



## 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

- 2022 – Present      **Associate Professor (*tenured*) in Entrepreneurship and Innovation**  
University of Amsterdam, Amsterdam (NL), Economics and Business Faculty  
*Research and Management responsibilities include:*  
Creative Industries Business Research Lab Lead  
Entrepreneurship and Management in the Creative Industries MSc Coordinator  
Entrepreneurship and Innovation Department Academic Coordinator
- 2016 – 2022      **Assistant Professor in Entrepreneurship and Innovation**  
University of Amsterdam, Amsterdam (NL), Economics and Business Faculty  
*Research and Management responsibilities include:*  
Entrepreneurship and Management in the Creative Industries MSc Coordinator  
Entrepreneurship and Innovation Department Academic Coordinator (from 2021)
- 2016 – 2019      **Postdoctoral Research Fellow**  
Fully financed by Netherlands Organization for Scientific Research (NWO), Strategic Research Grant  
University of Amsterdam, Amsterdam (NL), Economics and Business Faculty

### SPECIAL APPOINTMENT

- 2023 - 2027      **Visual Arts / Post Academic Institutions Committee Member for Grant Decisions**  
Ministry of Education, Culture and Science, the Netherlands (NL)

### EDUCATION

- 2012 – 2016      **PhD in Economics and Business**  
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  
*Dissertation 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** [Graduated *cum laude*]  
University of Amsterdam, Amsterdam (NL) Economics and Business Faculty  
Thesis grade: 9 out of 10
- 2003 – 2007      **BA in Visual Arts, Specialization in Painting and Video**  
Gerrit Rietveld Academy, Amsterdam (NL)

## VISITING SCHOLAR

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

## AWARDS & GRANTS

- 2021 Data Science Centre Interdisciplinary Program merit grant of €335,000 [**Granted**].  
Project title: *'The Innovation Genome'*  
Co-applicants: Dr. Stevan Rudinac, Prof. dr. N. Wijnberg, and Prof. dr. M. Worrying.
- 2021 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."*
- 2019 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 Netherlands Organization for Scientific Research (NWO), Strategic Research Grant € 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 Netherlands Organization for Scientific Research (NWO) Mosaic grant € 200,000 four-year merit based PhD scholarship [**Granted**].  
Project title: *Observable Persuaders: A Longitudinal Study on the Effects of Quality Signals in the Contemporary Visual Art Market*

## ACADEMIC PUBLICATIONS

- 2022 Kackovic, M., & Wijnberg, N. Artists finding galleries: Entrepreneurs gaining legitimacy in the art market. *Entrepreneurship theory and practice*, 46(4), 1092-1116.  
<https://doi.org/10.1177/1042258720950601>
- 2022 Kackovic, M., Hartog, J., van Ophem, & Wijnberg, N. The promise of potential: A study on the effectiveness of jury selection to a prestigious visual arts program. *Kyklos*, 75(3), 410-435.  
<https://doi.org/10.1111/kykl.12303>
- 2021 Efthymiou, A., Rudinac, S., Kackovic, M., Worrying, & Wijnberg, N. Graph Neural Networks for Knowledge Enhanced Visual Representation of Paintings. *ACM Multi-Media*.  
<https://doi.org/10.48550/arXiv.2105.0819>
- 2020 Kackovic, M., Bun, M. J., Weinberg, C. B., Ebbers, J. J., & Wijnberg, N. M. 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.  
<https://doi.org/10.1016/j.ijresmar.2019.11.001>
- 2019 Hartog, J., & 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.  
<https://doi.org/10.1111/labr.12140>

## OTHER PUBLICATION

Kackovic, M and Witte, W. 'De relatie tussen kunst en werknemer: Bedrijfscollecties als casus'. *Boekman*, 113, 15-20.

## TEACHING EXPERIENCE

- 2023 – present MSc course: Strategies in Art & Entertainment (elective) Business partner is Van Gogh Europe. Developed course from scratch.
- 2021 – present 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)
- 2023 – 2012 BSc course: Cultural Industries
- 2023 – 2012 Cultural Industries for Business

## ORGANIZATION & MANAGEMENT

- 2023 – present Creative Industries Business Research Lab Lead
- 2021 – present Entrepreneurship and Innovation Department Academic Coordinator
- 2021 (5 months) Representing the Entrepreneurship and Innovation Department at Management Team Meetings (during department head change)
- 2016 – present Entrepreneurship and Management in the Creative Industries MSc Track Coordinator

## PhD SUPERVISION

- 2024 – 2027 Co-supervising Teresa Liberatore, a **PhD candidate** (with Prof. dr. N. Wijnberg and Prof. dr. P. Groth) on the project titled: *“Patterns of Influence in Human Creativity and Innovation Using Artificial Intelligence.”*
- 2023 – 2026 Co-supervising Kudzai Sauka, a **PhD candidate** (with Dr. Frederik Situmenag, Prof. dr. N. Wijnberg and Prof. dr. A. Palmigiano) on the project titled: *“Transparency and Explainability for Conversational Assistants.”*
- 2022 – 2005 Co-supervising Shuai Wang, a **PhD candidate** (with Dr. Stevan Rudinac, Prof. dr. N. Wijnberg, and Prof. dr. M. Worrying) on the project titled: *“The Innovation Genome.”*
- 2020 – 2024 Co-supervising Thanos Efthymiou, a **PhD candidate** (with Dr. Stevan Rudinac, Prof. dr. N. Wijnberg, and Prof. dr. M. Worrying) on the project titled: *“A New Way of Looking: Tipping Points in Categorization and Canonization in the Art Market.”*

## INVITED TALKS

- 2023 'Centrality in Creative Markets' INSEAD. Fontainebleau, France (FR), October
- 2023 'Computational Approaches to Culture & Creativity' People and Organizations Hackathon PDW at the Academy of Management . Boston (US), August.
- 2022 'Being ranked in a material world: The visual originality of an artwork and its effects on the artist's canonization' NYU Stern Business School. New York City (US), June.
- 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.
- 2016 '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 Creeren 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.

## CONTRIBUTIONS TO ACADEMIC CONFERENCES

- 2023 Kackovic, M. Centrality in (Hyper) Networks. Presentation, Insead, Fontainebleau (FR).
- 2023 Wang, S., Kackovic, M., Rudinac, S., Worring, M., & Wijnberg, N. Deep Learning on Hypergraphs and the Visual Art Market. Conference paper presentation, EGOS, Cagliari (IT).
- 2021 Efthymiou, A., Rudinac, S., Kackovic, M., Worring, 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 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.