

International Week for foreign visiting professors  
10 – 14 March 2025  
Iscte, Lisbon

---

**Professor Marina Dabić**

**University** University of Zagreb, Faculty of Economics and Business

**Country** Croatia

## **Brief CV**

---

Professor Marina Dabić is a professor at Faculty of Economics and Business, University of Zagreb, the University of Dubrovnik and the School of Business and Economics at the University of Ljubljana. From 2013 to 2022, she was a professor at Nottingham Trent University in the UK. She is a visiting professor at the University of Johannesburg, South Africa, and at the ICN, France. She has authored over 250 Scopus and WOS indexed articles and edited ten books with Springer, Edward Elgar, Routledge, Palgrave and De Gruyter. She is Editor-in-Chief of *Technology in Society*, Associate Editor of *Technological Forecasting & Social Change* and *Strategic Change*, and Senior Department Editor for *IEEE Transactions on Management*. She is ranked in the top 2% of scholars in business and management (Stanford list 2022–2024) and publishes her work in top-tier journals including *Journal of International Business Studies*, *Journal of World Business*, *Journal of Business Horizons*, *Journal of Business Ethics* among others. 90% of her publications were published in Q1 listed journals in WOS and/or Scopus. Prof. Dabić has supervised nine PhDs and participated in over 20 PhD committees worldwide. She is a panel member for the European Research Council (ERC) and Horizon Europe, a reviewer for the European Science Foundation and a grantee/partner in 20 EC-funded projects. She is also Strategic Director for Accreditation at the triple accredited Faculty of Economics University of Zagreb, AACSB mentor and EFMD peer review team member.

## **On-going research topic**

---

Knowledge management, digital innovation, business models, technology in society, open innovation, entrepreneurship, future of work

## Relevant publications

---

<https://scholar.google.com/citations?user=Ojc0oagAAAAJ&hl=en&oi=ao>  
**selected**

Dabić, M., Yadav, S., Huck, N., Maley, J. F., & Kiessling, T. (2024). Mitigating the impact of late internationalization of emerging market SMEs: A dynamic capability perspective. *Journal of Small Business Management*, 1-37. <https://doi.org/10.1080/00472778.2024.2364793>

Stojčić, N., Dabić, M., & Kraus, S. (2024). Customisation and co-creation revisited: Do user types and engagement strategies matter for product innovation success?. *Technovation*, 134, 103045.

Dabić, M., Kraus, S., Clauss, T., Brem, A., & Ritala, P. (2024). Business models for the sharing economy: charting the multidisciplinary research field. *R&D Management*, 54(5), 1089-1103. <https://doi.org/10.1111/radm.12720>

Kiessling, T., Dabić, M., Sandep, Y., Huck, N., & Maley, J. F. (2025). Supply Chain Disruptions and Need for Resilience: SMEs Direct/Indirect Exporting and Rapid Internationalization. *IEEE Transactions on Engineering Management*. pp. 115-133, 2025, doi: 10.1109/TEM.2024.3514701.

Dabić, M., Ferreira, J. J., Lopes, J. M., & Gomes, S. (2025). Consumer Preferences and Barriers in the Adoption of Drone Delivery Services: A Comprehensive Analysis. *IEEE transactions on engineering management*. vol. 72, pp. 47-61, doi: 10.1109/TEM.2024.3494051

Dabić, M. (2024). Science, technology and innovation policies in the European Union: paradigm shifts. In Dabić, M.; Švarc, J. and Daim, t. (Eds.) *Digital Entrepreneurship in Science, Technology and Innovation* (pp. 20-43). Edward Elgar Publishing.

Dabić, M., Maley, J. F., Švarc, J., & Poček, J. (2023). Future of digital work: Challenges for sustainable human resources management. *Journal of Innovation & Knowledge*, 8(2), 100353. <https://doi.org/10.1016/j.jik.2023.100353>

Dabić, M., Maley, J. F., & Nedelko, Z. (2023). Unappreciated channel of manufacturing productivity under industry 4.0: Leadership values and capabilities. *Journal of Business Research*, 162, 113900. <https://doi.org/10.1016/j.jbusres.2023.113900>

Caputo, A., Pizzi, S., Pellegrini, M. M., & Dabić, M. (2021). Digitalization and business models: Where are we going? A science map of the field. *Journal of business research*, 123, 489-501. <https://doi.org/10.1016/j.jbusres.2020.09.053>

## Topic of lecture for the students

---

Digital Transformation and Strategic Innovations in Business Models

## Outline of lecture for the students

---

Digital transformation is increasingly recognised as a drivers of all aspects of business operations. Digital transformation of business models represents a radical innovation driven by digital technologies, which is crucial for adapting to the shifts induced by the digital economy. Furthermore, the digital economy's influence extends beyond mere technology adoption; it encompasses improvements in processes, customer relations, and new business model creation. Moreover, integrating digital capabilities into business strategies is essential for fostering innovation and the interplay between information technology capability, digital transformation strategy, and innovation performance since a robust framework linking these elements is vital for successful transformation. In some industries, such as in supply chain, marketing, finance , retail digital transformation has led to significant business model changes, manufacturing incoporate shift towards e-commerce, the sharing economy and strong implemantation of digital tools. Digital transformation is a strategic solution that call businesses to rethink their value propositions and operational frameworks, emphasising the necessity for change.