



Ivan Jajic

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● RADNO ISKUSTVO

2023 – TRENUTAČNO Zagreb, Hrvatska

ASISTENT SVEUČILIŠTE U ZAGREBU, EKONOMSKI FAKULTET

2021 – 2023 Zagreb, Hrvatska

STRUČNI SURADNIK U NASTAVI SVEUČILIŠTE U ZAGREBU, EKONOMSKI FAKULTET

2020 – 2020 Zagreb, Hrvatska

VODITELJ KOTROLINGA BLITZ-CINESTAR

2018 – 2020 Zagreb, Hrvatska

KEY ACCOUNT/PRODUCT MANAGER (ADRIATIC CRUISE ODJEL) ATLAS DMC

2018 – 2019 Zagreb, Hrvatska

VANJSKI SURADNIK NA KATEDRI ZA INFORMATIKU SVEUČILIŠTE U ZAGREBU, EKONOMSKI FAKULTET

2017 – 2018 Zagreb, Hrvatska

SPECIJALIST U ODJELU TARIFA CROATIA AIRLINES

● OBRAZOVANJE I OSPOSOBLJAVANJE

2024

DOKTOR ZNANOSTI Sveučilište u Zagrebu, Ekonomski fakultet

Naslov doktorskog rada: Internetska kupovina potrošačke elektronike tijekom pandemije bolesti COVID-19

2017

MAGISTAR EKONOMIJE Vrije Universiteit Amsterdam, School of Economics and Business

Naslov diplomskog rada: Impact of jet fuel price and volatility on airlines profitability

2016

SVEUČILIŠNI PRVOSTUPNIK EKONOMIJE Sveučilište u Zagrebu, Ekonomski fakultet

Naslov završnog rada: Demand elasticity of air route Zagreb-Dubrovnik-Zagreb

● JEZIČNE VJEŠTINE

Materinski jezik/jezici: **HRVATSKI**

Drugi jezici:

	RAZUMIJEVANJE		GOVOR		PISANJE
	Slušanje	Čitanje	Govorna produkcija	Govorna interakcija	
ENGLESKI	C1	C2	C1	C1	C1
NJEMAČKI	B2	B2	B2	B2	B2

Razine: A1 i A2: temeljni korisnik; B1 i B2: samostalni korisnik; C1 i C2: iskusni korisnik

● DIGITALNE VJEŠTINE

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 | Napredni korisnik Tableau-a (software za analizu vizualizaciju podataka) | VOSviewer | Program Sharepoint | Adalo | 3D modeliranje (Blender)

● DODATNE INFORMACIJE

PUBLIKACIJE

[Pejic Bach, M., Jakovic, B., Jajic, I., & Mesko, M. \(2023\). Investigating the Impact of COVID-19 on E-Learning: Country development and COVID-19 response. Mathematics, 11\(6\), 1520.](#)

– 2023

[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

[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

[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

[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

[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

[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

[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

Pejić Bach, M., Kamenjarska, T., & Jajić, 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

Jajić, 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

NAGRADE

2022

Godišnja nagrada Društva sveučilišnih nastavnika i drugih znanstvenika u Zagrebu

- Za rad "Deployment of the Microeconomic Consumer Theory in the Artificial Neural Networks Modelling: Case of Organic Food Consumption" u koautorstvu s prof.dr.sc. Mirjanom Pejić Bach i izv.prof.dr.sc. Tomislavom Hercegom, područje društvenih znanosti, polje ekonomija

ZNANSTVENA ISTRAŽIVANJA

Profili

- 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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