



FEB NEWS

November 2015.

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Sveučilište u Zagrebu
Ekonomski fakultet



FACULTY OF ECONOMICS AND BUSINESS CELEBRATES 95TH ANNIVERSARY

Faculty of Economics and Business, University of Zagreb, marks its 95th anniversary. The Faculty is renowned for its long academic and research tradition and the constant innovation of the teaching and research processes. It is the leading and oldest institution of higher education in the field of economics and business in this part of Europe.

The marking of the anniversary is planned to take a whole month. Between 16th November and 17th December 2015 a series of scientific and professional

events will take place at the Faculty. Lectures, panel discussions, conferences, round tables and other professional and social events are being organised by all Faculty departments.

The main ceremony was held on 1st December 2015 in the Congress Hall.

Reports about the activities marking the 95th anniversary of the Faculty will be released in a special issue of the Newsletter in late December.

NEWS



HUGE INTEREST AND SPLENDID ATMOSPHERE MARKED CEO ZAGREB CONFERENCE



Excellent speakers, fascinating life stories, and the packed FEB conference hall marked the CEO (Career Opportunities and Entrepreneurship) conference which took place at the Faculty of Economics and Business, University of Zagreb, on 7th November 2015. The conference was organized in collaboration with the Faculty of Economics in Sarajevo and brought together more than 600 participants.

The conference aimed to encourage conference participants, to support them in achieving their personal and business plans despite the many obstacles they face every day. How to deal with ups and downs? How to achieve the intended objective and uncover new opportunities? The participants came together to hear inspirational, motivational, and emotional stories of many remarkable speakers: Vedran Antoljak (Sense Consulting, principal partner), Miljenko Vaić (Nestle, Country Manager for Croatia, Slovenia, Bosnia and Herzegovina), Ida Pandur (Entourage, CEO), Luka Abrus (Five, CEO), Branka Slaveski (Heineken Croatia,

Chairman of the Board), Kresimir Dvorski (Nextbike, Director), Ivana Brezan Brkan (Drupal & Meme Media) and Fani Stipković (journalist).

The conference was opened by Fran Ridjan, who gave a splendid talk. The atmosphere at the opening was then warmed up by the first surprise guest, Mladen Bodalec. At the end of the conference, the audience was

The speakers did not hide their enthusiasm:

"600 participants on a Saturday morning clearly shows that this is a spectacular event. Bravo CEO team! It was an honor and a privilege to be with you today. Thank you to all the participants and organizers." (Vedran Antoljak)

"Definitely the strongest student event of the year! Compliments to the organizers." (Krešimir Dvorski)

"Thanks to CEO Conference and to all students present in the Congress Hall of the Faculty of Economics and Business. It was a great pleasure to be one of the speakers, and hang out with you. A very emotional and exciting day!" (Fani Stipković)

delighted with the last speaker and surprise guest, singer Miroslav Škoro.

"We wanted to offer students first-hand experience and practical examples to prove that the ups and downs are an integral element of success. Thanks to casual atmosphere, surprises, emotional moments, and humor the speakers were able to reach young people in a different way and keep their attention throughout the conference. More than 1,200 registered students from

all faculties of the University of Zagreb, other public and private institutions of higher education in Zagreb, as well as other universities and organizations in Croatia, exceed our expectations," said Suzana Karabaić, CEO team coordinator at the Faculty of Economics and Business, University of Zagreb.

Some students' opinions about CEO conference:

"Telling us their success stories the speakers tried to ignite a spark in our hearts and they succeeded. I enjoyed this positive atmosphere and it was worth spending this Saturday at the Faculty. I really needed this dose of motivation! " (Antonija, 2nd year FEB)

"Excellent speakers, immaculate organization, fascinating life stories, surprises, emotions, humor – the CEO Conference was all of this. We were kept totally focused from the beginning to the very end of the program and we will, I believe, talk about it for weeks to come. This Saturday was a really valuable experience. "(Agneza, 3rd year FEB)"

„And I have nothing else to say except that today was fantastic! Some stories were really impressive. Good presenters were chosen. "(Luka, 4th FEB)

"CEO Conference delighted me! I liked the atmosphere in the hall because they all really listened to all the presenters and asked questions. I think this is the best conference that I've ever been to." (Ivana, 3rd year FEB)

"The interesting and inspiring speakers met all my expectations and gave me an incentive for investing further efforts into my education." (Kristina, 4th FEB).



PROF. BLAŽENKA KNEŽEVIĆ SCIENTIFIC PAPER BEST AT ABSRC 2015



Assoc. Prof. Blaženka Knežević, Ph.D. from the Faculty of Economics and Business, University of Zagreb, received an award for the best work at the international scientific conference Advances in Business-Related Scientific Research Conference - ABSRC 2015 held in Rome from 14th to 16th October 2015.

The paper entitled "An Overview of Household Consumption and Effects of Crisis on Retail Trade in Croatia" was selected among 30 papers presented at the conference.



LAW DEPARTMENT MEMBERS AT ADVANCE COURSE EUROPEAN COMPANY LAW

FEB Law Department members took part in the Advanced Course in European Company Law which was organized at the Law Academy of the National University in Odessa, Ukraine, from 5th to 7th November 2015. The meeting was one in a series of events within the Tempus Project 544117 InterEULawEast, coordinated by the Zagreb Faculty of Economics and Business.

This year's advanced course comprised a series of

lectures by European and Ukrainian experts about the current events and the development of European company law, capital market law, competition law and the challenges of the Ukrainian rapprochement to the EU. During the meeting, Prof. Hana Horak, Ph.D. held a number of bilateral discussions with the management of the National University about future cooperation between the two universities in the area of staff and student exchange.



LECTURES BY MR. TOINE MANDERS AS PART OF CONTINUING COOPERATION WITH FMA

The FEB Law Department and the European Parliament Former Members Association (FMA) organized the visit of Toine Manders within "European Parliament to Campus" programme. Mr Manders conducted a series of lectures entitled "The Interconnection between the European Parliament and National Parliaments: a Lesson for Croatia".

Lectures were held on 26th November, 2015, at the European Market Law course and on 27th November 2015 at the European Company Law course.

The European Parliament Former Members Association brings together former members of the European

Parliament. Its "European Parliament to Campus" programme enables universities to promote activities and ideas of the European Union through the expertise and experience of former members of the European Parliament.





CARDINAL BOZANIĆ TOOK PART IN THE COLLOQUIUM ACADEMICUM HELD AT THE FACULTY OF ECONOMICS AND BUSINESS

Colloquium academicum „Blessed Alojzije Stepinac - Catholic model of Philanthropy“ was organized by the Catholic Theological Faculty of the University of Zagreb at the Faculty of Economics and Business on 4th November 2015.

Academic discussions were attended by the University of Zagreb Rector, Professor Damir Boras, Ph.D, President of the Croatian Academy of Sciences and Arts (HAZU), F.C.A. Zvonko Kusić, Ph.D, President of the Croatian Heritage Foundation, F.C.A. Stjepan

Damjanović, deputy director of the Croatian History Institute, Professor Gordan Ravančić, Ph.D, director of the Old Church Slavonic Institute Marica Čunčić, Ph.D, President of the Croatian Writers Association, Božidar Petrač, MA, Professor Stipe Botica, Ph.D. from the Department of Croatian Language and Literature, Faculty of Humanities and Social Sciences, Zagreb, and the postulator of the cause of Stepinac, Msgr. prof. Juraj Batelja, Ph.D.

Cardinal Josip Bozanić, Archbishop of Zagreb and Grand Chancellor of the Catholic Theological Faculty, welcomed the participants, among whom were the Apostolic Nuncio Alessandro D'Errico, several Croatian bishops, representatives of the political life and the diplomatic corps and numerous professors and students.

Professor Tonči Matulić, Ph.D; Dean of the Faculty of Catholic Theology, thanked the Faculty of Economics and Business for hosting the conference.



FEB STUDENTS WIN 3rd PLACE IN THE BIGGEST INTERNATIONAL STUDENT COMPETITION

ESIC Business School, ABC newspaper and SANTANDER Bank organized the finals of the 20th Global Marketing Competition (GMKC) in Boadilla del Monte, outskirts of Madrid on 17th November 2015. GMKC is the largest international student competition in business simulation and the only one that brings together three international associations of leading business schools: AACSB, EFMD and CLADEA. The competition aims to establish ties between academic and business communities.

FEB students Hrvoje Horvat and Matija Šaravanja won



3rd place among 2000 teams with 4,800 students from 860 universities and business schools from 86 countries.

Before a jury composed of professionals and international academic community members, students had to defend the business strategy they implemented during the competition. The effort was not only

rewarded with cash prizes. The winners earned acknowledgment from ESIC which is internationally recognized in all areas related to marketing. The 3rd place award was sponsored EFMD.



THE BOOK "THE EVOLUTION OF COMPETITIVE ADVANTAGE: IN SEARCH OF SUCCESS IN HYPER COMPETITIVE CONDITIONS"



New book "The Evolution of Competitive Advantage: In Search of Success in Hyper Competitive Conditions" by Maja Daraboš, Ph.D., was presented on 20th November 2015 at the Faculty Economics and Business. The book presents the author's scientific work and is an absolute novelty in the field of strategy in the conditions of strong competition, not only in Croatia, but globally as well. It has resulted from many years of work and research in the field of competitive dynamics and strategic positioning of companies and it aims to facilitate competing in a dynamic environment.

The event was attended by Dean of the Faculty of Economics, University of Split, Professor Željko Garača, Ph.D, Assistant Dean for International Relations and accreditation of the Faculty of Economics and Business, Zagreb, Professor Jurica Pavičić, Ph.D, Head of Organization and Management Department of the

Faculty of Economics and Business, Professor Darko Tipurić, Ph.D, Head of the Management Department, Faculty of Economics in Split, Professor Želimir Dulčić, Ph.D, director of LJEVAK publishing house, Mr. Zdenko Ljevak, and numerous guests from Croatian firms - Mercator, Atlantic Group, Agrokor, Printera and Igepa group,

Besides being the first book in Croatia to explore this specific area of dynamic strategy, the book is a rare example that connects science and the real sector. The topic is close to the current market conditions and provides answers to some of the most pressing questions in the areas of strategy. This attempt was well received by a number of managers and some of their opinions are outlined on the cover of the book.





BOOK "FREEDOM TO PROVIDE SERVICES IN THE INTERNAL MARKET OF THE EUROPEAN UNION" PRESENTED

Freedom to Provide Services in the Internal Market of the European Union by Professor Hana Horak, Ph.D, Professor Nada Bodiřoga-Vukobrat, Ph.D, and Assistant Professor Kosjenka Dumanćić, Ph.D, was presented in Mimara Museum, Zagreb on 28th October 2015.

The book was presented by Ante ŹuŹul, Ph.D, CEO of ŠKOLSKA KNJIGA, the reviewers, Professor Boris Cota from the Faculty of Economics and Business and

Professpr Jasnica Garašić, Ph.D. from the Faculty of Law, Robert Travaš, President of the Croatian Bar Association and MD Trpimir GoluŹa, MA, President of the Croatian Medical Association. The event was attended by numerous colleagues from the Faculty of Economics and Business and other faculties, lecturers and students and representatives of judicial authorities as well as many experts and scientists.

The book *Freedom to Provide Services* in the Internal Market of the European Union is a university textbook designed for students attending courses in European Market Law, European Company Law and Economic Analysis of European Law, and will significantly contribute to the study of European Law at the Faculty of Economics and Business. The book provides a comprehensive and complete analysis of the freedom to provide services in the internal market of the European Union with a special emphasis on three specific areas: recognition of professional qualifications, the freedom to provide legal services and the freedom to provide health services.



INTERNATIONAL COOPERATION



16th to 20th November – Within Erasmus + program for staff mobility Professor Hana Horak, Ph.D, and Assistant Professor Kosjenka Dumančić, Ph.D, visited Université de Lorraine, Faculté de droit, économie et administration in Metz, France, as guest lecturers. Prof. Horak held a series of lectures on "European corporate law" to students of 5th year Master 2, while Assist. Prof. Dumančić delivered a lecture on the topic of "Freedom of entity establishment in the European Union".



24th November 2015 – Professor Edmond Rapti, Vice-Rector of the University of Tirana and Professor Fatmir



Memaj, PhD, from the Economics Faculty in Tirana (Albania) visited Faculty of Economics and Business. Their host was Vice-dean Prof. Jurica Pavičić, PhD. The working meeting was attended by Professor Nevenka Čavlek, PhD, Professor Mario Spremić, PhD, Professor Ivan Strugar, PhD, and Suzana Karabaić, Head of the International Relations Office. They presented the Faculty of Economics and Business to the guests. Cooperation in all academic areas (e.g. exchange of students and staff, participation in international projects and the possibility of cooperation on joint curricula) were discussed.

27th November 2015 - Ambassador of Bulgaria, HE Tanya Dimitrov visited Faculty of Economics and Business and was received by Professor Lajoš Žager, Dean and Professor Jurica Pavičić, Vice-Dean. The meeting was also attended by Suzana Karabaić, Head of the International Relations Office. They discussed opportunities for boosting the cooperation between the Faculty and Bulgarian universities as well as joint publishing projects.



ALUMNI

SECRETS OF NEUROMARKETING UNCOVERED AT 3RD
MARKETING MANAGEMENT ALUMNI AFTERWORK

3rd Marketing Management Alumni Afterwork meeting took place on 25th November 2015. The programme was both attractive and useful. The meeting was opened by the graduate study secretary, Assist. Prof. Vatroslav Škare, Ph.D, and the participants were welcomed by Professor Lajoš Žager, PhD, Dean.

After the opening statements, a lecture on neuromarketing What is our own brain „telling“ us? was delivered by Professor Đurđana Ozretić Došen, Ph.D. The lecture answered the following questions: What are consumer neuroscience and neuromarketing?; How can neuroscience methods be used in marketing?; What are the results of research undertaken in the areas of building brands in the minds of consumers, advertising, product design and packaging, cost and risk perception by consumers, consumer confidence, etc.?. Criticisms of neuromarketing and the constraints of its application were discussed as well. Professor Ozretić Došen's attractive presentation triggered numerous questions and the discussion continued during the coffee breaks.

Due to the great interest shown by the participants of

the Marketing Management graduate study programme, the third part of the Alumni Afterwork meeting is again designed as a workshop aiming to help students complete the last phase of their graduate studies. A former student of Marketing Management and assistant lecturer at the Marketing Department, Tanja Komarac, univ. spec. econ, held a workshop on "How to find a good idea and turn it into your final project?". Speaking from her personal experience, Tanja answered questions on how to select topics and the mentor, on the process of work registration, database and literature search.

This year's alumni Afterwork meeting programme aroused a lot of interest among the audience - lecturers, marketing experts, and graduate and undergraduate students of the Faculty. The third Alumni Afterwork meeting surpassed all expectations – there were not enough chairs in the hall. Feedback was extremely positive and the participants said they were looking forward to the next meeting.



STUDENT ASSOCIATIONS NEWS

STUDENT ESSAY COMPETITION ABOUT TRANSATLANTIC
TRADE AND INVESTMENT PARTNERSHIP

Investment Partnership (TTIP).

The opening ceremony was held on 3rd November 2015. The panel discussion was attended by Ian Cameron Cliff, Charge d'Affaires at British Embassy in Croatia, Daria Sinjeri, Croatian Ministry of Foreign and European Affairs, Paul Suchar, representative of the British Business Center, Andrea Doko Jelusic, American Chamber of Commerce in Croatia and Mirela Rasic, Representation of the European Commission, who presented their views on the subjects in the field of international trade, bringing the topic closer to the students.

All full-time and part-time students are entitled to participate, and three best essays will be rewarded with valuable prizes.

eSTUDENT Student Association in cooperation with the Faculty of Economics and Business, University of Zagreb, and the British Embassy in Croatia organized a student essay competition on Transatlantic Trade and

CONSULTING DAY - CONFERENCE ON CONSULTING
INDUSTRY TRENDS

Financial Club student association organized the second conference on trends in consulting industry on 19th November 2015. The introductory speech was given by Dean Lajoš Žager, Ph.D, while the official part of the conference consisted of three lectures and a panel discussion.

The lecture "Consulting in Tourism" was delivered by Siniša Topalović from Horwath HTL, the lecture "Consulting in Real Estate" was given by Vedran Likan and Philip Vučagić of Colliers International Croatia, and the lecture on "Consulting EU Funds" was given by Filip Jakopović and Velebit Mirić of Sense Consulting.



Among the participants were managers and consultants from major consulting firms, including Mislav Slade Šilović (PwC), Kristijan Hobolić (EY), and Gordan Kožulj (Deloitte).

SPORT



RUGBY AT THE FACULTY OF BUSINESS AND ECONOMY



From this academic year, the programme offered by the Department of Physical Education is richer for one sport – rugby.

FEB students were visited by rugby team members Jason Newton (South Africa) and Dušan Hakaraia (New Zealand) during their regular physical education classes on 2nd November 2015. On behalf of the Faculty, the guests were welcomed Associate Professor Mislav Ante Omazić, PhD, Vice dean for education, students and quality management and Marko Čule.

FEB students took part in a training session conducted by rugby players. Finally, Dušan Hakaraia gave a most interesting performance of the traditional Maori warrior dance "haka".

IMPRESSUM

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HOW 1st December BECAME FACULTY DAY ?

The Rule on the High School of Commerce and Distribution structure was adopted on 17th June 1920 and the School could have started working on 1st July 1920. The first students, however, enrolled only in the academic year 1919/1920 as listeners of the teacher-training course at the Technical college. The mentioned Rule transformed the teacher-training course into the High School of Commerce and Distribution, and the course participants were recognised as first year students of the High School who ended their freshmen year on 31st July 1920.

Because of this discrepancy between practice and formal issues, neither of these two dates could be taken as the official Day of the Faculty of Economics. A solution to this problem was found in the subsequent history.

The programme of the High School of Commerce and Distribution lasted three years or six semesters. Stjepan Radić, Kingdom of Yugoslavia education minister at the time (according to dr. Mijo Novak) initiated „... a partial reversal of article 11 of the Finance Law of November 30th 1925 (published in the "Official Gazette" in Belgrade and the "People's Gazette", Zagreb on 1st December 1925) whereby article 3 of the Rule on the High School of Commerce and Distribution of 06th June 1920 would change the legal status of High School of Commerce and Distribution to Economic-Commercial High School (EKVŠ) which had university faculty status...". A three-year study programme was expanded to four years. At

the time, Economic-Commercial High School acted outside Zagreb University as an independent higher education institution.

Using a variety of political ploys the authorities of the Kingdom of Yugoslavia and (between 1945.- 1947) of FNRJ (Federal Peoples Republic of Yugoslavia), tried unsuccessfully to abolish the School or "move" it to Belgrade. However, largely due to dr. Mijo Mirković, Minister of economy at the time, who insisted on the legal provision of 1st December, 1925, EKVŠ survived. By the „Rule on the Economics Faculty of the University of Zagreb" of 4th April 1947, the Faculty became an integral part of the University.

That is how 1st December became the official Faculty Day.

Until 1928 lectures at the Economic-Commercial High



School (EKVŠ) were held in the present-day building of the Museum of Arts and Crafts.