

Ana-Marija Stjepić, PhD

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Career overview

Ana-Marija Stjepić, Ph.D., is a postdoctoral researcher at the Department of Informatics, Faculty of Economics & Business, University of Zagreb. She received her doctoral degree in 2020 from the same institution, where she also completed her Master's degree in Managerial informatics in 2016.

Ana-Marija Stjepić has extensive experience in teaching across a range of undergraduate and graduate courses. Since 2016, she has been participating in seminars in Informatics and Enterprise Information Systems at the undergraduate level. At the graduate level, she has been participating in seminars and lectures in Management of Innovation since 2020, as well as seminars in Database Management and Data Warehousing since 2021. Additionally, she is involved in specialized professional graduate programs, where she participates in several courses such as Infrastructure and e-business models, Security and privacy in the digital economy, Innovative information technologies in e-business, and Mobile business and applications.

Furthermore, Ana-Marija Stjepić is actively involved in several research projects. She was a researcher on the Croatian Science Foundation (HRZZ) project titled "Process and Business Intelligence for Business Performance – PROSPER," which focuses on enhancing business performance through process and business intelligence. She also contributed to two University of Zagreb projects examining the digital transformation of Croatian companies in 2018 and 2019. Furthermore, she participates in the Erasmus+ project LightCode, which aims to foster innovation and enhance digital skills ("low-code" skills) in higher education systems.

During her work at the Faculty of Economics & Business, University of Zagreb, Ana-Marija Stjepić has participated in several methodological and pedagogical training programs, including "Grounded Theory and Qualitative Methods" at the University of Pisa, Italy, "Case Study Research: Design, Execution and Publication" at the University of Ljubljana, Slovenia, "Partial Least Squares Structural Equation Modelling" at the University of Zagreb, Croatia, and "Development of Core Teaching Competencies for Higher Education Teachers" at the University of Zagreb, Croatia.

Ana-Marija Stjepić also actively contributes to academic research and regularly publishes papers in internationally recognized scientific journals and conference proceedings. Her research focuses on the application of information and communication technology in business, with particular interests in the business application of business intelligence concepts, data management in organizations, digital transformation of organizations, electronic business, and innovation management in businesses.

Research areas

Data management, Business intelligence, Management of innovation, Digital transformation, E-business

Selection of the most significant articles and scientific projects:

- 1. Stjepić, A. M., Pejić Bach, M., & Bosilj Vukšić, V. (2021). Exploring risks in the adoption of business intelligence in SMEs using the TOE framework. *Journal of Risk and Financial Management*, 14(2), 58.*
- 2. Stjepić, A. M., Ivančić, L., & Vugec, D. S. (2020). Mastering digital transformation through business process management: Investigating alignments, goals, orchestration, and roles. *Journal of entrepreneurship, management and innovation*, 16(1), 41-74.*

3. Pejić Bach, M., Bosilj Vukšić, V., Suša Vugec, D., & Stjepić, A. M. (2019). *BPM and BI in SMEs: The role of BPM/BI alignment in organizational performance*. *International Journal of Engineering Business Management*, 11, 1847979019874182.
4. Zoroja, J., Klopotan, I., & Ana-Marija, S. (2020). *Quality of e-commerce practices in European enterprises: Cluster analysis approach*. *Interdisciplinary Description of Complex Systems: INDECS*, 18(2-B), 312-326.
5. Stjepić, A. M., Vukšić, M., & Vugec, D. S. (2019). *Digital literacy of the generation z students and their attitudes and beliefs towards ICT knowledge and skills*. *Vallis Aurea*, 5(1), 17-29.
6. Stjepić, A. M., Sušac, L., & Vugec, D. S. (2019). *Technology, organizational and environmental determinants of business intelligence systems adoption in croatian SME: a case study of medium-sized enterprise*. *International Journal of Economics and Management Engineering*, 13(5), 737-742.
7. Suša Vugec, D., & Stjepić, A. M. (2022). *Digital literacy of digital natives*. In *Technological Challenges: The Human Side of the Digital Age* (pp. 61-91). Cham: Springer International Publishing.
8. Vukšić, V. B., Bach, M. P., Grublješić, T., Jaklić, J., & Stjepić, A. M. (2017, May). *The role of alignment for the impact of business intelligence maturity on business process performance in Croatian and Slovenian companies*. In *2017 40th International Convention on Information and Communication Technology, Electronics and Microelectronics (MIPRO)* (pp. 1355-1360). IEEE.
9. Bach, M. P., Čurlin, T., Stjepić, A. M., & Meško, M. (2023). *Quo Vadis Business Simulation Games in the 21st Century?*. *Information*, 14(3), 178.
10. *Process and Business Intelligence for Business Performance – PROSPER (2015-2019)*
11. *Digital transformation of Croatian companies (2018)*
12. *Digital transformation of Croatian companies (2019)*
13. *Erasmus+ project LightCode (2022-2025)*

External activity

Conference program/organizing committees

Technical Program Committee for International Conference on e-Society, e-Learning and e-Technologies (ICSLT 2025) (2024)

Connections with the business world

Invited speaker at the International Conference on Business Quality "Quality360." (2024)

Notable Publications in period 2019-2023

1. Stjepić, A. M., Pejić Bach, M., & Bosilj Vukšić, V. (2021). *Exploring risks in the adoption of business intelligence in SMEs using the TOE framework*. *Journal of Risk and Financial Management*, 14(2), 58.
2. Stjepić, A. M., Ivančić, L., & Vugec, D. S. (2020). *Mastering digital transformation through business process management: Investigating alignments, goals, orchestration, and roles*. *Journal of entrepreneurship, management and innovation*, 16(1), 41-74.
3. Pejić Bach, M., Bosilj Vukšić, V., Suša Vugec, D., & Stjepić, A. M. (2019). *BPM and BI in SMEs: The role of BPM/BI alignment in organizational performance*. *International Journal of Engineering Business Management*, 11, 1847979019874182.
4. Zoroja, J., Klopotan, I., & Ana-Marija, S. (2020). *Quality of e-commerce practices in European enterprises: Cluster analysis approach*. *Interdisciplinary Description of Complex Systems: INDECS*, 18(2-B), 312-326.
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6. Stjepić, A. M., Sušac, L., & Vugec, D. S. (2019). *Technology, organizational and environmental determinants of business intelligence systems adoption in croatian SME: a case study of medium-sized enterprise*. *International Journal of Economics and Management Engineering*, 13(5), 737-742.