

GORAN VLAŠIĆ

Ekonomski fakultet Sveučilišta u Zagrebu ♦ Trg J. F. Kennedyja 6, 10 000 Zagreb ♦ +385 98 271 512 ♦ gvlastic@efzg.hr

Obrazovanje	Od	Do
<i>Universita Commerciale Luigi Bocconi, Milano, Italija</i> Ph.D. in Business Administration and Management Tema: "Marketing innovation: Antecedents and consequences" Mentor: prof. dr. sc. Gabriele Troilo, Potpredsjednik European Marketing Academy	2006.	[2010.]
<i>Ekonomski fakultet Sveučilišta u Zagrebu, Zagreb, Hrvatska</i> Magistar znanosti – Znanstveni poslijediplomski studij: Marketing Tema: "Interaktivna marketinška komunikacija kao čimbenik personalizacije odnosa s potrošačem" Mentor: prof. dr. sc. Tanja Kesić, Predsjednica Hrvatske zajednice udruga za marketing CROMAR	2004.	2005.
<i>Leeds Metropolitan University, Leeds, Ujedinjeno Kraljevstvo</i> Professional Diploma in Retail Management	2004.	2005.
<i>Ekonomski fakultet Sveučilišta u Zagrebu, Zagreb, Hrvatska</i> Diplomirani ekonomist, smjer: Marketing Tema: "Marketinški miks neprofitnih organizacija" Mentor: prof. dr. sc. Jurica Pavičić	1999.	2003.
Nagrade i priznanja		
<ul style="list-style-type: none">• Državna nagrada za znanost Opis: Godišnja nagrada znanstvenim novcima Dodjeljuje: Hrvatski sabor		2008.
<ul style="list-style-type: none">• dr. sc. Mijo Mirković Opis: Za originalan doprinos znanosti za knjigu "Interaktivni marketing - interaktivna marketinška komunikacija" Dodjeljuje: Ekonomski fakultet Sveučilišta u Zagrebu		2007./2008.
<ul style="list-style-type: none">• Stipendija Opis: Jednokratna pomoć za doktorski studij u inozemstvu (dobitnik 3 godine za redom) Dodjeljuje: Ministarstvo znanosti, obrazovanja i športa		2008./2009. 2007./2008. 2006./2007.
<ul style="list-style-type: none">• Stipendija Fulbright Dodjeljuje: Vlada Sjedinjenih Američkih Država Napomena: morao odbiti stipendiju zbog odlaska na doktorski studij		2006.
<ul style="list-style-type: none">• Best competitive paper award Rad: Vlastic G., Kestic T. – Consumers' attitudes toward interactive marketing communication and relationship personalization – contemporary developments in marketing communications Dodjeljuje: Journal of Marketing Communication – 11th International Conference on Corporate and Marketing Communications		2006.
<ul style="list-style-type: none">• Stipendija Opis: Za ostvareno 1. mjesto na razredbenom postupku Ekonomskog fakulteta u Zagrebu Dodjeljuje: Ministarstvo znanosti, obrazovanja i športa		1999.-2003.
Nastavni rad		
<ul style="list-style-type: none">• Marketing [dodiplomski studij – EFZG]• Promocija [dodiplomski studij – EFZG]• Marketing [dodiplomski studij – EFZG – nastava na engleskom jeziku]• Marketing strategy [dodiplomski studij – EFZG – nastava na engleskom jeziku]• Marketing [ECTS – Obvezni – Preddiplomski studij – EFZG]• Upravljanje marketingom [ECTS – Obvezni – Preddiplomski studij – EFZG]• Oglašavanje [ECTS – Izborni – Preddiplomski studij – EFZG]• Marketinška komunikacija [ECTS – Obvezni – Diplomski studij – EFZG]• Interaktivna marketinška komunikacija [ECTS – Izborni – Diplomski studij – EFZG]• Marketing inovacija [ECTS – Izborni – Diplomski studij – EFZG]		
Članstva u udruženjima		
<ul style="list-style-type: none">• CROMAR – Hrvatska zajednica udruga za marketing Tajnik podružnice Zagreb (2002.-2005.)• European Marketing Academy	2002.	2005.

Ostale aktivnosti	Od	Do
<ul style="list-style-type: none"> • Specijalistički poslijediplomski studij Upravljanje marketinškom komunikacijom Tajnik studija 	2003.	
<ul style="list-style-type: none"> • Udruga informatičara Sabirnica Tajnik udruge i voditelj projekata 	1999.	

Radovi

Knjige

- Vlašić G., Mandelli A., Mumel D. (2007.): *Interaktivni marketing – interaktivna marketinška komunikacija*, PeraGO, Zagreb
- Alfirević N., Pavičić J., Vlašić G. (2004.): *Marketinška komunikacija i upravljanje novim medijima*, Zamirnet, Zagreb

Poglavlja

- Vlašić G., Pavičić J., Krupka Z. (2008.): *Intranets: Interactive knowledge management tools of networked communities* u Zemliansky P., St. Amant K. (ur.): Handbook of research on virtual workplaces and the new nature of business practices, Information Science Reference, New York
- Vlašić G. (2004.): *Poslovni slučaj 'Pučko otvoreno učilište Zagreb - najveća institucija za obrazovanje odraslih u Hrvatskoj*, u Previšić J., Ozretić Došen Đ. (ur.): Marketing, Adverta, Zagreb

Časopisi

- Vlašić G., Kesić T. (2007.): *Consumers' attitudes toward interactive marketing communication and relationship personalization – contemporary developments in marketing communications*, Journal of Marketing Communications, Vol. 11, No. 2, str. 9-27.
- Vlašić G. (2006.): *The Power of Information and Communication Control in ICT Environment—What Information Collection/Use Practices Should Companies Implement to Gain Consumers' Confidence?*, Management, Vol. 11, No. 2, str. 9-27.
- Vlašić G. (2005.): *Interaktivna marketinška komunikacija – pregled literature*, Tržište - Croatian Marketing Association Journal, Vol. 17, No. 1/2, str. 25-40.
- Pavičić J., Alfirević N., Vlašić G. (2004.): *The Pursuit of Strategic Leadership in the Central and Eastern Europe Oil Market; The Case of INA (Croatia) and MOL (Hungary) Partnership*, International Journal of Management Cases, Vol. 7, Issue 2, str. 5-14.

Radovi na konferencijama

- Vlašić G. (2006.): *What influences consumers to develop relationships through interaction with companies?*, An Enterprise Odyssey: Integration and Disintegration, Zagreb
- Vlašić G., Kesić T., Mandelli A. (2006.): *Impact of Information and Interactive Communication Technologies on Relationship personalization - has privacy become a commodity?*, Innovating markets and organizations through Information and Communication Technologies, SDA Bocconi & Lugano, Milan & Lugano
- Vlašić G., Kesić T. (2006.): *Consumers' attitudes toward interactive marketing communication and relationship personalization – contemporary developments in marketing communications*, 11th International Conference on Corporate and Marketing Communications, "Contemporary Issues in Corporate and Marketing Communications Towards a Socially Responsible Future", Ljubljana
- Kesić T., Piri Rajh S., Vlašić G. (2006.): *The influence of cognitive and affective factors on consumers' willingness to buy foreign products (The Case of Croatia)*, Cultural Perspectives in Marketing Conference, Academy of Marketing Science, Seoul
- Pavičić J., Vlašić G., Podrug N. (2005.): *Internet as a Marketing Communications Media of Non-profit Organizations: The Case of Croatia*, International Conference on Advances in the Internet, Processing, Systems, and Interdisciplinary Research (IPSI), Hawaii
- Kesić T., Vlašić G., Kesić H. (2005.): *Managing Image of Croatia as a Tourist Brand*, 'Global Business: The Challenges and Responsibilities in a World of Shifting Alliances', International Management Development Association, Granada
- Kesić T., Piri Rajh S., Vlašić G. (2005.): *The Influence of Animosity, Xenophilia and Ethnocentric Tendencies on Consumers' Willingness to Buy Foreign Products (The Case of Croatia)*, '34th EMAC Conference - Rejuvenating Marketing: Contamination, Innovation, Integration', European Marketing Academy, Milano
- Kesić T., Soce Kraljević S., Vlašić G. (2005.): *Image as a Competitive Factor of Retailing Industry*, '6th International Conference on Enterprise in Transition', Faculty of Economics Split, Bol
- Kesić T., Piri Rajh S., Vlašić G. (2004.): *Country Branding as a Global Competitive Marketing Strategy*, 2nd International Conference 'An Enterprise Odyssey: Building Competitive Advantage', Zagreb
- Pavičić J., Alfirević N., Vlašić G. (2004.): *Empirical Analysis of Competitive Advantage and the Strategic Process - The Case of Large Croatian Enterprises*, 2nd International Conference 'An Enterprise Odyssey: Building Competitive Advantage', Zagreb
- Pavičić J., Lipert M., Vlašić G., Žnidar K. (2004.): *Marketing in Croatian museum industry: general characteristics and perspectives of non-profit sector*, The role of marketing in the development of Croatian economy, Split