



PERSONAL INFORMATION**Zoran Krupka**

 University of Zagreb Faculty of Economics & Business
Trg J. F. Kennedyja 6, 10 000 Zagreb, Croatia
 00 385 01 238 3305

 zkrupka@efzg.hr
 www.efzg.unizg.hr/zkrupka

Sex Male | Date of birth 21/9/1981

CURRENT POSITION**Associate Professor at Department of Marketing****WORK EXPERIENCE**

2017- **Associate Professor at Department of Marketing**
University of Zagreb Faculty of Economics & Business
Trg J. F. Kennedyja 6, 10 000 Zagreb, Croatia
▪ International Marketing, Brand Management, Marketing Planning, Country of Origin, Luxury Branding

2012-2017 **Assistant Professor at Department of Marketing**
University of Zagreb Faculty of Economics & Business
Trg J. F. Kennedyja 6, 10 000 Zagreb, Croatia
▪ International Marketing, Brand Management, Marketing Planning, Country of Origin, Luxury Branding

2004-2012 **Teaching and Research Assistant at Department of Marketing**
University of Zagreb Faculty of Economics & Business
Trg J. F. Kennedyja 6, 10 000 Zagreb, Croatia
▪ International Marketing, Brand Management

EDUCATION

2006 - 2010 **Ph D in Marketing**
University of Zagreb Faculty of Economics & Business
Trg J. F. Kennedyja 6, 10 000 Zagreb, Croatia
▪ Brand Management, International Marketing

2004 - 2006 **Master of Science in Marketing**
University of Zagreb Faculty of Economics & Business
Trg J. F. Kennedyja 6, 10 000 Zagreb, Croatia
▪ International Marketing, Strategies for Business Internationalization

1999 - 2004 **Bachelor Degree in Marketing**
University of Zagreb Faculty of Economics & Business
Trg J. F. Kennedyja 6, 10 000 Zagreb, Croatia
▪ International Marketing

TRAINING

- 2016 Innovation Institute, Market Research Colloquium, Zagreb (Croatia)
- 2013 Innovation Institute, Advanced Program in Business / education in Marketing, Strategy, Innovation, Finance, Zagreb (Croatia)
- 2009 Skidmore College, International Marketing, Saratoga Springs, NY (USA)
- 2007 EIASM, EDEN Doctoral Seminars on Statistical Methods for Management Research, Lueven (Belgium)
- 2007 Faculty of Economics & Business - Zagreb and Faculty of Humanities and Social Sciences Zagreb, Education in didactics, psychology, Croatian language and informatics, Zagreb (Croatia)
- 2006 Marketing School for Business – Lisbon, World Forum on Marketing and Sales, Lisbon (Portugal)

PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
	Replace with name of language certificate. Enter level if known.				
Spanish	B1	B1	A2	A2	A2
	Replace with name of language certificate. Enter level if known.				

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills Good communication skills gained through my experience as professor, programmes / education, conferences where I presented papers and research

Organisational / managerial skills Good organizational and managerial skills gained through my experience as organizing and program committee member of several international scientific conferences, leader and coordinator of several research projects, technical editor of international scientific journal

Job-related skills Consultant for several companies.

Other skills -

ADDITIONAL INFORMATION

Visiting professorships ▪ February – July 2009, Skidmore College (Saratoga Spring, NY, USA)

Invited lectures ▪ 2009, Internationalization Strategies

Projects ▪ International, 2018-2019, How do Slovenian and Croatian higher education organizations follow goals of the European higher educational systems concerning social responsibility?, University of Zagreb Faculty of Economics & Business and University of Maribor Faculty of Economics, Researcher.
 ▪ National, 2017, The impact of brand innovativeness on consumer willingness to pay different price levels, University of Zagreb, Project Leader.
 ▪ National, Scientific Center of Excellence for School Effectiveness and Management, 2015-2019, Faculty of Economics & Business University of Zagreb, Member of Scientific Committee -

	<p>Researcher.</p> <ul style="list-style-type: none"> ▪ National, 2015-2016, ECONQUAL, Faculty of Economics University of Rijeka, project financed by European Union about new qualification systems for higher education institutions in the field of economics in Croatia – Coordinator and Lead Researcher at University of Zagreb Faculty of Economics & Business. ▪ National, 2014, Interaction of different levels of analysis in creating brand perceptions, University of Zagreb, Project Leader
Honours and awards	<ul style="list-style-type: none"> ▪ 2007, Award “Dr. Mijo Mirković” for scientific Work, University of Zagreb Faculty of Economics & Business.
Public and university services	<ul style="list-style-type: none"> ▪ 2016-2018, Head of committee for students awards, University of Zagreb Faculty of Economics & Business
Memberships in professional association or bodies	<ul style="list-style-type: none"> ▪ 2012, 2014, American Marketing Association ▪ 2007-2009, Croatian Marketing Association ▪ 2008, 2011-2012, 2014, 2018, European Marketing Association
Professional certifications	-
Journal editor roles (editor in chief, associate editor, guest editor, editorial board etc.)	<ul style="list-style-type: none"> ▪ 2006-, Market / Trziste, technical editor
Reviewer (journals, proceedings etc.)	<ul style="list-style-type: none"> ▪ 2008, Academy of International Business Conference ▪ 2013, CROMAR Congress ▪ 2013, journal Economic Research ▪ 2015-2017, journal Economic Thought and Practice ▪ 2013-2015, European Marketing Academy Conference ▪ 2010-2013, Regional European Marketing Academy Conference ▪ 2014, journal Liburna ▪ 2015-2018, Journal of Contemporary Management Issues ▪ 2014-2018, journal Marketing of Scientific and Research Organizations ▪ 2013-2017, South Eastern European Journal of Economic and Business ▪ 2016, Journal of Business Review ▪ 2014, Journal of Global Marketing ▪ 2014-2017, journal Tourism Management ▪ 2012-2018, Journal Market / Trziste ▪ 2012, book Basics of Strategic Marketing (in Croatian) ▪ 2013, book Principles of Marketing and Management for Non-profit Organizations (in Croatian)
Prominent conferences (program, organizing, scientific etc. committees)	<ul style="list-style-type: none"> ▪ 2010-2018, Global Business Conference, Program Committee ▪ 2018, Contemporary Issues in Theory and Practice of Management, Scientific Committee ▪ 2016-2018, European Forum for Marketing of Scientific and Research Organizations, Program Committee ▪ 2005, XIX CROMAR Congress, Organizing Committee
Researcher's profiles	<p>ORCID: https://orcid.org/0000-0003-2896-7531</p> <p>Google Scholar: https://scholar.google.sk/citations?user=yxn4JOMAAAAJ&hl=en&oi=ao</p> <p>Full bibliograpghy: https://www.bib.irb.hr/pretraga/?q=Krupka%2C+Zoran+%2828269582%29&by=author</p>

SELECTED BIBLIOGRAPHY

- Krupka, Z., Ozretić Došen, Đ. & Previšić Jozo (2017). Antecedents of Brand Management Adaptation/Standardization and Its Influence on Firms' Performance. *Engineering Economics*, 28 (3), 334-346.
- Vlašić, G., Hair, J. & Krupka Zoran (2017). Star Marketer's Impact on the Market Strategy Choice. *Management: Journal of Contemporary Management Issues*, 22 (2), 1-13
- Ozretić Došen, Đ., Škare, V. & Krupka Zoran (2017). Researching Country Image in the Context of Emerging Economies. In: M. A. Marinov (ed.). *Researching Handbook of Marketing in Emerging Economies*. Cheltenham: Edward Elgar Publishing, pp. 163-196.
- Krupka, Z. & Arežina Darija (2017). Importance of Country-Of-Origin on Different Product Categories Purchase Decision. *Marketing of Scientific and Research Organizations*, 26 (4), 35-54.
- Krupka, Z., Ozretić Došen, Đ. & Previšić Jozo (2014). Impact of Perceived Brand Name Origin on Fashion Brand's Perceived Luxury. *Acta Polytechnica Hungarica*, 11 (3), 153-166.
- Vlašić, G., Langer, J. & Krupka Zoran (2013). Mediating Mechanism of Charisma, Trust and Reputation in Driving Capital Endowment into Value Premium. *4th EMAC CEE Regional Conference*, San Petersburg (Russia), September 26-27, 2013.
- Previšić, J., Ozretić Došen, Đ. & Krupka Zoran (2012). *Principles of International Marketing* (in Croatian). Zagreb: Školaska knjiga.
- Krupka, Z. & Kelečić, D. (2011). Istraživanje stavova LOHAS segmenta prem zelenim markama. *Market-Tržište*, 23 (2), 247-262.
- Ozretić Došen, Đ., Škare, V. & Krupka Zoran (2011). Celebrity Endorsement in Brand Management in Croatia. In: M. Marinov & Marinova Svetla (eds.). *The Changing Nature of Doing Business in Transitional Economies*. London: Palgrave Macmillan, pp. 214-224.
- Ozretić Došen, Đ., Škare, V. & Krupka Zoran (2007). Assessments of Country of Origin and Brand Cues in Evaluating a Croatian, Western and Eastern European Food Product. *Journal of Business Research*, 60 (2), 130-136.