



## Ivan Jajic

**Date of birth:** 1993 | **Nationality:** Croatian | **Phone number:**

(+385) 12383220 (Work) | **Email address:** [ijajic@net.efzg.hr](mailto:ijajic@net.efzg.hr) |

**Address:** Trg John F. Kennedy 6, 10000, Zagreb, Croatia (Work)

### ● WORK EXPERIENCE

2023 – CURRENT Zagreb, Croatia

**RESEARCH AND TEACHING ASSISTANT** UNIVERSITY OF ZAGREB, FACULTY OF ECONOMICS AND BUSINESS

2021 – 2023 Zagreb, Croatia

**TEACHING ASSOCIATE** UNIVERSITY OF ZAGREB, FACULTY OF ECONOMICS AND BUSINESS

2020 – 2020 Zagreb, Croatia

**HEAD OF CONTROLLING** BLITZ-CINESTAR

2018 – 2020 Zagreb, Croatia

**KEY ACCOUNT/PRODUCT MANAGER (ADRIATIC CRUISE DEPARTMENT)** ATLAS DMC

2018 – 2019 Zagreb, Croatia

**EXTERNAL ASSOCIATE AT THE INFORMATICS DEPARTMENT** UNIVERSITY OF ZAGREB, THE FACULTY OF ECONOMICS AND BUSINESS

2017 – 2018 Zagreb, Croatia

**TARIFF & DISTRIBUTION SPECIALIST** CROATIA AIRLINES

### ● EDUCATION AND TRAINING

2024

**DOCTOR OF SCIENCE** University of Zagreb, The Faculty of Economics and Business

**Dissertation title:** Online consumer electronics purchase during the COVID-19 pandemic

2017

**MASTER OF SCIENCE** Vrije Universiteit Amsterdam, School of Economics and Business

**Thesis title:** Impact of jet fuel price and volatility on airlines profitability

2016

**BACHELOR OF SCIENCE** University of Zagreb, The Faculty of Economics and Business

**Undergraduate thesis title:** Demand elasticity of air route Zagreb-Dubrovnik-Zagreb

### ● LANGUAGE SKILLS

Mother tongue(s): **CROATIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C1	C2	C1	C1	C1
<b>GERMAN</b>	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## ● **DIGITAL SKILLS**

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IBM SPSS Statistics | Statistički program STATA | MS Office (Word Excel PowerPoint) | E-Commerce platforma (Shopify) | Temeljna znanja u izradi web-stranica (platforma Wordpress i Wix) | Amadeus GDS | Sabre/Apollo rezervacijski sustavi | Komunikacijski programi (Skype Zoom TeamViewer) | Društvene mreže | CRM tools | Search Engin Optimization SEO | Tableau Software | VOSviewer | Adalo | 3D modeling & sculpting in Blender | SharePoint Online/O365

## ● **ADDITIONAL INFORMATION**

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### **PUBLICATIONS**

Pejic Bach, M., Jakovic, B., Jajic, I., & Mesko, M. (2023). Investigating the Impact of COVID-19 on ELearning: Country development and COVID-19 response. *Mathematics*, 11(6), 1520.

– 2023

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Pejic Bach, M., Jakovic, B., & Jajic, I. (2023). Adaptation of European Enterprises to COVID-19 Pandemic: Cluster Analysis Findings. *Proceedings of the International Convention MIPRO Opatija: Institute of Electrical and Electronics Engineers (IEEE)*

– 2023

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Pejic Bach, M., Curko, K., & Jajic, I. (2023). **BIG DATA AND TABLEAU BIBLIOMETRIC RESEARCH: PRELIMINARY REVIEW.** *Proceedings of FEB Zagreb . . . International Odyssey Conference on Economics and Business*, 5(1).

– 2023

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Pejic Bach, M., Jajic, I., & Kamenjarska, T. (2023). A bibliometric analysis of phishing in the big data era: high focus on algorithms and low focus on people. *Procedia Computer Science*, 219, 91–98.

– 2023

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Jajic, I., Herceg, T., & Pejic Bach, M. (2022). Deployment of the microeconomic consumer theory in the artificial neural networks modelling: case of organic food consumption. *Mathematics*, 10(17), 3215.

– 2022

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Jajic, I., Khawaja, S., Qureshi, F. H., & Pejic Bach, M. (2022). Augmented Reality in Business and Economics: Bibliometric and Topics analysis. *Interdisciplinary Description of Complex Systems*, 20(6), 723–744.

– 2022

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Jajic, I., Spremic, M., & Miloloza, I. (2022). Behavioural Intention Determinants of Augmented reality Technology adoption in Supermarkets/Hypermarkets. *International Journal of E-services and Mobile Applications*, 14(1), 1–22.

– 2022

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Pejic Bach, M., Topalovic, A., & Jajic, I. (2022). Preliminary analysis of data mining adoption in Italian SMEs using PLS-SEM method. *2022 45th Jubilee International Convention on Information, Communication and Electronic Technology (MIPRO)*

– 2022

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Pejic Bach, M., Kamenjarska, T., & Jajic, I. (2022). Phishing as a security threat: a bibliometric analysis // Abstracts of FEB Zagreb 13th International Odyssey Conference on Economics and Business 2022. str. 43-43.

- 2022

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Jajic, I., & Herceg, T. (2019). Demand Elasticity Impact On Airline's Profitability On Zagreb-Dubrovnik Airline Route // Proceedings of FEB Zagreb ... International Odyssey Conference on Economics and Business, 2019, str. 186-193.

- 2019

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## **AWARDS**

2022

### **Društvo sveučilišnih nastavnika i drugih znanstvenika u Zagrebu**

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Annual award of "Društvo sveučilišnih nastavnika i drugih znanstvenika u Zagrebu" - There were 53 applicants for the Annual Award. [Based on the received reviews, the Committee proposed 10 papers of young scientists and artists for the year 2022. award.](#)

Ivan Jajić, Faculty of Economics and Business, paper „Deployment of the Microeconomic Consumer Theory in the Artificial Neural Networks Modelling: Case of Organic Food Consumption”, in co-authorship with Mirjana Pejčić Bach, PhD and Tomislav Herceg, PhD, field of social sciences, branch economics

## **SCIENTIFIC RESEARCH**

### **Profiles**

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- CroRIS - <https://www.croris.hr/osobe/profil/45981>
  - ORCID - <https://orcid.org/0000-0002-5081-3531>
  - ResearchGate - <https://www.researchgate.net/profile/Ivan-Jajic-4>
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