

OSOBNNE INFORMACIJE

Tkalac Verčić Ana



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TRENUTNO ZVANJE I RADNO MJESTO

Redoviti profesor u trajnom zvanju na Katedri za marketing

RADNO ISKUSTVO

2012–danas

Redoviti profesor na Katedri za marketing

Sveučilište u Zagrebu, Ekonomski fakultet, Zagreb (Hrvatska)

- 2014. – *Teorije marketinške komunikacije* (doktorski studij)
- 2014. – 2016. *Odnosi s javnošću i marketinška komunikacija* (SPDS „Diplomacija“)
- 2012. – *Marketinška komunikacija, Odnosi s javnošću, Oglašavanje*

2008–2012

Izvanredni profesor na Katedri za marketing

Sveučilište u Zagrebu, Ekonomski fakultet, Zagreb (Hrvatska)

2004–2008

Docent na Katedri za marketing

Sveučilište u Zagrebu, Ekonomski fakultet, Zagreb (Hrvatska)

1997–2004

Asistent na Katedri za marketing

Sveučilište u Zagrebu, Ekonomski fakultet, Zagreb (Hrvatska)

OBRAZOVANJE

2000–2003

Doktorat znanosti

Sveučilište u Zagrebu, Ekonomski fakultet, Zagreb (Hrvatska)

Tema doktorskog rada: «Odnosi s javnošću u formiranju i promjeni stavova: Primjena situacijske teorije komunikacijskog ponašanja i stavova»

1997–1999

Magisterij znanosti

Sveučilište u Zagrebu, Filozofski fakultet, Zagreb (Hrvatska)

Tema magistarskog rada: «Stavovi i njihova promjena u okvirima psihologije promidžbe»

1991–1996

Profesor psihologije

Sveučilište u Zagrebu, Filozofski fakultet, Zagreb (Hrvatska)

Tema diplomskog rada: «Radne vrijednosti studenata prve i završne godine različitih fakulteta»

**EDUKACIJE I STRUČNO
USAVRŠAVANJE**

- 2009 **Diploma CIPR (Chartered Institute of Public Relations)**
- 2008 **ECCH (Case – study writing)**
- 2001–2002 **Fulbright scholar**
University of Maryland, Washington D.C. (Sjedinjene Američke Države)
- 2000 **International program in banking for development**
National Institute in Bank Management, Pune (Indija)
- 1998 **Ljetna škola međunarodnog marketinga**
Manchester Metropolitan University, Manchester (Ujedinjeno Kraljevstvo)

OSOBNJE VJEŠTINE

Materinski jezik Hrvatski

Ostali jezici

	RAZUMIJEVANJE		GOVOR		PISANJE
	Slušanje	Čitanje	Govorna interakcija	Govorna produkcija	
Engleski	C2	C2	C2	C2	C2

Stupnjevi: A1/2: Temeljni korisnik - B1/B2: Samostalni korisnik - C1/C2 Iskusni korisnik
Zajednički europski referentni okvir za jezike

DODATNE INFORMACIJE
GOSTUJUĆI PROFESOR

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

POZVANA PREDAVANJA

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

PRIZNANJA I NAGRADE

- 2017. Posebno priznanje CROMARa, Hrvatske udruge za Marketing
- 2016. Nagrada Mijo Mirković - autorstvo udžbenika Odnosi s javnošću
- 2014. Nagrada GrandPRix - nagrada HUOJa za doprinos struci odnosa s javnošću
- 2013. Nagrada PR PRO - međunarodna nagrada za doprinos razvoju struke odnosa s javnošću

**ISTAKNUTE KONFERENCIJE
(programski, organizacijski,
znanstveni i drugi odbori)**

- 2019. – Organizator (i član programskog odbora) Euprera Annual Congress, Zagreb, Croatia.
- 2018. – Član skupine i nacionalni koordinator European communication monitora,
- 2015. – 2017. Član programskog odbora International Conference on Contemporary Marketing Issues, (London, UK; Heraklion Greece; Thessaloniki, Greece)
- 2012. – 2017. Član programskog odbora International Public Relations Research Symposium BLEDCOM., Bled, Slovenia
- 2013. Član programskog odbora 23d Cromar Congress: Marketing in a dynamic environment - academic and practical insights, Lovran, Croatia
- 2007. – Voditelj CIPR programa, Chartered Institute of Public Relations.

MEĐUNARODNE KONFERENCIJE I PREZENTACIJE

- 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.

MENTORSTVA STUDENATA

- Magistarski radovi (znanstveni i specijalistički) – 31; Ekonomski fakultet Sveučilišta u Zagrebu i Università della Svizzera italiana – Lugano
- Završni i diplomski radovi – 125; Ekonomski fakultet Sveučilišta u Zagrebu

ČLANSTVO U STRUČNIM UDRUŽENJIMA I TIJELIMA

- 2017. – Predsjednica Hrvatske udruge za odnose s javnošću

UREDNIŠTVO U ČASOPISIMA

- 2015. – članica uredništva u *Journal of Public Relations Research*, izdavač Taylor & Francis,

(glavni, gostujući urednik,
urednički odbor i sl.)

časopis citiran u Web of Science (SSCI)

- 2012. – Regionalna urednica u *Public Relations Review*, izdavač Elsevier, časopis citiran u Web of Science (SSCI) i Current Contents bazama
- 2010. – 2016. Članica žirija „James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards“, ICA (*International communication association*)
- 2007. – Članica uredništva *International Journal of Strategic Communication*, izdavač Taylor & Francis, časopis citiran u ComAbstracts and ComVista; and ERA: Humanities and Creative Arts (HCA)

RECENZIJE
(časopisi, zbornici s konferencija
itd)

- Recenzent za znanstvene časopise: *Public Relations Review*, *Journal of Public Relations Research*, *Journal of Communication Management*, *International Journal of Strategic Communication*, *Journal of Brand Management*, *Tržište*, *Ekonomska misao i praksa*, *Acta Turistica*, *Management*.
- Recenzent za znanstvene konferencije: *EUPRERA*, *International communications research symposium – BledCom*, *International Communication Association Conference*, *CROMAR*.
- Recenzent više od 200 radova u 20 članaka i simpozija

OSOBNI PROFILI
ZNANSTVENIKA

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>

ODABRANA BIBLIOGRAFIJA

RECENZIRANE PUBLIKACIJE

- 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 Dobrića 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.

POGLAVLJA U RECENZIRANIM KNJIGAMA

- 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.

PEDAGOŠKE PUBLIKACIJE

- Tkalac Verčič, A., Sinčić Čorić, D., & Pološki Vokić, N. (2012). Priručnik za metodologiju istraživačkog rada – kako osmisлити, provesti i opisati znanstveno i stručno istraživanje. Zagreb: M.E.P. d.o.o.