

PERSONAL INFORMATION

SCIENTIST NUMBER



Kristina Petljak

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Sex female | Date of birth 17/07/1982 | Nationality Croatian

WORK EXPERIENCE

May 2016 – present

Assistant professor

Faculty of Economics & Business, University of Zagreb, Department of Trade
Trg J. F. Kennedy 6, 10 000 Zagreb

- giving lectures and seminars in *Entrepreneurship, International Business, Retailing Management* and *Consumer Protection* courses at the Faculty of Economics & Business in Zagreb

February 2014 – May 2016

Senior teaching and research assistant

Faculty of Economics & Business, University of Zagreb, Department of Trade
Trg J. F. Kennedy 6, 10 000 Zagreb

- giving lectures and seminars in *Entrepreneurship, Retailing Management* and *Consumer Protection* courses at the Faculty of Economics & Business in Zagreb
- giving seminars in *Wholesale and Retail Business* course of the undergraduate university study programme 'Entrepreneurship Economics'

February 2008 – February 2014

Junior researcher - assistant

Faculty of Economics & Business, University of Zagreb, Department of Trade
Trg J. F. Kennedy 6, 10 000 Zagreb

- giving seminars in *Domestic Trade Business, Trading services, Trade-exercises, Business logistics* and *Wholesale and Retail Business* courses

August 2007 – February 2008

Account assistant

Imago reklamna agencija d.o.o.
Ulica grada Vukovara 271, 10 000 Zagreb

- project manager assistant

EDUCATION

2016-2017

Manager for preparation and implementation of EU projects

- Učilište EU projekti – Adult Education Institute
- Almeria business centre, Ulica grada Vukovara 284, 10 000 Zagreb

2010-2014

Doctor of science (Ph.D.)

- Scientific area of social sciences, Economics, general Economics, Faculty of Economics & Business, University of Zagreb, Doctoral study programme in Business Economics
- Thesis title: *Green Supply Chain Management in Food Retail*

2008-2009

University Specialist in Business Economy

- Scientific area of social sciences, Economics, Trade and Tourism, Faculty of Economics & Business, University of Zagreb, Specialist postgraduate study programme in Business Economics, Trade Management
- Thesis title: *Distribution Channels of Organic Food Products*

2002-2007

Master of Economics, Marketing

- Faculty of Economics & Business, University of Zagreb, University graduate study programme, Marketing

TRAINING

- December 2016, February 2017 **WU Wien (Wirtschaftsuniversität Wien), Vienna, Austria**
 ▪ study residence
- October – December 2015 **University of Kassel, Chair of Supply Chain Management, Kassel, Germany**
 ▪ study residence
- May 2015 **Copenhagen Business School, Department of Operations Management (OM), Kopenhagen, Denmark**
 ▪ study residence
- May 2015 **„Category Management“ workshop, Zagreb, Croatia**
 ▪ organized by Nielsen Europe business consulting group and led by Paris Galanis, Nielsen, Zagreb, Croatia
- July 2014 **University Nova de Lisboa (FCT/UNL), Unit for Research and Development in Mechanical and Industrial Engineering (UNIDEMI), Department of Mechanical and Industrial Engineering, Faculty of Science and Technology, Portugal**
 ▪ Sixth EurOMA Summer School in Supply Chain Sustainability
- April 2014 **University of Oxford, Säid Business School, Oxford Institute for Retail Management, Oxford, UK**
 ▪ Retail Location Analysis Programme
- June 2013 **European Logistics Association (ELA), Schindellegi, Switzerland**
 ▪ „18th ELA Doctorate Workshop 2013“
- July – August 2013 **The Kühne Logistics University (THE KLU), Hamburg, Germany**
Fisher College of Business, Ohio State University, USA
 ▪ International Summer School „Supply Chain and Logistics Management“
- February – July 2012 **University of Szczecin, Faculty of Management and Economics of Services, Szczecin, Poland**
 ▪ study residence
- June – July 2010 **Zaragoza Logistics Center (Massachusetts Institute of Technology-Zaragoza international Logistics Program), Zaragoza, Spain**
University of Bergamo, Bergamo, Italy
 ▪ „PhD Summer Academy 2010“

VISITING LECTURES

- December 2016 **WU Wien (Wirtschaftsuniversität Wien), Vienna, Austria**
 ▪ giving a visiting lecture on 'Omni-channeling in Croatian Retailing'
- October – December 2015 **University of Kassel, Chair of Supply Chain Management, Kassel, Germany**
 ▪ giving a lecture in 'Retail Supply Chain Management' course
- May 2015 **Wirtschaftsuniversität (WU), Vienna, Austria**
 ▪ giving a lecture in 'Retail marketing strategies for CEE' course, CEEPUS scholarship
- May 2015 **Copenhagen Business School, Department of Operations Management (OM), Kopenhagen, Denmark**
 ▪ giving a visiting lecture in 'Consumer Driven Supply Chains' course
- November 2014 **ERASMUS+ 2014/2015 teaching staff mobility, Lappeenranta University of Technology, LUT School of Business, Department of Management and International Business, Lappeenranta, Finland**
 ▪ giving lectures in 'Sustainable Strategy and Business Ethics', 'External Resource Management', 'Assessment of Business relationships and tools of supply management' courses
- September 2014 **University of Bremen, International Graduate School for Dynamics in Logistics, Breme, Germany**
 ▪ giving a visiting lecture on 'Logistics aspects of sustainability in retailing' at the 'Interdisciplinary research colloquium'

PERSONAL SKILLS

Mother tongue

Croatian

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken Interaction	Spoken production	
English	C2	C2	C2	C2	C2
German	C2	B2	C1	C1	B2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills

- excellent communication skills gained through my experience in class, on scientific projects and through domestic and international collaboration
- excellent presentation skills gained through my experience in class and giving presentations on numerous symposiums and conferences home and abroad

Organizational skills

- skilful, systematic, team worker, proactive
- successful in managing projects that involve many participants, managing different project stages and meeting deadlines, organisational and coordinating skills
- mentoring students and managing their business projects, seminar papers, theses and scientific papers

Job-related skills

- 9 years of experience in organizing classes and teaching

Digital competence

- excellent command of Microsoft Office tools
- excellent command of IBM SPSS Statistics analysis software
- excellent command of PLS-SEM data analysis software
- excellent command of ATLAS.ti qualitative data analysis software
- basic knowledge of EViews software

Driving licence

- B

ADDITIONAL INFORMATION

Scientific research projects

- researcher on the 'Implications of the age structure on the retail strategy creation' project funded by the University of Zagreb, project leader: Professor Sanda Renko, PhD (2017-2018)
- researcher on the 'Proactivity in Fostering Environmental Sustainability between Trade and Tourism' project funded by the University of Zagreb, project leader: Professor Sanda Renko, PhD (2016-2017)
- researcher on the 'Evaluating Corporate Social Responsibility (CSR) at the Point of Sale from the New Parents' Perspective' project financed by the Croatian Government and the Federal Government of the Republic of Austria, project leaders: Professor Sanda Renko, PhD and Professor Eva Lienbacher, PhD (2016-2018)
- researcher on the 'Fostering HKO in Higher Education Institutions in the Field of Economics – ECONQUAL' project financed by the European Social Fund (2016)
- researcher on the 'Proactivity in Fostering Environmental Sustainability between Trade and Tourism' project funded by the University of Zagreb, project leader: Professor Sanda Renko, PhD (2015-2016)
- researcher on the 'Distribution Channel Modelling for Organic Food and Consumer Protection in Croatia' project funded by the Ministry of Science, Education and Sports, project leader: Professor Vesna Brčić Stipčević, PhD (2008-2013)
- external researcher on the FP7 research project 'FOCUS-BALCANS, Food Consumer Science in the Balkans: Frameworks, Protocols and Networks for a Better Knowledge of Food Behaviours' financed by the European Commission, project leader: Professor Sanda Renko, PhD (2009)

Expert projects

- FMCG+club. Project leader.
- 'Senior Citizen Education on Consumer Protection and Consumer Rights', project of the University of Dubrovnik. Project associate.
- CatMan. Project associate.
- PHARE 2005 twinning project 'Market Surveillance System in the Field of Technical Products'. Project associate.
- CARDS 2004 twinning project 'Further Capacity Building in the Area of Consumer Protection', project of the Croatian Ministry of Economy, Labour and Entrepreneurship. Project associate on implementing consumer informing campaign.

Participation in scientific conferences

- Colloquium on European Research in Retailing, 2-4 June 2016, Toulouse Business School, Toulouse, France
- 5th International scientific symposium „Economy of Eastern Croatia – vision and growth“, 2-4 June 2016, Faculty of Economics & Business Osijek, Osijek, Croatia
- Higher Education Institutions Conference 2016 „Innovation for Competitiveness in Higher Education“, 12-13 May 2016, Split, Croatia
- 9th International Conference on Social Science, 8-9 April 2016, Dubrovnik, Croatia
- 6th IASTEM International Conference, 29 November 2015, Berlin, Germany
- Oxford Retail Futures Conference: Innovation in Retail and Distribution, 8-9 December 2014, Saïd Business School, University of Oxford, UK
- 10th European Research Seminar, Copenhagen Business School, 23-24 April 2015, Copenhagen, Denmark
- „25th DAAAM International Symposium“, Austrian Society of Engineers and Architects, 26-29 November 2014, Vienna, Austria
- „1st International Scientific Conference „Logistics, Operational Management and Informatics – Lomi 2014“, 10 October 2014, LOMI Polytechnic Hrvatsko zagorje Krapina, University of Maribor – Faculty of Logistics, Faculty of Technical Sciences Novi Sad, Croatian Supply Chain Association; Krapina, Croatia
- Colloquium on European Research in Retailing 2014 - CERR 2014, 25-27 September 2014, University of Bremen, Department of Logistics, Bremen, Germany
- International Conference on Industrial Logistics ICIL 2014, 11-13 June 2014, Faculty of Mechanical Engineering and Naval Architecture; International Centre for Innovation and Industrial Logistics, Zagreb, Croatia
- 2014 Shopper Marketing: in-store, on-line, social and mobile conference, 8-10 May 2014, Stockholm School of Economics (SSE), Stockholm, Sweden
- „Trgovina-teorija i praksa u Hrvatskoj i Srbiji“, 11 April 2014, Faculty of Economics & Business Belgrade, Belgrade, Serbia
- „3rd International Conference on Human & Social Sciences“, MCSER - Mediterranean Center for Social and Educational Research, 20-22. September 2013, Rim, Italy
- 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
- „1st M-Sphere Conference for Multidisciplinarity in Science and Business“, Sveučilište u Dubrovniku, Odjel za ekonomiju i poslovnu ekonomiju, 4-6 October 2012, Dubrovnik, Croatia
- International scientific conference „Perspektive trgovine 2012: Trgovina u kontekstu održivog razvoja“, Faculty of Economics & Business Zagreb, 21-22 November 2012, Zagreb, Croatia
- XV Jubileuszowa konferencja Katedry Marketingu „Zachowania konsumenckie. Między przeszłością a przyszłością“, Wydział Nauk Ekonomicznych i Zarządzania, Uniwersytet Szczeciński, Katedra Marketingu, 14-15 May 2012, Międzyzdroje, Poland
- International scientific conference „Trgovina kao pokretač razvoja Srednje i Jugoistočne Europe“, Faculty of Economics & Business Zagreb, 16 November 2011, Zagreb, Croatia
- XI. znanstveni skup s međunarodnim sudjelovanjem „Poslovna logistika u suvremenom menadžmentu“, Faculty of Economics & Business Osijek, 20 October 2011, Osijek, Croatia
- MSKE International Conference 2011: „Managing Services in the Knowledge Economy“, Universidade Lusíada de Villa Nova de Famalicão, 13-15 July 2011, Famalicao, Portugal
- 5th International Scientific Conference „Entrepreneurship and Macroeconomic Management: Reflections on the World in Turmoil“, Sveučilište Jurja Dobrića u Puli, Odjel za ekonomiju i turizam „Dr. Mijo Mirković“, 24-26 March 2011, Pula, Croatia
- znanstveno-stručni skup „Izazovi trgovine u recesiji“, Faculty of Economics & Business Zagreb, 24 November 2010, Zagreb, Croatia
- 2nd International Conference „Vallis Aurea - focus on: Regional Development“, Polytechnic of Požega, Croatia & DAAAM International Vienna, Austria, 3 September, Požega, 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
- IX. International scientific conference „Poslovna logistika u suvremenom menadžmentu“, Faculty of Economics & Business Osijek, 12 November 2009, Osijek, Croatia
- XXI. kongres CROMAR-a „Marketing – a factor of sustainable development“, Faculty of Economics & Business Osijek, 8-10 October 2009, Osijek, Croatia
- 1. international conference „EuroMed Conference - European and Mediterranean Trends And Challenges in the 21st Century“, EuroMed Research Business Institute, 17-18 November 2008, Marseille, France

Participation in professional conferences

- 13. Progressive konferencija; više kanala prodaje = formula rasta, 3rd May 2016, Zagreb
- „Strategija jedinstvenog digitalnog tržišta za Europu“, 8th June 2015, Zagreb
- „Trgovina-teorija i praksa u Hrvatskoj i Srbiji“, Faculty of Economics & Business Belgrade, 11th April 2014, Belgrade, Serbia
- Polski kongres logistyczny, logistics 2012, sustainable logistics (people-environment-economy), 18th May 2012, Poznan, Poland
- Conference „Supply Chain Management Arena“ 2012., 1st February 2012, Zagreb
- 8th Progressive magazine conference, 4th November 2011, Marija Bistrica
- 7th Progressive magazine conference, 23th September 2010, Zagreb
- ISO nacionalna radionica o društvenoj odgovornosti, Hrvatski zavod za norme, 3rd Spetember 2010, Zagreb
- 5. hrvatski maloprodajni forum „Recesija – implikacije na promjene u maloprodaji i u navikama kupaca“, 18th November 2009, Zagreb
- Uloga i značaj Supply Chain Managementa za razvoj kompanije, Cotrugli Business School, 15th Spetembe 2009, Zagreb
- seminar „Distribution and logistics management“ on ZŠEM, voditelj: prof. dr. sc. Paul R. Murphy, 22nd May 2009, Zagreb
- 6th Progressive magazine conference „Hrvatska trgovina u recesiji“, 19th May 2009, Zagreb
- International conference about consumer protection n Croatia, Friedrich Ebert Stiftung, 10th March 2009, Zagreb
- „Maloprodajni forum 2008. – Novi trendovi u maloprodaji“, Internacionalni centar za profesionalnu edukaciju – ICPE, 16th November 2008, Zagreb

Honours and awards

- **AMAC-UK 2015 (United Kingdom Association of Alumni and Friends of Croatian Universities) for the „Oxford-Zagreb REtail-CONNECTION 2015“ project**
- **mentoring the Rector's Award winning student work 'Analysis of Structure and Spatial Distribution of Retail Capacities in Downtown Zagreb' for academic year 2014/2015**
- **mentoring the Dean's Award winning student work 'Business Performance of Selected Food Retailers', one of top five thesis papers for academic year 2013/2014**

Memberships

- Vice President of the Croatian Association for Consumer Protection
- member of Croatian Agricultural Agency Council for Implementation of the Procedures for using the symbol Eggs of Croatian farms
- member of International Chamber of Commerce (ICC), Commission on Environment and Energy, Commission on Trade and Investment Policy
- expert associate for the National Centre for External Evaluation of Education (NCVVO)
- member of accreditation team of Faculty of Economics in Zagreb (AACSB accreditation)
- member of Zagreb Metropolitan Rotary Club
- European Association for Education and Research in Commercial Distribution (EAERCD)
- European Operations Management Association (EurOMA)
- The Nordic Logistics Research Network (NOFOMA)
- Council of Supply Chain Management Professionals (CSCMP)
- Institute for Supply Management (ISM)
- Croatian Economic Association (HDE)

Research interests

- green supply chain management
- retail supply chain management
- retail management
- organic agriculture
- fair trade
- corporate social responsibility
- higher education

LIST OF SCIENTIFIC AND PROFESSIONAL PAPERS

Scientific papers published in journals with an international editorial board and foreign reviewers, cited in the relevant bibliographic databases (A1)

1. Stulec, I., **Petljak, K.**, Rakaric, J. (2017) Utjecaj demografskih karakteristika potrošača na proces donošenja odluke o kupovini, *Ekonomski misao i praksa*, Vol. 12, No. 1, pp. 381-404.
2. Dropuljić, B., Dodig, I., **Petljak, K.** (2017) Struktura i prostorni raspored maloprodajnih kapaciteta u centru grada Zagreba, *Ekonomski pregled*, Vol. 68, No. 2, pp. 190-219.
3. Stulec, I., **Petljak, K.**, Bakovic, T. (2016) Effectiveness of weather derivatives as a hedge against weather risk in agriculture, *Agricultural Economics – Czech*, Vol. 62, No. 8, pp. 356-362.
4. **Petljak, K.**, Renko, S., Rasic, S. (2016) Greening transport activities in the food retail supply chain, *International Journal of Logistics Systems and Management*, Vol. 25, No. 1, pp. 129-143.
5. Rudawska, E., **Petljak, K.**, Stulec, 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.
6. **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.
7. Štulec, I., **Petljak, K.** (2014) 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.
8. Brčić-Stipčević, V., **Petljak, K.**, Guszak, I. (2013) Organic Food Consumers Purchase Patterns – Insights from Croatian Market, *Mediterranean Journal of Social Sciences*, Vol. 4, No. 11, pp. 472-480.
9. Stulec, 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.
10. **Petljak, K.** (2013) Distribution channels of organic food in the Republic of Croatia, *Poslovna izvrsnost - Business Excellence*, Vol. 7, No. 1, pp. 73-97.
11. Brčić-Stipčević, V., **Petljak, K.** (2012) An empirical analysis of consumer awareness and trust in organic food legislation in Croatia, *LogForum*, Vol. 8, No. 3, pp. 247-256.
12. **Petljak, K.** (2011) Pregled razvoja i obilježja ekološke poljoprivrede u Republici Hrvatskoj, *Ekonomski vjesnik*, Vol. 24, No. 2, pp. 382-396.
13. Brčić-Stipčević, V., **Petljak, K.** (2011) Research on organic food purchase in Croatia, *Tržište*, Vol. 23, No. 2, pp. 189-207.
14. **Petljak, K.** (2010) Istraživanje kategorije ekoloških prehrambenih proizvoda među vodećim trgovcima hranom u Republici Hrvatskoj, *Tržište*, Vol. 22, No. 1, pp. 93-112.
15. **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.
16. Brčić-Stipčević, V., Guszak, I., **Petljak, K.** (2010) Towards a framework for identifying 'food deserts' in Croatia, *International Journal of Management Cases*, Special Issue: 7th CIRCLE Conference, Vol. 12, No. 2, pp. 187-199.
17. 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.

Scientific paper published in the Proceedings of the international conference (with an international editorial board and foreign reviewers), cited in the relevant bibliographic databases (A1)

18. Brčić-Stipčević, V., **Petljak, K.**, Guszak, I. (2011) Empirical research of attitudes towards organic food among Croatian consumers. 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, Sveučilište Jurja Dobrile u Puli, Odjel za ekonomiju i turizam „Dr. Mijo Mirković“, pp. 1376-1405.

Scientific papers published in internationally recognized journals and publications with an international editorial board and foreign reviewers

19. Knego, N., **Petljak, K.**, Vouk, R. (2014) Location and layout as sources of competitive advantage of small retailers, *Economy & Business*, 8, pp. 267-281.

Scientific papers published in the Proceedings of the international symposium (A2)

20. Štulec, I., **Petljak, K.**, Kukor, A. (2016) The Role of Store Layout and Visual Merchandising in Food Retailing. U: Singh, A. (ed.) Proceedings of the 9th International Conference on Social Sciences, 8-9 April 2016, Dubrovnik, Croatia, European Center for Science Education and Research, pp. 250-264.
21. **Petljak, K.**, Renko, S. (2015) Financial sustainability of retailers' environmentally responsible activities involved in the supply of tourism industry. U: IASTEM (eds.) Proceedings of IASTEM International Conference, 29 November 2015, Berlin, Germany, pp. 181-184.
22. **Petljak, K.**, Štulec, I., Zmčević, J. (2015) Delighting customers and beating the competition: Insights into mainstreaming fair trade. U: 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 & Business Zagreb, pp. 192-201.

23. Vojvodić, K., **Petljak, K.**, Butigan, N. (2015) Identifying food retail mix adjustments to elderly consumers in Croatia. U: 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 & Business Zagreb, pp. 69-77.
24. **Petljak, K.**, Renko, S., Rašić, S. (2014) Greening Transport Activities in the Food Retail Supply Chain. U: Đukić, G. (ed.) International Conference on Industrial Logistics, ICIL 2014 Conference Proceedings, 11-13 June 2014, Bol, Croatia, pp. 216-224.
25. Renko, S., Guszak, I., **Petljak, K.** (2013) Recognition of reverse logistics capabilities for retailers. U: Pawar, K.S., Rogers, H. (eds.) Proceedings of the 18th International Symposium on Logistics (ISL 2013) „Resilient Supply Chains in an Uncertain Environment“, Nottingham University Business School, 7-10 July 2013, Vienna, Austria, pp. 571-578.
26. Štulec, I., **Petljak, K.** (2013) Primjena alata kvalitete u ocjenjivanju i odabiru dobavljača. U: Knego, N., Renko, S., Knežević, B. (ed.) Zbornik međunarodne znanstvene konferencije „Perspektive trgovine 2013: Odnosi u lancima opskrbe“, 20-21 November 2013, Zagreb, Croatia, Faculty of Economics & Business Zagreb, pp. 179-189.
27. Rudawska, E., **Petljak, K.**, Štulec, I. (2012) Development of group buying in Poland, U: Vranešević, T., Peručić, D., Mandić, M., Hudina, B. (ed.) Book of Proceedings of 1st International M-Sphere Conference For Multidisciplinarity in Business and Science, part 2, 4-6 June 2012, Dubrovnik, Hrvatska, Accent, pp. 487-493.
28. Štulec, I., **Petljak, K.**, Vouk, R. (2011) The role of Internet in empowering consumers: the case of group buying, U: Tome, E. (ed.) Proceedings of MSKE International Conference 2011 - Managing Services in the Knowledge Economy, 13-15 July 2011, Famalicao, Portugal, Universidade Lusíada de Villa Nova de Famalicao, pp. 730-741.
29. Brčić-Stipčević, V., **Petljak, K.**, Guszak, I. (2010) Što utječe na kupovinu ekoloških prehrambenih proizvoda?. U: 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 Beč, Austrija, pp. 0149-0155.
30. Brčić-Stipčević, V., Renko, S., **Petljak, K.** (2008) The consumer protection in Croatia: benefits and limitations, U: Proceedings of 1st Annual EuroMed Conference „European and Mediterranean Trends And Challenges in the 21st Century“, EuroMed Research Business Institute, 17-18 November 2008, Marseille, Francuska, pp. 519-536.
31. Brčić-Stipčević, V., Guszak, I., **Petljak, K.** (2008) How Croatian Local Governments Protect Consumers from themselves, U: Proceedings of 1st Annual EuroMed Conference „European and Mediterranean Trends And Challenges in the 21st Century“, EuroMed Research Business Institute, 17-18 November 2008, Marseille, pp. 103-125.

Scientific papers published in the Proceedings of the national symposium (A2)

32. Brčić-Stipčević, V., **Petljak, K.**, Guszak, I. (2011) Kanali distribucije i obilježja tržišta ekoloških prehrambenih proizvoda. U: Segetlija, Z., Karić, M., Barković, D., Runzheimer, B., Laroque, C., Ljubić, F., Lamza-Maronić, M., Mulej, M., Novak, N., Potočan, V., Turkalj, Ž. (ed.) Zbornik radova 11. znanstvenog skupa s međunarodnim sudjelovanjem „Poslovna logistika u suvremenom menadžmentu“, Faculty of Economics & Business Osijek, 20 October 2011, Osijek, Croatia, pp. 111-125.
33. Renko, S., Fičko, D., **Petljak, K.** (2009) Novi logistički trendovi kao potpora maloprodaji. U: Segetlija, Z., Karić, M., Barković, D., Runzheimer, B., Kliewer, N., Lamza-Maronić, M., Mulej, M., Novak, N., Potočan, V., Turkalj, Ž. (ed.) Zbornik radova 9. međunarodnog znanstvenog skupa s međunarodnim sudjelovanjem „Poslovna logistika u suvremenom menadžmentu“, Faculty of Economics & Business Osijek, 12 November 2009, Osijek, Croatia, pp. 155-170.

Book chapters (A2)

34. Rudawska, E., **Petljak, K.** (2014) Charakterystyka zachowań klientów serwisów zakupów grupowych w Polsce, IN: Czubała, A., Hadrian, P., Wiktor, J.W. (eds.) Marketing w 25-lecie gospodarki rynkowej w Polsce, Warszawa: Polskie Wydawnictwo Ekonomiczne, pp. 564-573.
35. Marković, M., Guszak, I., Štulec, I., **Petljak, K.** (2012) Specifični oblici trgovanja, IN: Knego, N., Renko, S., Knežević, B. (ed.) Mijo Mirković: Trgovina i unutrašnja trgovinska politika – pretpisak s komentarima, Zagreb: Faculty of Economics & Business Zagreb, pp. 309-315.
36. **Petljak, K.**, Štulec, I., Renko, S. (2012) Trgovačke marke u zemljama Jugoistočne Europe, IN: Knego, N., Renko, S., Knežević, B. (ed.) Promjene u trgovini na malo u Hrvatskoj, Zagreb: Faculty of Economics & Business Zagreb, pp. 57-77.
37. Renko, S., Županić, I., **Petljak, K.** (2010) Trgovačke marke - imperativ svakog trgovca. U: Renko, S., Knežević, B., Vouk, R. (ed.) Izazovi trgovine u recesiji, Zagreb: Faculty of Economics & Business Zagreb, pp. 129-143.
38. Brčić-Stipčević, V., **Petljak, K.**, Guszak, I. (2010) Reakcije svjetskih i hrvatskih maloprodavača na recesiju. U: Renko, S., Knežević, B., Vouk, R. (ed.) Izazovi trgovine u recesiji, Zagreb, Faculty of Economics & Business Zagreb, pp. 71-92.

Teaching materials

39. Renko, S., Guszak, I., **Petljak, K.** (2012) Teaching materials for the course „Business Logistics“: tasks and instructions, pp. 1-32.
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