

PERSONAL INFORMATION

Ana Tkalac Verčić



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CURRENT POSITION

Full Professor at Department of Marketing

WORK EXPERIENCE

2012–Present

Full professor at Department of Marketing

University of Zagreb, Faculty of Economics and Business, Zagreb (Croatia)

- 2014. – Theory of marketing communication (doctoral study program), Faculty of Economics and Business Zagreb
- 2014. – 2016. *Public relations and Marketing communication* (SPDS „Diplomacy“) University of Zagreb
- 2012. – *Marketing communication, Public relations, Advertising*, Faculty of Economics and Business Zagreb

2008–2012

Associate professor at Department of Marketing

University of Zagreb, Faculty of Economics and Business, Zagreb (Croatia)

2004–2008

Assistant professor at Department of Marketing

University of Zagreb, Faculty of Economics and Business, Zagreb (Croatia)

1997–2004

Teaching and research assistant at Department of Marketing

University of Zagreb, Faculty of Economics and Business, Zagreb (Croatia)

EDUCATION

2000–2003

PhD

University of Zagreb, Faculty of Economics and Business, Zagreb (Croatia)

Doctoral dissertation: "Public relations in attitude formation and change: Application of situational theory of communication"

1997–1999

Msc

University of Zagreb, Faculty of humanities and social sciences, Department of psychology, Zagreb (Croatia)

Master thesis: "Attitudes and their change within psychology of advertising"

1991–1996

Professor of psychology

University of Zagreb, Faculty of humanities and social sciences, Department of psychology, Zagreb (Croatia)

Graduate thesis: "Working values of students of the first and final years of different faculties"

TRAINING

- 2009 **Diploma CIPR (Chartered Institute of Public Relations)**
- 2008 **ECCH (Case – study writing)**
- 2001–2002 **Fulbright scholar**
University of Maryland, Washington D.C. (United States)
- 2000 **International program in banking for development**
National Institute in Bank Management, Pune (India)
- 1998 **Summer school in International marketing**
Manchester Metropolitan University, Manchester (United Kingdom)

PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2

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

ADDITIONAL INFORMATION

VISITING PROFESSORSHIPS

- 2007. – 2014. *Internal communication*, Università della Svizzera italiana – Lugano

INVITED LECTURES

- Key note speaker “Diverse Voices: Authentic Communication, Trust, Dialogue, and Society” for the 68th Annual Conference of the Croatian Communication Association held at Charles University in Prague, 23 – 24 May, 2018.

AWARDS AND ACHIEVEMENTS

- 2017. Special recognition by CROMAR, Croatian Association for Marketing
- 2016. Mijo Mirković Award – author of the book *Public relations*
- 2014. GrandPRix Award - HUOJ award for contribution to the public relations profession
- 2013. PR PRO Award – international award for contribution to the public relations profession

PROMINENT CONFERENCES
 (program, organizing, scientific etc. committees)

- 2019. – Organizer (and member of the program committee) Euprera Annual Congress, Zagreb, Croatia.
- 2018. – Group member and national coordinator European communication monitora,
- 2015. – 2017. Član programskog odbora International Conference on Contemporary Marketing Issues, (London, UK; Heraklion Greece; Thessaloniki, Greece)
- 2012. – 2017. Member of the program committee International Public Relations Research Symposium BLEDCOM., Bled, Slovenia
- 2013. Member of the program committee 23d Cromar Congress: Marketing in a dynamic environment - academic and practical insights, Lovran, Croatia
- 2007. – Head of CIPR program, Chartered Institute of Public Relations.

**INTERNATIONAL
CONFERENCE
PRESENTATIONS**

- Verčić, D., Tench, R., & Tkalac Verčić, A. (2017, May). Collaboration and conflict between agencies and clients. Paper presented at the ICA conference, Interventions: Communication Research and Practice, San Diego, USA.
- Tkalac Verčić, A. (2017, May). Crisis responsibility and corporate reputation – moving ahead in difficult times. Invited lecture at the 2nd International academic conference on integrated communications Communication Management Forum, Edward Bernays College of Communication Management, Zagreb, Croatia.
- Verčić, D., & Tkalac Verčić, A. (2017, April). Strategic communication and influence: how to monitor and manage it? Paper presented at the 3rd International Conference Transformation of International Relations in the XXI Century: Challenges and Prospects, Diplomatic Academy of the Ministry of Foreign Affairs of the Russian Federation, Moscow, Russia.
- Tkalac Verčić, A., (2016, November), International public relations; applying local knowledge in a global context. Paper presented at the International symposium on Chinese Enterprises Going Global and International Public Relations, Shanghai, China.
- Verčić, D., & Tkalac Verčić, A. (2016, October). Agnotology and Democratization of Public Relations. Paper presented at the 18th Annual EUPRERA Congress, How strategic communication shapes value and innovation in society, Gronigen, Netherlands.
- Tkalac Verčić, A., & Pološki Vokić, N. (2016, July). Engaging employees through internal communication. Paper presented at the 22nd BledCom: Global Public Relations Symposium, Bled, Slovenia.
- Verčić, D., & Tkalac Verčić, A. (2015, October). Competitive public relations: what research tells us. Paper presented at the 18th Annual EUPRERA Congress the management game of communication: how PR/corporate communication supports organizations and what communicators can learn from management disciplines, Oslo, Norway.
- Tkalac Verčić, A., Colić, V. (2015), Journalists and public relations specialists: a coorientational analysis, Global Public Relations Symposium. Bled, Slovenia.
- Tkalac Verčić, A., & Verčić, D. (2015), Dimensions of organizational reputation: What really matters to whom? 18th Annual International Public Relations Research Conference; Miami, SAD.
- Verčić, D., & Tkalac Verčić, A. (2014, November). Reflexive mediatization and remaking of the middleman. 5th European Communication Conference: Communication for empowerment: Citizens, markets, innovations. Lisabon, Portugal.
- Verčić, D., Tkalac Verčić, A., & Sriramesh, K. (2014). Looking for digital in pulic relations. 21st BledCom: Global Public Relations Symposium. Bled, Slovenia.
- Tkalac Verčić, A., & Verčić, D. (2013), The role of new media in reputation management: What's the price of ignorance? 16th Annual International Public Relations Research Conference: Exploring the Strategic Use of New Media's Impact of Change Management And Risk in Theory and Practice; Miami, SAD.
- Verčić, D., & Tkalac Verčić, A. (2013, July). Languaging public relations. International PR 2013 conference, Barcelona, Spain.
- Kolman, P., & Tkalac Verčić, A. (2011). Consumers' opinions on gender stereotyping in advertising. CROMAR Congress: Marketing challenges in new economy, Pula, Croatia
- Verčić, D., & Tkalac Verčić, A. (2011). Differentiation and specialization in internal communication. 18th BledCom: Global Public Relations Symposium. Bled, Slovenia.

MENTORING STUDENTS

- Master's thesis (scientific and specialist) – 31; University of Zagreb, Faculty of Economics and Business and Università della Svizzera italiana – Lugano
- Undergraduate and graduate thesis – 125; University of Zagreb, Faculty of Economics and Business

**MEMBERSHIPS IN
PROFESSIONAL ASSOCIATION
OR BODIES**

- 2017. – President of Croatian Public Relations Association

JOURNAL EDITOR ROLES
(editor in chief, associate editor,
guest editor, editorial board etc.)

- Republic Member of editorial board in *Journal of Public Relations Research*, publisher Taylor & Francis, journal cited in Web of Science (SSCI)
- 2012. – Regional editor in *Public Relations Review*, publisher Elsevier, journal cited in Web of Science (SSCI) and Current Contents base
- 2010. – 2016. Jury member „James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards“, ICA (*International communication association*)
- 2007. – Member of editorial board in *International Journal of Strategic Communication*, publisher Taylor & Francis, journal cited in ComAbstracts and ComVista; and ERA: Humanities and Creative Arts (HCA)

REVIEWER
(journals, proceedings etc.)

- Reviewer for scientific journals: *Public Relations Review*, *Journal of Public Relations Research*, *Journal of Brand Management*, *Tržište, Ekonomski Management*.
- Reviewer for scientific conferences: *EUPRERA*, *International communications research symposium Communication Association Conference*, *CROMAR*.
- Reviewer for more than 200 papers in 20 articles and symposiums

RESEARCHER'S PROFILES

ORCID: <https://orcid.org/0000-0002-9538-673X>
 Google Scholar: <https://scholar.google.hr/citations?user=j5eyf3oAAAAJ&hl=hr>
 Popis radova: <https://bib.irb.hr/lista-radova?autor=218105>

SELECTED BIBLIOGRAPHY

REFEREED PUBLICATIONS

- Verčič, D., Tench, R., & Tkalac Verčič, A. (2017). Collaboration and conflict between agencies and clients, *Public relations review*. 44 (1), 156-164.
- Tkalac Verčič, A., & Pološki, N. (2017). Engaging employees through internal communication, *Public Relations Review*. 43(5), 885-93.
- Tkalac Verčič, A., Lalić, D., & Vujičić, D. (2017). Journalists and public relations specialists: comparing two countries, *Public Relations Review*. 43(3), 527-36.
- Tkalac Verčič, A., & Colić, V. (2016). Journalists and public relations specialists: a coorientational analysis, *Public Relations Review*. 42(4), 522-29.
- Tkalac Verčič, A., Verčič, D. & Žnidar, K. (2016), Exploring academic reputation – is it a multidimensional construct? *Corporate Communications: An International Journal*, 21(2), 1-17.
- Verčič, D., & Tkalac Verčič, A. (2015). The new publicity: From reflexive to reflective mediatisation. *Public Relations Review*, 41(4), 142-52.
- Verčič, D., Tkalac Verčič, A., & Sriramesh, K. (2015). Looking for digital in public relations. *Public Relations Review*, 41(2), 142-52.
- Tkalac Verčič, A. (2014). Personal charisma: Immediate or gradual? How long does it take to judge? *Public Relations Review*, 40(3), 609–11.
- Tkalac Verčič, A., & Verčič, D. (2013). Digital natives and social media. *Public Relations Review*, 39(5), 600–602.
- Tench, R., Verčič, D., Tkalac Verčič, A., & Juma, H. (2013). Contemporary issues impacting European communication competencies. *Medijske studije*, 4(7), 111–24.
- Tkalac Verčič, A., Verčič, D., & Sriramesh, K. (2012). Internal communication: Definition, parameters, and the future. *Public Relations Review*, 38(2), 223–30.
- Kolman, P., & Tkalac Verčič, A. (2012). Consumers' opinions on gender stereotyping in advertising [Special issue 2]. *Economic Research*, 117–26.
- Verčič, D., & Tkalac Verčič, A. (2011). Public relations and lobbying: New legislation in Slovenia. *Public Relations Review*, 37(1), 12–19.
- Friedl, J., & Tkalac Verčič, A. (2011). Media preferences of digital natives' internal communication: A pilot study. *Public Relations Review*, 37(1), 84–86.
- Tkalac Verčič, A., & Verčič, D. (2011). Generic charisma – conceptualization and measurement.

Public Relations Review, 37(1), 12–19.

- Tkalac Verčič, A., Verčič, D., Žnidar, K. (2015). Is Reputation a Unidimensional Construct? Proceedings of the CCI Conference on Corporate Communication 2015., New York, USA.
- Tkalac Verčič, A., & Verčič, D. (2011). Differentiation and specialization in internal communication. Proceedings of the 18th International Public Relations Research Symposium BledCom., Bled, Slovenia, 4-16.
- Tkalac Verčič, A., & Verčič, D. (2011). Relationship between employee status, job satisfaction and internal communication satisfaction: The case of Faculty of Economics and Business – Zagreb. Proceedings of the 18th International Public Relations Research Symposium BledCom., Bled, Slovenia, 84-96.
- Kolman, P., & Tkalac Verčič, A. (2011). Consumers opinions on gender stereotyping. Proceedings of the 22nd CROMAR Congress: Marketing Challenges in New Economy, Juraj Dobrila University of Pula, Pula, (pp. 59-61).
- Tkalac Verčič, A., & Verčič, D. (2011). A Delphi study on internal communication in Europe. 14th International Public Relations Research Conference: Pushing the envelope. In Rita Men & Melissa Dodd (Eds.), Public relations theory and research and advancing practice [Gainesville: Institute for Public Relations, 2010], pp. 856-869.

REFEREED BOOK CHAPTERS

- Verčič, D., Tkalac Verčič, A., Sriramesh, K. (2017). Where have publics gone? The absence of publics in new media research. In S. Duhe (Ed.), New media and public relations: 3d edition (pp. 11-20). New York, USA: Peter Lang.
- Tkalac Verčič, A. (2014). Croatia. U T. Watson (Eds.), Eastern European perspectives on the development of public relations; Other voices (pp. 14-24). Pelgrave Pivot.
- Verčič, D., & Tkalac Verčič, A. (2013). Organizational contexts and strategical impacts: On power and mediation. In K. Sriramesh (Eds.), Public relations and communication management: Current trends and emerging topics (pp. 260-67). New York; London: Routledge.
- Verčič, D., & Tkalac Verčič, A. (2013). International comparative research in public relations: A report on three countries - Slovenia, Croatia and Serbia. In A. Okay (Eds.), Researching the changing profession of public relations (pp. 63-73). Brussels.

PEDAGOGICAL PUBLICATIONS

- Tkalac Verčič, A., Sinčić Ćorić, D., & Pološki Vokić, N. (2012). Research Methodology Manual - how to design, implement and describe scientific and professional research. Zagreb: M.E.P. d.o.o.