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Gender Female | Date of Birth 18/03/1985 | Citizenship Croat

WORK ADDRESS Faculty of Economics & Business
 University of Zagreb
 J. F. Kennedy Sq. 6
 10 000 Zagreb
 Croatia

WORK EXPERIENCE

March 2016. - **Assistant Professor**

Trade Department, Faculty of Economics and Business, University of Zagreb, Croatia
 J. F. Kennedy Sq. 6, 10 000 Zagreb, Croatia

- seminars and lectures in courses *Commodity Exchanges, International Business and Operations at Commodity Exchanges* at university and professional studies of Business Economics

September 2013. – March 2016.

Senior Teaching and Research Assistant

Trade Department, Faculty of Economics and Business, University of Zagreb, Croatia
 J. F. Kennedy Sq. 6, 10 000 Zagreb, Croatia

- seminars and lectures in courses *Commodity Exchanges, International Business and Operations at Commodity Exchanges* at university and professional studies of Business Economics

November 2007. – September 2013.

Teaching and Research Assistant

Trade Department, Faculty of Economics and Business, University of Zagreb, Croatia
 J. F. Kennedy Sq. 6, 10 000 Zagreb, Croatia

- seminars and lectures in courses *Retail Management, Commodity Exchanges, International Business, Supplier Relationship Management and Operations at Commodity Exchanges* at university and professional studies of Business Economics

EDUCATION

2010.-2013. **Ph. D.**

- Field: Social sciences, Economics, General Economics
 Faculty of Economics and Business, University of Zagreb, Croatia
 Postgraduate Doctoral Study: Business Economics

- Thesis Title: The Effectiveness of Weather Derivatives as Instruments of Protection against Temperature Variations in Retail, Mentor: Prof. Tonći Lazibat, Ph. D.

- 2008.-2009. **Univ.spec.oec.**
- Field: Social sciences, Economics, Trade and Tourism
Faculty of Economics and Business, University of Zagreb, Croatia
Postgraduate Study: Trade Management
 - Thesis Title: Weather Derivatives as Instruments of Futures Markets, Mentor: Prof. Tonći Lazibat, Ph. D.
- 2003.-2007. **M. A.**
- Faculty of Economics and Business, University of Zagreb, Croatia
 - Graduate Study, Major: Trade

TRAINING

- May 2015. **Workshop „Category Management“, Zagreb, Croatia**
- organized by business consultant group Nielsen Europe under the leadership of Paris Galanis, Nielsen, Croatia
- June 2013. **Statistical workshop „Applied Econometrics Course“**
- held in Zagreb, Croatia; organized by Faculty of Economics and Business Zagreb under the leadership of Craig A. Depken from The University of North Carolina at Charlotte
- September 2012. **Statistical course „Panel Data Econometrics“**
- held in Madrid, Spain; organized by Centro de Estudios Monetarios y Financieros under the leadership of Steve Bond from University of Oxford

PERSONAL SKILLS

- Mother Tongue Croatian language
- Other languages English language (excellent knowledge in speech and writing)
German language (good knowledge in speech and writing)
- Communication skills
- excellent communication skills acquired in teaching, scientific projects and domestic and international collaboration
 - excellent presentation skills acquired in teaching and numerous presentations at professional and scientific conferences home and abroad
- Organizational skills
- team work at scientific projects
 - mentoring and guiding students in writing of professional and scientific papers
- Business skills
- several years of experience in teaching and class organization
- Computer skills
- excellent knowledge of Microsoft Office tools
 - excellent knowledge of research results analysis software IBM SPSS Statistica
 - excellent knowledge of research results analysis software Stata
 - very good knowledge of research results analysis software EViews
- Driving licence
- A and B categories

ADDITIONAL INFORMATION

Rewards

- Award “Mijo Mirković” of Faculty of Economics and Business Zagreb in category (A2) Sole author scientific articles with a prominent scientific contribution in the field of economics indexed in one of the bibliographic databases evaluated in the scientific selection in 2017 for the paper **Štulec, I.** (2017) Effectiveness of Weather Derivatives as a Risk Management Tool in Food Retail: The Case of Croatia, International Journal of Financial Studies, Vol. 5, No. 2., pp. 1-15.
- Annual Award of The society of university teachers, scholars and other scientists – Zagreb for the young scientists and artists in 2010 for the paper: **Štulec, I.** (2010) Ispitivanje utjecaja vremenskih prilika na poslovanje poduzeća u Republici Hrvatskoj, Zbornik Ekonomskog fakulteta u Zagrebu, Vol. 8, No. 2, pp. 163-178.

Scientific projects

- Researcher on the project “Implications of the age structure on the retail strategy creation” financed by University of Zagreb. Project leader. Prof. Sanda Renko, Ph. D. (2017-2018).
- Researcher on the project “Evaluating corporate social responsibility (CSR) at the point of sale from the new parents perspective” financed by the Croatian Government and the Federal Government of the Republic of Austria. Project leaders: Prof. Sanda Renko, Ph. D. and Ass. Prof. Eva Lienbacher, Ph. D. (2016-2017).
- Researcher on the project “Proactivity in fostering environmental sustainability between trade and tourism” funded by the University of Zagreb. Project leader: Prof. Sanda Renko, Ph. D. (2015-2017).
- Researcher on the project “The role of futures market in Croatian economy development” funded by the Ministry of Science, Education and Sports. Project leader: Prof. Tonči Lazibat, Ph. D. (2007–2013).

Contribution at scientific conferences

- Twentieth International Working Seminar on Production Economics, University of Innsbruck, 19-23. February 2018, Innsbruck, Austria
- International Scientific Conference „Trade Perspectives 2016: Safety, security, privacy and loyalty“, Faculty of Economics and Business, University of Zagreb, 23-24. November 2016, Zagreb, Croatia
- 8th International Scientific Conference „Management of Technology: Step to Sustainable Production“, Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb, Croatian Association for PLM and University North, 1-3. June 2016, Poreč, Croatia
- 5th International scientific Symposium “The Economy of East Croatia – mission and development” 2-4. June 2016, Faculty of Economics Osijek, Osijek, Croatia
- 9th International Conference on Social Science, University of Zagreb, USEARCH, EUSER, ICCV-Academia Romana and MCSE-Rome, 8-9. April 2016, Dubrovnik, Croatia
- International Scientific Conference „Trade Perspectives 2015: Innovations in Food Retailing“, Faculty of Economics and Business, University of Zagreb, 18-19. November 2015, Zagreb, Croatia
- International scientific conference „Trade Perspectives 2013: Supply chain relations“, Faculty of Economics and Business, University of Zagreb, 20-21. November 2013, Zagreb, Croatia
- 15th Joint Seminar of the European Association of Law and Economics (EALE) and the Geneva Association: „Liability and the Insurance in Times of Crisis“, The European Association of Law and Economics (EALE) & The Geneva Association, 13-14. June 2013, Girona, Spain
- International scientific conference „Trade Perspectives 2012: Trade in the context of sustainable growth“, Faculty of Economics and Business, University of Zagreb, 21-22. November 2012, Zagreb, Croatia
- 23rd International DAAAM Symposium, DAAAM International Vienna, 22-28. October 2012, Zadar, Croatia
- 3rd International Conference „Vallis Aurea - Focus on: Regional Development“, Polytechnic of Požega, Croatia & DAAAM International Vienna, 5. October 2012, Požega, Croatia
- 1st International M-Sphere Conference For Multidisciplinarity in Business and Science, University of Dubrovnik, Department of Economics and Business Economics, 4-6. October 2012, Dubrovnik, Croatia
- VII. Krakowska konferencja młodych uczonych, Grupa Naukowa Pro Futuro, Akademia Górniczo-Hutnicza, 27-29. September 2012, Krakow, Poland
- International scientific conference „Trade as a driver of Central and South East Europe development“, Faculty of Economics and Business, University of Zagreb, 16. November 2011, Zagreb, Croatia
- MSKE International Conference 2011: „Managing Services in the Knowledge Economy“, Universidade Lusíada de Villa Nova de Famalicão, 13-15. July 2011, Famalicão, Portugal
- 5th International Scientific Conference „Entrepreneurship and Macroeconomic Management: Reflections on the World in Turmoil“, Juraj Dobrića University of Pula, Department of Economics and Tourism "Dr. Mijo Mirković", 24-26. March 2011, Pula, Croatia
- 7th International Conference For Consumer Behaviour and Retailing Research, Centre for International Research in Consumer Location and their Environments (CIRCLE), Leeds Metropolitan University, 7-9. April 2010, Estoril, Portugal
- Scientific and professional meeting „Challenges of retail in time of recession“, Faculty of Economics and Business, University of Zagreb, 24. November 2010, Zagreb, Croatia
- 2nd International Conference „Vallis Aurea - focus on: Regional Development“, Polytechnic of Požega, Croatia & DAAAM International Vienna, Austria, 3rd September 2010, Požega, Croatia
- 17th Traditional Counselling of Croatian Economic Association “Economic Politics in Croatia in 2010“, Croatian Economic Association, 11-13. November 2009, Opatija, Croatia
- 6th International Conference For Consumer Behaviour and Retailing Research, Centre for International Research in Consumer Location and their Environments (CIRCLE), Leeds Metropolitan University, 16-18. April 2009, Voralberg, Austria

- Contribution at professional meetings**
- Conference for retailers and producers MAGROS 2013., 10th October 2013, Zagreb
 - 7th Conference of Progressive Magazine, 23rd September 201., Zagreb
 - 5th Croatian Retail Forum “Recession – Implications on changes in retail and consumer habits”, 18th November 2009, Zagreb
 - 6th Conference of Progressive Magazine „Croatian retail in recession“, 19th May 2009, Zagreb
 - „Retail Forum 2008 – New trends in retail“, International Centre for Professional Education - ICPE, 16th October 2008, Zagreb
- Membership in professional associations**
- Member of Croatian association for consumer protection
- Research interests**
- International business
 - Internationalization of retail
 - Commodity risk management, Commodity exchanges
 - Weather derivatives, Weather risk management
 - Group buying, Trends in e-commerce
 - Corporate social responsibility in retailing, Fair trade
 - Consumer behaviour
 - Retail sales analysis
 - Retail innovations
- Scientific work**
- Review of papers for scientific conferences EMAC Annual Conference 2018, EMAC Annual Conference 2017 and EMAC Annual Conference 2016 organized by European Marketing Academy, and Trade Perspectives 2017 organized by Trade Department, Faculty of Economics and Business Zagreb

PUBLISHED PAPERS

SCIENTIFIC PAPERS IN A1 CATEGORY

a) Book chapter (a1)

1. Renko, S., Petljak, K., **Štulec, I.** (2017) The Basic Postulates of the Green Image of a Country: The Case of Croatia, In: Renko, S., Pestek, A. (eds.) *Green Economy in The Western Balkans: Towards a Sustainable Future*, United Kingdom: Emerald Publishing Limited, pp. 1-39.

b) Journal articles (a1)

2. Petljak, K., Zulauf, K., **Štulec, I.**, Seuring, S., Wagner, R. (2018) Green supply chain management in food retailing: survey-based evidence in Croatia, *Supply chain management - an international journal*. Vol. 23, No. 1, pp. 1-15.
3. Petljak, K., **Štulec, I.**, Renko, S. (2017) Consumers' willingness to pay more for organic food in Croatia, *Ekonomski vjesnik*, Vol. 30, No. 2, pp. 441-455.
4. **Štulec, I.** (2017) Effectiveness of Weather Derivatives as a Risk Management Tool in Food Retail: The Case of Croatia, *International Journal of Financial Studies*, Vol. 5, No. 2, pp. 1-15.
5. **Štulec, I.**, Petljak, K., Rakarić, J. (2017) Utjecaj demografskih karakteristika potrošača na proces donošenja odluke o kupovini, *Ekonomski misao i praksa*, Vol. 12, No. 1, pp. 381-404.
6. **Štulec, I.**, Petljak, K., Bakovic, T. (2016) Effectiveness of weather derivatives as a hedge against weather risk in agriculture, *Agricultural Economics*, Vol. 62, No. 8, pp. 356-362.
7. **Štulec, I.**, Petljak, K., Kukor, A. (2016) The Role of Store Layout and Visual Merchandising in Food Retailing, *European Journal of Economics and Business Studies*, Vol. 4, No. 1, pp. 139-152.
8. Rudawska, E., Petljak, K., **Štulec, I.** (2015) Hedonic or utilitarian buying behaviours – what values do young adult customers seek in online group buying?, *International Journal of Business Performance Management*, Vol. 16, No. 2/3, pp. 182–197.

9. Petljak, K., **Štulec, I.** (2015) Explorative analysis of corporate social responsibility reporting: case of leading European food retailers, *InterEuLawEast - Journal of the International and European Law, Economics and Market Integrations*, Vol. 2, No. 1, pp. 45-58.
10. **Štulec, I.**, Vučković, V., Baković, T. (2014) Impact of Croatian EU accession on its foreign trade and customs system, *Ekonomski vjesnik*, Vol. 27, No. 2, pp. 381-392.
11. Dužević, I., Baković, T., **Štulec, I.** (2014) Exploring the Possibilities for Quality Improvement: An Internal Customer Perspective, *Mediterranean Journal of Social Sciences*, Vol. 5, No. 13, pp. 29-35.
12. **Štulec, I.** (2013) Teorije utjecaja vremenskih prilika na potrošnju i prodaju u trgovini na malo, *Market-Tržište*, Vol. 25, No. 2, pp. 199-211.
13. **Štulec, I.**, Petljak, K. (2013) The research on buying behaviour among group buyers: the case of Croatia, *International Journal of Knowledge-Based Development*, Vol. 4, No. 4, pp. 382-401.
14. **Štulec, I.**, Baković, T., Dužević, I. (2013) The Impact of Company Characteristics on Derivatives Usage: Survey Study of Large Croatian Companies, *Mediterranean Journal of Social Sciences*, Vol. 4, No.10, pp. 59-67.
15. Lazibat, T., **Štulec, I.**, Baković, T. (2011) Specifičnosti trgovanja vremenskim izvedenicama ovisno o organiziranosti terminskog tržišta, *Zbornik Ekonomskog fakulteta u Zagrebu*, Vol. 9, No.1, pp. 1-16.
16. **Štulec, I.** (2010) Ispitivanje utjecaja vremenskih prilika na poslovanje poduzeća u Republici Hrvatskoj, *Zbornik Ekonomskog fakulteta u Zagrebu*, Vol. 8, No. 2, pp. 163-178.
17. Lazibat, T., **Županić, I.** (2010) Vremenske izvedenice kao instrument upravljanja vremenskim rizikom, *Poslovna izvrsnost – Business Excellence*, Vol. 4, No. 2, pp. 93-106.
18. Petljak, K., **Županić, I.**, Renko, S. (2010) Adoption of online distribution channel among newspaper readers in Croatia, *International Journal of Management Cases, Special Issue: 7th CIRCLE Conference*, Vol. 12, No. 2, pp. 548-556.
19. Lazibat, T., **Županić, I.**, Baković, T. (2009) Vremenske izvedenice kao instrumenti terminskog tržišta, *Ekonomska misao i praksa*, Vol. 18, No. 1, pp. 59-78.
20. **Županić, I.**, Petljak, K., Renko, S. (2009) The analysis of Croatian newspaper industry, *International Journal of Management Cases, Special Issue: 6th CIRCLE Conference*, Vol. 11, No. 2, pp. 337-346.

c) Articles published in Proceedings of international scientific conferences (a1)

21. Rašić, Jelavić, S., Renko, S., **Štulec, I.** (2016) Supply chain collaboration: the basis for corporate social responsibility in the Croatian tourism, *8th International Scientific Conference Management of Technology: Step to Sustainable Production*, Poreč, Croatia, 1-3. June 2016., Book of Abstracts, ISSN: 1848-9591, pp. 54., Fullpapers USB, pp 1-7.
22. Petljak, K., **Štulec, I.**, Bunjan, J. (2016) Drivers of customer loyalty in footwear retail. In: Knego, N., Renko, S., Knežević, B. (eds.) *Proceedings of The International Scientific Conference "Trade Perspectives 2016: Safety, security, privacy and loyalty"*, 23-24. November 2016, Zagreb, Croatia, Faculty of Economics and Business Zagreb, pp. 172-184.
23. Petljak, K., **Štulec, I.**, Gorički, Ž. (2016) Insights into behaviour and preferences of young parents as buyers of organic products for babies. In: Mašek Tonković, A. (ed.) *Proceedings of the 5th International Scientific Symposium Economy of Eastern Croatia – Vision and Growth*, 2-4. June 2016, Osijek, Croatia, Faculty of Economics, University of Osijek, pp. 788-798.
24. Petljak, K., **Štulec, I.**, Zrnčević, J. (2015) Delighting customers and beating the competition: Insights into mainstreaming fair trade. In: Knego, N., Renko, S., Knežević, B. (eds.) *Proceedings of the International Scientific Conference „Trade Perspectives 2015: Innovations in Food Retailing“*, 18.-19. November 2015, Zagreb, Croatia, Faculty of Economics and Business Zagreb, pp. 192-201.
25. **Štulec, I.**, Petljak, K. (2013) Primjena alata kvalitete u ocjenjivanju i odabiru dobavljača. In: Knego, N., Renko, S., Knežević, B. (eds.) *Zbornik međunarodne znanstvene konferencije „Perspektive trgovine 2013: Odnosi u lancima opskrbe“*, 20.-21. November 2013, Zagreb, Croatia. Faculty of Economics and Business Zagreb, pp. 179-189.
26. **Štulec, I.**, Baković, T., Hruška, D. (2012) Weather Risk Management in Energy Sector, In: Katalinic, B. (ed.) *Annals of DAAAM for 2012 & Proceedings of the 23rd International DAAAM Symposium*, Vol. 23, No. 1, 22-28. October 2012, Zadar, Croatia. DAAAM International Vienna, Austria, pp. 89-94.
27. Baković, T., **Štulec, I.**, Mirković, J. (2012) Primjena terminske trgovine među hrvatskim poduzećima, In: Katalinić, B. (ed.) *Proceedings of 3rd International Conference "Vallis Aurea" focus on: Regional Development*, 5. October 2012, Požega, Croatia. Polytechnic of Požega, Croatia & DAAAM International Vienna, Austria, pp. 41-49.
28. Rudawska, E., Petljak, K., **Štulec, I.** (2012) Development of group buying in Poland. In: Vranešević, T., Peručić, D., Mandić, M., Hudina, B. (eds.) *Book of Proceedings of 1st International M-Sphere Conference For Multidisciplinarity in Business and Science, Part 2*, University of Dubrovnik, Department of Economics and Business Economics, 4-6. October 2012, Dubrovnik, Croatia, pp. 487-493.
29. **Štulec, I.**, Petljak, K., Vouk, R. (2011) The role of Internet in empowering consumers: the case of group buying, In: Tome, E. (ed.) *Proceedings of MSKE International Conference 2011 - Managing Services in the Knowledge Economy*, 13-15. July 2011, Famalicao, Portugal. Universidade Lusitana de Villa Nova de Famalicao, pp. 730-741.
30. Lazibat, T., **Štulec, I.** (2011) Research on weather risk management among large Croatian companies. In: Afrić Rakitovac, K., Šugar, V., Bevanda, V. (eds.) *Proceedings of the 5th International Scientific Conference „Entrepreneurship and Macroeconomic Management: Reflections on the World in Turmoil“*, Vol. 2, 24-26. March 2011, Pula, Croatia. Juraj Dobrila University of Pula, Department of Economics and Tourism "Dr. Mijo Mirković", pp. 1473-1498.

31. Lazibat, T., **Županić, I.** (2010) Vremenske izvedenice - inovativni proizvod terminskog tržišta. In: Katalinić, B. (ed.) *Proceedings of 2nd International Conference „Vallis Aurea - focus on: Regional Development“*, 3. September 2010, Požega, Croatia. Polytechnic of Požega, Croatia & DAAM International Vienna, Austria, pp. 729-735.

SCIENTIFIC PAPERS IN A2 CATEGORY

a) Book (a2)

32. Lazibat, T., Baković, T., **Štulec, I.** (2017) *Terminska trgovina na robnim burzama*, Zagreb: Faculty of Economics and Business, University of Zagreb

b) Book chapters (a2)

33. Lazibat, T., **Štulec, I.** (2012) Burze, In: Knego, N., Renko, S., Knežević, B. (eds.) *Mijo Mirković: Trgovina i unutrašnja trgovinska politika – pretpisak s komentarima*, Zagreb: Faculty of Economics and Business, University of Zagreb, pp. 303-307.
34. Marković, M., Guszak, I., **Štulec, I.**, Petljak, K. (2012) Specifični oblici trgovanja, In: Knego, N., Renko, S., Knežević, B. (eds.) *Mijo Mirković: Trgovina i unutrašnja trgovinska politika – pretpisak s komentarima*, Zagreb: Faculty of Economics and Business, University of Zagreb, pp. 309-315.
35. Petljak, K., **Štulec, I.**, Renko, S. (2012) Trgovačke marke u zemljama Jugoistočne Europe, In: Knego, N., Renko, S., Knežević, B. (eds.) *Promjene u trgovini na malo u Hrvatskoj*, Zagreb: Faculty of Economics and Business, University of Zagreb, pp. 57-77.
36. Renko, S., **Županić, I.**, Petljak, K. (2010) Trgovačke marke - imperativ svakog trgovca. In: Renko, S., Knežević, B., Vouk, R. (eds.) *Izazovi trgovine u recesiji*, Zagreb: Faculty of Economics and Business, University of Zagreb, pp. 129-143.

c) Article published in Proceedings of domestic scientific conference (a2)

37. Vouk, R., **Županić, I.** (2009) Suvremene tehnike kontrole korištene u povećavanju organizacijske učinkovitosti. In: Bačić, K., Jurčić, Lj., Jurišić, S., Mlinarević, M., Perić, J., Teodorović, I., Vojnić, D. (eds.) *Zbornik radova 17. tradicionalnog savjetovanja Hrvatskog društva ekonomista „Ekonomska politika Hrvatske u 2010“*, 11.-13. November 2009, Opatija, Croatia. Croatian Economic Association, Samobor, pp. 283-302.

PROFFESIONAL PAPERS:

38. Petljak, K., **Štulec, I.** (2017) Crni petak, *Progressive magazin*, Vol. 14, No. 175, pp. 42-44.
39. Petljak, K., **Štulec, I.** (2016) U iščekivanju Božića: Što, kako, kome kupujemo i koliko trošimo?, *Progressive magazin*, Vol. 14, No. 165, pp. 30-34.
40. **Štulec, I.**, Petljak, K. (2015) Blagdanska potrošnja bezalkoholnih pića, *Progressive magazin*, Vol. 12, No. 155, pp. 42-45.
41. **Štulec, I.** (2014) Utjecaj temperature na prodaju osvježavajućih pića: Razumijevanjem utjecaja vremena do uspješne prodaje, *InStore*, No. 31, pp. 63-64.
42. **Štulec, I.** (2014) Utjecaj vremenskih prilika na prodaju: Ako je vrijeme novac, što u slučaju lošeg vremena?, *InStore*, No. 30, pp. 24-25.
43. Petljak, K., **Štulec, I.**, Vukmanov Šimokov, I. (2013) Pravedna trgovina za pravedniji svijet, *Ja trgovac*, Vol. 3, No. 31, pp. 40-42.
44. **Štulec, I.**, Petljak, K. (2012) Development of group buying in Croatia, In: Grupa Naukowa Pro Futuro (eds.) *Ppesczenia materiałów VII. Krakowskiej konferencji młodych uczonych*, 27-29. September 2012., Krakow, Poland. Akademia Górniczo-Hutnicza, pp. 947-957.
45. Petljak, K., **Štulec, I.** (2011) Trgovačke marke: Po principu uloženo-dobiveno, *Ja trgovac*, Vol. 2, No. 14, pp. 26-28.
46. **Štulec, I.**, Petljak, K. (2010) Moć grupne kupovine, *Suvremena trgovina*, Vol. 35, No. 6., pp. 22-25.
47. **Županić, I.** (2009) Prikaz knjige „Weather Risk Management: Markets, products and applications“, *Zbornik Ekonomskog fakulteta u Zagrebu*, Vol. 7, No. 2, pp. 187-191.