




PERSONAL INFORMATION

**Sanda Renko**



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Sex Female | Date of birth 01/07/1967 | Nationality Croat

CURRENT POSITION

**Professor at Department of Trade**

WORK EXPERIENCE

- 2014-present **Professor at Department of Trade**  
 Faculty of Economics & Business, University of Zagreb, Department of Trade  
 J. F. Kennedy 6, 10 000 Zagreb

  - co-ordinator and teacher in *Wholesale and retail business, Business Logistics, Trade Services, Fashion Retailing, Trade Business* courses at the Faculty of Economics & Business in Zagreb
- 2010-2013 **Associate Professor at Department of Trade**  
 Faculty of Economics & Business, University of Zagreb, Department of Trade  
 J. F. Kennedy 6, 10 000 Zagreb

  - co-ordinator and teacher in *Wholesale and retail business, Business Logistics, Trade Services, Fashion Retailing, Trade Business* courses at the Faculty of Economics & Business in Zagreb
- 2005-2009 **Assistant Professor at Department of Trade**  
 Faculty of Economics & Business, University of Zagreb, Department of Trade  
 J. F. Kennedy 6, 10 000 Zagreb

  - co-ordinator and teacher in *Wholesale and retail business, Business Logistics, Trade Services, Fashion Retailing, Trade Business* courses at the Faculty of Economics & Business in Zagreb
- 2001-2005 **Assistant at Department of Trade**  
 Faculty of Economics & Business, University of Zagreb, Department of Trade  
 J. F. Kennedy 6, 10 000 Zagreb

  - teacher in *Wholesale and retail business, Business Logistics, Trade Business* courses at the Faculty of Economics & Business in Zagreb

EDUCATION

- 2004 **Doctor of science (Ph.D.)**  
 Faculty of Economics & Business, University of Zagreb, Doctoral study programme in Business Economics

  - Scientific area of social sciences, Economics, general Economics, Faculty of Economics & Business, University of Zagreb, Doctoral study programme in Business Economics
  - Thesis title: *The implementation of the multi-attribute store choice models in making competitive retail strategy in the Republic of Croatia*
- 1996-1998 **Master of Science degree**

Faculty of Economics & Business, University of Zagreb, Scientific postgraduate study programme in Business Economics “ Marketing theory and policy”

- Scientific area of social sciences, Economics, Marketing, Faculty of Economics & Business, University of Zagreb, Scientific postgraduate study programme in Business Economics, Marketing theory and policy
- Thesis title: *The role of benchmarking in making business activities*

1986-1991 **Bachelor degree, Trade**

Faculty of Economics, University of Split

- University graduate study programme, Trade

TRAINING

- 2005 International Course in Staff Development, study residence, Leeds Metropolitan University
- 2003 Workshop for pedagogic skills improvements, Varaždin
- 2002 Manchester Metropolitan University, study residence,

PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Replace with name of language certificate. Enter level if known.					
Spanish	B2	B2	A2	A2	B2
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

- 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

Organisational / managerial 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

- many years of experience in organizing classes and teaching

Other skills

- excellent command of Microsoft Office tools
- excellent command of IBM SPSS Statistics analysis software

ADDITIONAL INFORMATION

- Invited lectures**
- 2017, 9th International Conference “Management of Technology – Step to Sustainable Production” (MOTSP 2017), Dubrovnik, Croatia, lecture on „ Logistics as a Link for Sustainability and the Circular Economy“
  - 2016, WU Wien (Wirtschaftsuniversität Wien), Beč, Austrija, lecture on „Omni-channeling in Croatian Retailing“
  - 2016, IASTEM International Conference, IASTEM, Barcelona, Spain, lecture on „Human Resource Management in Retailing“
  - 2015, IASTEM International Conference, IASTEM, Amsterdam, Netherlands, lecture on „Environment, Tourism and Trade“
- Projects**
- 2017. Scientific Research Project “Changes in ageing structure and their implications on the retailing strategy” funded by the University of Zagreb, co-ordinator
  - 2015.-2017. the international scientific research project “Sustainable marketing concept and its implementation in selected European markets - identification of international differences” funded by the National Science Centre Poland, Harmonia Funding, registration no. 2014/14/M/HS4/00891 (co-ordinator: Professor Edyta Rudawska), main researcher
  - 2015 –2017. the international bilateral scientific Project between the Republic of Croatia and the Republic of Austria “Evaluating Corporate Social Responsibility (CSR) at the Point of Sale From the New Parents Perspective”, co-ordinator
  - 2015 – 2017. Scientific Research Project "Proactivity in fostering environmental sustainability between trade and tourism" funded by the University of Zagreb", co-ordinator
  - 2014.- the project “Potentials and obstacles for social supermarkets development in The Central and East Europe” funded by the Croatian Science Foundation (co-ordinator: Professor Blaženka Knežević), researcher
  - 2011- the international scientific research project European Commission FP7 FOCUS: „Food Consumer Science: Theories, Methods and Application to the Western Balkans“, co-ordinator
  - 2011.-2013. the international scientific research project Ministry of science, education, and sport of the Republic of Croatia: „Marketinški sustav konkurentske prednosti ponude ekoloških proizvoda u RH“ (067-0672345-2286) the part of scientific research programme *Model konkurentske prednosti ponude ekoloških proizvoda ulaskom Hrvatske u EU* (0672345), co-ordinator
  - 2007.-2011. international scientific research project Ministry of science, education, and sport of the Republic of Croatia: „Marketinški sustav konkurentske prednosti ponude ekoloških proizvoda u RH“ (067-0672345-2286) the part of scientific research programme *Model konkurentske prednosti ponude ekoloških proizvoda ulaskom Hrvatske u EU* (0672345) (co-ordinator: Professor Vesna Brčić Stipčević), researcher
  - 2007.-2011. the international scientific research project European Commission FP7 FOCUS: „Food Consumer Science: Theories, Methods and Application to the Western Balkans“, researcher
  - 2007.-2011. the international scientific research project Ministry of science, education, and sport of the Republic of Croatia: „Razvoj suvremenih prodajno-distribucijskih sustava u hrvatskim poduzećima“ (067-0000000-2493) (co-ordinators: Professor Marija Tomašević.Lišanin), researcher
  - 2002.-2005 the international scientific research project Ministry of science, education, and sport of the Republic of Croatia: „Modeliranje razvoja maloprodajne mreže u Republici Hrvatskoj“ (0067025) (co-ordinator: Professor Vesna Brčić Stipčević), researcher
  - 2001.-2002. the international scientific research project „The Emerging Market of the Balkans and Blacksea Region: An International Business Education and Export Development Project“ (co-ordinator: Professor Clifford Shultz), researcher
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- Honours and awards**
- 2015 Emerald Literati Network Award for Excellence
  - 2006. Award „Mijo Mirković“ for the scientific paper „Creating of Dynamic Store Choice Model“ (Faculty of Economics & Business Zagreb)
- Public and university services**
- 2010.- 2018. member of the Board of the Faculty of Economics and Business, University of Zagreb
  - 2010.-2012. member of the Postgraduate study Board of the Faculty of Economics and Business, University of Zagreb,
  - 2010.- member of the Trade Department, Graduate study Board Faculty of Economics and Business, University of Zagreb,
  - 2006. - 2008. member of the expert team for the evaluation of books at the Ministry of science, education, and sport of the Republic of Croatia

- 2004.-2006. member of the Board of the Faculty of Economics and Business, University of Zagreb

Memberships in professional association or bodies

- Macromarketing Society, Emerald Literature Club

Journal editor roles  
(editor in chief, associate editor, guest editor, editorial board etc.)

- American Journal of Industrial and Business Management, editorial board
- British Food Journal, editorial board
- 2011., 2018., British Food Journal, guest editor
- Economics World, editorial board
- Journal of Food Products Marketing, editorial board
- 2010., Journal of Food Products Marketing, editorial board
- Journal of Sales, Retailing and Marketing, editorial board
- 2010.-2013. International Journal of Sales, Retailing and Marketing, editor
- Poslovna izvrsnost: Business Excellence, editorial board
- Research Journal of Economics, editorial board
- International Journal of Management Cases, editorial board
- Contemporary Economics, editorial board
- Journal of Economics and Management, editorial board
- International Journal of Academic Research in Management and Business, editorial board
- 2008., World Journal of Retail Business Management, guest editor
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Reviewer  
(journals, proceedings etc.)

- 2001.- today , Ekonomski pregled ,
- Zbornik Ekonomskog fakulteta u Zagrebu,
- Ekonomska misao i praksa ,
- Poslovna izvrsnost: Business Excellence,
- EuroMed Journal of Business,
- International Journal of Retail and Distribution Management,
- Tržište, Journal of Small Business Management,
- British Food Journal
- Journal of Food Products Marketing
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Prominent conferences  
(program, organizing, scientific etc. committees)

- 2016, 37th IASTEM International Conference, IASTEM, Barcelona, Spain, chair
- 2016, 13 International Conference on Industrial Logistics (ICIL), AGH University of Science and Technology, Poland& International Centre for Innovation and Industrial Logistics, Zakopane, Poland , programme committee member
- 2016, 8th International Scientific Conference Management of Technology: Step to Sustainable production, Faculty of Mechanical Engineering and Naval Architecture, Croatia, organizing committee member
- 2016, 3rd Sport Tourism Conference – STC'16: Red, Green and Blue, Faculty of Economics and Business, University of Zagreb, organizing committee member
- 2015, IASTEM International Conference, IASTEM, Amsterdam, Netherlands, chair
- 2015, Trade Perspectives 2015: Innovations in Food Retailing, Faculty of Economics and Business, University of Zagreb, chair, organizing committee member
- 2015, 7th International Scientific Conference Management of Technology: Step to Sustainable Production , Faculty of Mechanical Engineering and Naval Architecture, Croatia, Brela, Croatia, organizing committee member
- 2014, Trade Perspectives 2014: People, Technology, Knowledge. Faculty of Economics and Business, University of Zagreb, chair, organizing committee member
- 2014, International Conference on Industrial Logistics, ICIL 2014, Faculty of Mechanical Engineering and Naval Architecture, Croatia, Bol, Croatia, programme committee member
- 2013, 37th Annual Macromarketing Conference „Sustainable Development of Markets and Marketing Systems in a Globalized World“, Berlin, Germany, programme committee member
- 2013, Trade Perspectives 2013: Supply Chain Relationships. Faculty of Economics and Business, University of Zagreb, chair, organizing committee member
- 2013, Czas jako wyznacznik zachowan konsumenckich (Time as a determiner of Consumer Behaviour), Katedra Marketingu, Wydział Nauk Ekonomicznych i Zarzadzania, Uniwersytet Szczeciński, Poland, chair, organizing committee member

- 2012, Trade Perspectives 2012: Trade in the Context of Sustainable Development, Faculty of Economics and Business, University of Zagreb, chair, organizing committee member
- 2012, International Conference on Industrial Logistics (ICIL), Faculty of Mechanical Engineering and Naval Architecture, Croatia, Zadar, programme committee member
- 2011, Trgovina kao pokretač razvoja srenje i jugoistočne Europe. Znanstveni skup s međunarodnim djelovanjem, Faculty of Economics and Business, University of Zagreb, chair, organizing committee member
- 2011, 8th CIRCLE International Conference for Marketing, Finance, Consumer Behaviour, Tourism and Retailing Research, Dubrovnik, Croatia, programme committee member

## Researcher's profiles

ORCID: <https://orcid.org/0000-0002-9529-7534>Google Scholar: <https://scholar.google.com/citations?user=df-W6zsAAAAJ&hl=en>Popis radova: <https://bib.irb.hr/lista-radova?autor=246584>

## SELECTED BIBLIOGRAPHY

- **Renko, S.**, Petljak, K. (2018) The secrets of the longevity of informal retail markets in Croatia. *British Food Journal*, Vol.120, No. 2, pp. 325-339.
- 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.
- 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.
- **Renko, S.**, Bučar, K. (2014) Sensing nostalgia through traditional food: an insight from Croatia, *British Food Journal*, Vol.116, No.11, pp. 1672-1691.
- **Renko, S.**, Druzijanic, M. (2014) Perceived usefulness of innovative technology in retailing: Consumers' and retailers' point of view, *Journal of Retailing and Consumer Services*, Vol.21, No.5, pp. 667-888.
- Knežević, B., **Renko, S.**, Pejić Bach, M. (2011), Web as a customer communication channel in the confectionery industry in South Eastern European countries, *The British Food Journal*, Vol. 113, No. 1, pp. 17-36.
- **Renko, S.**, Fičko, D. (2010) New logistics technologies in improving customer value in retailing service, *Journal of Retailing and Consumer Services*, Vol. 17, No. 3, str. 216-223.
- **Renko, S.**, Renko, N., Polonijo, T. (2010) Understanding the role of food in rural tourism development in recovering economy, *Journal of Food Products Marketing*, Vol.16, No.3, pp. 309-324.
- Shultz, C., **Renko, S.**, Brčić-Stipčević, V. (2010) Grocery Store – Attributes in in Recovering Economies: An Empirical Investigation of Their Importance, Using Three Component Contour Plotting, *Journal of International Food & Agribusiness Marketing*, Vol.22, No.1-2, pp. 37-51.
- **Renko, S.**, Rakuljić, M. (2010) Managing B2B relationships in the Croatian pharmaceutical industry, *World Review of Entrepreneurship, Management and Sustainable Development*, Vol. 6, No. 4, pp. 318-335.
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