTRIBUTIONS TO CONFERENCES & WEBINARS

- 2022 Creative Industries Conference, **co-organizer** with RSM. Conference theme: Artificial Intelligence and Machine Learning in the Creative Industries, Amsterdam (NL), May.
- 2021 Crypto Art: Creativity, value and rights, **co-organizer**. Webinar, May.

- 2018 Entrepreneurship and Management in the Creative Industries lustrum **organizer**. Conference theme: Art: Sold Out! Amsterdam (NL), April.
- 2013 Prebem, European PhD Conference in Business Economics and Management, **co-organizer**. Conference theme: Roadmap to the future: Creativity and Innovation, Amsterdam (NL), March.

TEACHING EXPERIENCE

- 2021 MSc course: Theories of Cultural Entrepreneurship and Management in the Creative Industries (core master track course)
- 2012 - present MSc course: Strategic Management and Marketing Theory in the Creative Industries (core master track course).
- 2019 - present MSc course: Cultural Entrepreneurship and Innovation (core master track course)
- 2012- present BSc course: Cultural Industries
- 2012- 2013 BSc course: Marketing and Strategy

ORGANIZATION & MANAGEMENT

- 2021 Responsible for teaching planning for the Entrepreneurship & Innovation section
- 2021 Course coordinator - MSc course: Theories of Cultural Entrepreneurship and Management in the Creative Industries (60 students)
- 2018 - present Track coordinator for Entrepreneurship and Management in the Creative Industries (EMCI)
- 2016 – present Member of recruitment committees for the section Entrepreneurship & Innovation
- 2015 - present Course coordinator - BSc course: Cultural Industries (150 students).

PhD SUPERVISION

- 2020-2024 Co-supervising Thanos Efthymiou, a **PhD candidate** (with Dr. Stevan Rudinac, Prof. dr. N. Wijnberg, and Prof. dr. M. Worring) on the project titled: “*A New Way of Looking: Tipping Points in Categorization and Canonization in the Art Market.*”

PROFFESIONAL MEMBERSHIP & SERVICES

2020 – present	University of Amsterdam FEB contact for RPA Global Digital Cultures
2016 – present	Reviewer for <i>Journal of Management Studies</i> , <i>Entrepreneurship Theory and Practice</i> , <i>International Journal of Research in Marketing</i> , <i>Poetics and Cultural Economics</i> , and peer-reviewed annual conferences.
2012 – present	Member of the Academy of Management (AOM)
2012 – present	Member of the European Group for Organizational Studies (EGOS)

LANGUAGES

English	Native speaker
Slovak	Fluent
Dutch	Fluent