

Professor Ljubica Milanović, PhD

Vice Dean for Study Programs, Communication and Digitalization

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Career overview

Ljubica Milanović, PhD was born on August 22, 1981, in Metković, Croatia. She completed her elementary and high school education in Ploče with excellent academic achievements and also attended the Elementary Music School (violin major). In 2002, she enrolled in the Business Economics program at the Faculty of Economics, University of Zagreb, where she served as a student demonstrator for several courses during her studies. She graduated in 2007 with a specialization in Analysis and Business Planning and received the Dean's Award for the highest academic performance, as well as the State Scholarship for gifted students.

In 2008, she began a postgraduate specialist study in IT Management, which she completed in 2010 by defending her specialist thesis. In the same year, she enrolled in a doctoral program in Economics and Business Economics at the Faculty of Economics, University of Zagreb, and earned her Ph.D. in 2014 by defending a dissertation titled "A Conceptual Model for Measuring Business Process Performance."

Since May 15, 2007, Ljubica Milanović, PhD has been employed at the Faculty of Economics, University of Zagreb, in the Department of Informatics, where she started her career as a research assistant. During her tenure at the Faculty, she progressed through various academic positions, including postdoctoral researcher and assistant professor. In 2021, she was promoted to the position of Associate Professor in the field of Social Sciences, specializing in Information and Communication Sciences, with a focus on Information Systems and Informatology.

Ljubica Milanović, PhD has participated in teaching at the undergraduate, graduate, and postgraduate levels at the Faculty of Economics in Zagreb, as well as in a specialist professional graduate program. She teaches numerous courses, including Informatics, Business Information Systems, Knowledge Management, and Business Process Management. She is also the head lecturer for several courses.

Throughout her career, Ljubica Milanović, PhD has published numerous scientific and professional papers both in Croatia and abroad. She is the co-author of several university textbooks and manuals. She has participated in and presented her research at numerous international scientific conferences, and for her scientific contributions, she has received several awards, including the "Best Paper Award" and "Research Excellence Award." She has been involved in several projects funded by the Croatian Science Foundation and has actively collaborated on various university research projects. In addition to her research activities, Ljubica Milanović, PhD has significant experience in professional projects, including projects related to the application of information technology in business. She actively contributes to the development of study programs and the enhancement of teaching quality at the Faculty of Economics. She has also served as a member of the Faculty Council and the Library Committee, as well as a member of the Business Process Modeling Team. As the Head of the Social Media Team, she received an award in December 2023 for promoting the Faculty.

On October 1, 2024, Ljubica Milanović, PhD was appointed to the management team of the Faculty of Economics and currently serves as the Vice Dean for Study Programs, Communication, and Digitalization. In this role, she is responsible for the improvement of study programs, the development of digital tools and processes at the Faculty, and the enhancement of internal and external communication.

Through her scientific and teaching work, as well as her professional engagement, Ljubica Milanović significantly contributes to the development of information and communication sciences and stands out as a successful scientist, educator, and expert in her field.

Research areas

Her scientific focus is centered around Knowledge Management, Business Processes, and Social Media. She explores how knowledge can be effectively managed and utilized within organizations to drive innovation and improve decision-making processes. Additionally, she examines the optimization of business processes through detailed modelling techniques and the role of social media in shaping business strategies and consumer interactions.

Some of her most significant research contributions in these areas include the following:

"Communication during crisis using social networks in oil companies in Croatia: an empirical research", "Analysis of The Connection of Social Computing and Business Communication", "Process Maturity Of Croatian Companies", "Examining the connection between organizational performance and business process orientation".

These articles contribute to her broader research efforts, which aim to bridge the gap between theoretical models and practical applications in business environments.

Keywords: Knowledge Management, Business Process Modelling, Social Media, Digital Knowledge Sharing.

External activity

- *October 2024 - Vice Dean for Study Programs, Communication and Digitalization Faculty of Economics & Business, University of Zagreb Responsible for study programs, communication, and digitalization Member of the Commission for Normative Acts and Organizational Structure, Deputy Member of the Council for Social and Humanities at the University of Zagreb, representing the Faculty of Economics & Business.*
- *Projects:*
 - *researcher on the scientific research project of the Croatian Science Foundation "Process and business intelligence for business excellence (IP 2014-09-3729)" (2015-2019), head of the project prof. Vesna Bosilj Vukšić,*
 - *researcher on the university project "Business processes in the implementation of cost accounting in the healthcare system" (2015), head of the project prof. Ivana Dražić Lutilsky*
 - *researcher on the scientific project "FESTO Fellowship" at Wirtschaftsuniversität Wien, Institute for Information Business, Austria (2014), head of the project prof. Jan Mendling,*
 - *researcher on the university project of support by area "Modelling of current determinants of competitiveness in the business economy of the Republic of Croatia using decision support methods" (2014), head of the project prof. Vesna Bosilj Vukšić,*
 - *research fellow at the scientific project of the Ministry of Science, Education and Sports of the Republic of Croatia "Information, process and knowledge management systems (067-0362980-2484)" (2007-2013), head of the project prof. Vesna Bosilj Vukšić*
 - *researcher on the professional project "Proposal of the model of the Treasury of the City of Zagreb" (2008-2009), head of the project prof. Vesna Vašiček,*
 - *researcher on the professional project "Services of research and development of methodology and implementation of systems for solving problems in the field of application of electronic business based on models, cases and rules - knowledge base" (2008-2009), head of the project prof. Velimir Srica.*

Notable Publications in period 2019-2023

- Sušac, L., Bosilj Vukšić, V., & Milanović Glavan, Lj. (2024). *Značajke i ključni čimbenici uspješnosti integriranih informacijskih sustava za mala i srednja poduzeća na hrvatskom tržištu*. *Zbornik Veleučilišta u Rijeci*, 12(1), 163-179.
- Pejić Bach, M., Ivančić, L., Bosilj Vukšić, V., Stjepić, A. M., & Milanović Glavan, Lj. (2023). *Internet usage among senior citizens: self-efficacy and social influence are more important than social support*. *Journal of theoretical and applied electronic commerce research*, 18(3), 1463-1483.
- Milanović Glavan, Lj., & Filić, N. (2021). *Razvoj pametnih gradova u Republici Hrvatskoj*. *Zbornik radova Veleučilišta u Šibeniku*, 15(3-4), 101-108.
- Milanović Glavan, Lj. (2020). *An Investigation of Business Process Maturity: Report on Croatian Companies*. *Business Systems Research: International journal of the Society for Advancing Innovation and Research in Economy*, 11(2), 159-165.
- Milanović Glavan, Lj.; Ivančić, L. (2020), *Exploring the Relationship between Information Technology and Process Orientation: Case of Croatian Companies*, *9th International Scientific Symposium: Region, Entrepreneurship, Development*, Šimić, M.L.; Crnković, B. (ed.), J.J. Strossmayer University of Osijek; Faculty of Economics in Osijek, Faculty of Economics and Business, Univeristy of Maribor; Croatian Academy of Arts and Science, June 2020, Osijek, Croatia, 349.-359.