

Primljeno	01-04-2025
Kl. ozn.	643-03/25-03/3
Ur. br.	141-01-25-004
Org. jed.	01

EVALUATION OF THE PhD THESIS TOPIC

General information and PhD candidate contact information		
Title, first and last name of the PhD candidate	Nada Kaurin Knežević	
Provider(s) of the study programme	Faculty of Economics and Business, University of Rijeka	
Name of the study programme	University Postgraduate Doctoral Study Program in Economics and Business Economics	
Identification number of the PhD candidate	269/22	
Title of the proposed topic	Language of the thesis	English
	Croatian	Tamna trijada i tamna kreativnost marketinških profesionalaca: moderatorska uloga kreativne samoefikasnosti i pozicije moći
	English	Dark Triad and dark creativity of marketing professionals: the moderating roles of creative self-efficacy and power position
Area/field		

1. SUPERVISOR/SUPERVISORS		
1.1. Supervisor(s)		
Title, first and last name	Institution, country	E-mail
Professor PhD Joydeep Bhattacharya	Goldsmiths, University of London, UK	j.bhattacharya@gold.ac.uk
1.2. Co-supervisor		
Title, first and last name	Institution, country	E-mail
Professor Jasmina Dlačić, PhD	Faculty of Economics and Business, University of Rijeka, Republic of Croatia	Jasmina.dlacic@efri.uniri.hr
1.3. Committee appointed for topic evaluation		
Title, first and last name	Institution, country	E-mail
Professor Maja Martinović, PhD	Zagreb School of Economics and Management, Republic of Croatia	maja.martinovic@zsem.hr
Associate Professor Maria Argyropoulou, PhD	Ionian University, University in Corfu, Greece	argyropouloum@ionio.gr

Associate Professor Ivana Kursan Milaković, PhD	Faculty of Economics, Business and Tourism, University of Split, Republic of Croatia	ikursan@efst.hr
Associate Professor Ana Marija Sikirić Simčić, PhD	Faculty of Economics and Business, University of Rijeka, Republic of Croatia	ana.marija.sikiric.simcic@efri.uniri.hr
1.4. Meeting of the competent authority that has appointed the Committee (name of the authority and date of the meeting)		
Appointed by the Faculty Council of the Faculty of Economics and Business in Rijeka at its 317th session as of February 18, 2025.		
1.5. Ethics committee meeting at which the research proposal was approved (if applicable)		
None.		

A. REPORT FROM THE PUBLIC DEFENCE OF THE PhD THESIS TOPIC
Place and time of the public defence
MS Teams meeting, 25.02.2025., 09:02 AM
Duration of the presentation
35 min
Questions posed by the members of the Committee
Provided as Appendix to this Evaluation of the PhD thesis topic
Questions posed by the audience
None.
Important discussion points
<p>The members of the expert committee advised the PhD candidate to consider the following:</p> <p>1. To emphasize the contribution to economic research and re-evaluate the focus on the relationship with the theoretical background in marketing. More precisely:</p> <p>a) it is suggested to link identified unethical practices to some part of marketing activity, either strategic or tactical;</p> <p>b) it might be helpful to define the concept of creativity more clearly at the beginning of the thesis proposal and its links to potentially monopolistic behavior and the exploitation of market power;</p> <p>c) clearly define the ethics and morality and distinguish between perspectives and actions. Regarding unethical behavior, it would be helpful to say that unethical actions of individuals in business can stem from different foundations: 1. personality traits, upbringing, and education; 2. relationships within the organization; and 3. opportunities;</p> <p>d) increase the contribution to marketing science and practice by elaborating on Table 1 presented in the PhD thesis proposal and reviewing each situation presented in it so that this should be clarified and explained. This would contribute to a better link to marketing theory, in which the two main postulates are achieving profit or some other non-profit goal and long-term customer satisfaction. If the thesis aims to impact business, it must encompass what has already been proven in business;</p> <p>e) explain how this study emphasizes the importance and economic benefits of social responsibility, i.e., how this study demonstrates the negative impact of dark creativity on business performance.</p>

2. To reconsider slight modifications in the methodology approach:

- a) to follow the suggested mixed methods approach, focusing on a quantitative method in relation to the main research constructs;
- b) employ the Structural Equation Modelling technique with CB-SEM (covariance-based SEM);
- c) reconsider adding control variables such as company demographics, including size;
- d) take the necessary measures to avoid common method bias, which can appear in independent and dependent variables;
- e) to carefully assess the respondents, i.e., marketing professionals, concerning their industries when conducting the research. The question is what kind of results from primary research will be obtained if the sample includes copywriters, designers, social media managers, etc., who do not have significant power status;
- f) modifying the hypotheses using the present tense;
- g) adding in the moderator hypotheses the direction of it based on the relevant literature review and to evaluate them using statistical methods.

3. To reconsider focusing additional on practical implications with:

- a) connecting it more clearly with contemporary business and marketing practices and the consequences of poor decisions, as otherwise, it will contribute more to psychology and human resources;
- b) exploring if study results can be applied in HR, especially for hiring marketing professionals. Investigate how personality testing could help identify dark creativity and its negative effects and consider its practical implications;
- b) provide concrete practical implications with specific suggestions on 'how' to implement those managerial implications.

PhD candidate is advised in her progress report to reflect on the questions provided at the PhD topic defence and provided in the Appendix to this evaluation.

Duration of the discussion

55 min

Public defence completion

11:00 AM

B. EVALUATION OF THE PhD THESIS TOPIC (original scientific contribution and evaluation of feasibility)

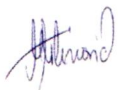

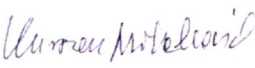

Accepted.

Opinion and recommendation (specify whether the proposed topic is suitable for original scientific research in accordance with international quality standards and whether the PhD candidate is capable of achieving set goals)

The expert committee for the PhD proposal has decided that PhD student Nada Kaurin Knežević has successfully presented and defended her PhD proposal titled "Dark Triad and dark creativity of marketing professionals: the moderating roles of creative self-efficacy and power position". Based on elaborated and consequent discussion, the committee concludes that PhD research will have original scientific contribution in accordance with international quality standards. Hence, the PhD proposal is accepted.

Proposed change or revision of the PhD thesis title

None.

Proposed change of supervisor, co-supervisor and/or assignment of another supervisor, co-supervisor (specify title, first and last name, institution)	
None.	
PhD thesis defence planned for (specify year)	
Separate opinion (applicable only if one of the Committee members has a separate opinion)	
Signature (first and last name of the Committee member)	
Additional comment (if applicable)	
Committee appointed for topic evaluation and supervisor assignment.	
Title, first and last name, institution, country:	Signature:
Professor Maja Martinović, PhD, Zagreb School of Economics and Management, Republic of Croatia	
Associate Professor Maria Argyropoulou, PhD, Ionian University, University in Corfu, Greece	
Associate Professor Ivana Kursan Milaković, PhD, Faculty of Economics, Business and Tourism, University of Split, Republic of Croatia	
Associate Professor Ana Marija Sikirić Simčić, PhD, Faculty of Economics and Business, University of Rijeka, Republic of Croatia	
Rijeka, 25/03/2025	