

## PERSONAL INFORMATION

## Velimir Srića, PhD



 John F. Kennedy square 6, 10 0000 Zagreb (Croatia)

 +385 1 2383 294

 vsrica@efzg.hr

 [www.velimirsrica.com](http://www.velimirsrica.com)

## CURRENT POSITION

## Full-time Professor with Tenure at Department for Information Science

## WORK EXPERIENCE

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Faculty of Economics and Business, University of Zagreb

1996–Present **Tenure Professor, Department for Information Sciences**  
Faculty of Economics and Business, University of Zagreb (Croatia)  
<http://www.efzg.hr>

1990–1996 **Full Professor, Department for Information Sciences**  
Faculty of Economics and Business, University of Zagreb (Croatia)  
<http://www.efzg.hr>

1986–1990 **Associate Professor, Department for Information Sciences**  
Faculty of Economics and Business, University of Zagreb (Croatia)  
<http://www.efzg.hr>

1978–1986 **Assistant Professor, Department for Information Sciences**  
Faculty of Economics and Business, University of Zagreb (Croatia)  
<http://www.efzg.hr>

1973–1978 **Assistant, Department for Information Sciences**  
Faculty of Economics and Business, University of Zagreb (Croatia)  
<http://www.efzg.hr>

Other work experience

2001–2002 **President of Zagreb City Assembly**  
Zagreb (Croatia)

1986–1990 **Member of Croatian government (SRH) responsible for science, technology and information technology**

1984–1986 **CEO**  
Zavod za informatiku SR Hrvatske, Zagreb (Croatia)

## EDUCATION AND TRAINING

1978 **PhD**  
Faculty of Economics and Business, Zagreb (Croatia)  
Business Informatics

1996 **MBA**  
Columbia University, New York (United States)  
Graduate School of Business  
Production systems management

1975 **M.sc.**  
Faculty of Electrotechnics, University of Zagreb (Croatia)  
Automation

1973 **B.Sc.**  
Faculty of Economics, University of Zagreb (Croatia)  
Economic cybernetics

## PERSONAL SKILLS

**Mother tongue(s)** Croatian

**Other language(s)**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
French	C1	C1	C1	C1	B1
Italian	B2	B2	B2	B2	B2
Russian	A2	A2	A2	A2	A2
Slovenian	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

## ADDITIONAL INFORMATION

**Prominent conferences  
(program, organizing, scientific  
etc. committees)**

**2017.:** Srića V., Quality Issues in Digital Transformation Era, Keynote speech, 77 EOQ Conference, Bled, 2017

**2014.:** Srića V., Harmonious Leadership: In Search of a New Paradigm, Keynote speech, 7th International Conference An Enterprise Odyssey: Leadership, Innovation and Development for Responsible Economy, Zadar, 2014.

**2013.:** Srića V., Tourism in Croatia by 2020, Keynote speech, 1st Conference on The Future of Tourism, Šibensko veleučilište, Šibenik, 2013.

**2012.:** Srića V., How to Manage Change in Challenging Times, 2nd EFCC UEMS Congress, Dubrovnik, October, 2012.

**2011.:** Srića V., Human Firewall – organizational culture, keynote speech, INFOSEK 2011, Nova Gorica, November 2011.

**2011.:** Srića V., Golden Rules of CIO's Success, INFOSEK, 2011, Nova Gorica, Conference Proceedings 2011.

**2011.:** Srića V., Innovative Organizational Culture Challenge: Are Corporations Going to Survive?, keynote speech, Intellectual Capital Implementation in Companies, Dubrovnik, 6 June 2011.

**Pedagogical publications**

**2013.:** Srića V., Ta gadljiva politika, Profil, Zagreb, 2013

**2012.:** Znanje i gospodarstvo u Hrvatskoj 2020. Jedna moguća budućnost, 8. DANI AGENCIJE ZA ODGOJ I OBRAZOVANJE, Zagreb, 2012.

**2011.:** Srića V., Hrvatska 2020, Profil, Zagreb, 2011

**Reviewer (journals, proceedings  
etc.)**

**2014.:** Vođenjem do organizacijskog sklada, Godišnja konferencija Udruge ravnatelja osnovnih i srednjih škola Hrvatske, Zagreb, 2014.

**2012.:** Idealni direktor u 21. stoljeću, 21st BIENNIAL INTERNATIONAL CONGRESS TOURISM & HOSPITALITY INDUSTRY 2012, Opatija, 2012.

**2012.:** On a Journey to the Cloud or Lost in a Fog?, Cloud computing conference, Zagreb, 2012.

**2012.:** Žensko vodstvo i organizacijska kultura, PAR Konferencija Ženski leadership, Opatija, 2012.

**2012.:** Znanje i gospodarstvo u Hrvatskoj 2020. Jedna moguća budućnost, 8. DANI AGENCIJE ZA ODGOJ I OBRAZOVANJE, Zagreb, 2012.

**2012.:** Leadership and Motivation, Planet GV Workshop, Rimske Toplice, November, 2012.

**2012.:** Znanjem iz krize, The Club of Rome, Zagreb 2012.

**2012.:** Izazovi modernog menadžmenta, 6. Konferencija hrvatskih menadžera sigurnosti, Umag, 2012.

**2012.:** Globalna kriza i IT management, 17. Konferencija HROUG, Crveni otok, 2012.

**2011.:** Hrvatska 2020, CMC Conference, Zagreb, 2011

**Public and university services**

**2006.-2010.:** Vice-Dean for International affairs, Faculty of Economics and Business, University of Zagreb

**2009.-2013.:** Member of the City Council of Zagreb

**2005. -2011:** World Bank expert on Change Management

Consultant to many companies (COMBIS, Ericsson Nikola Tesla, Reiffeisen bank, Rade Končar, ADRIS, Klinika Svjetlost...)

**Memberships in professional  
association or bodies**

Member of the European Academy for Sciences and Arts since 2015, Club of Rome member.  
President of ELITE (Excellence in Leadership, Innovation and Technology)

## Researcher's profiles

- [\*\*https://bib.irb.hr: Velimir Srića \(44341\)\*\*](https://bib.irb.hr: Velimir Srića (44341))
- **ORCID:** [LINK](#)
- **Google Scholar:** [LINK](#)

## SELECTED BIBLIOGRAPHY

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### Scholarly Books (most recent on top)

1. Srića V., Sve tajne kreativnosti, Algoritam i Delfin, Zagreb, 2017.
2. Srića V., Creativity and Innovation Management, Kindle Store, Amazon, 2016.
3. Srića V., Sve tajne harmoničnog vođenja, Algoritam i Delfin, Zagreb, 2015.
4. Srića V., In Search of Harmony in a Disharomnious World, Algora Publishing, New York, 2014.

### Books

1. Srića V., Spremić M. (2001), *Informacijskom tehnologijom do poslovnog uspjeha*, Sinergija, Zagreb, 2001.
2. Srića V., Muller J. (2001), *Put k elektroničkom poslovanju*, Sinergija, Zagreb, 2001.
3. Srića V., Kliment A., Knežević B. (2003), *Uredsko poslovanje: Strategije i koncepti automatizacije ureda*, Sinergija, Zagreb, 2003.
4. Srića V. (2003), *Inventivni menadžer u 100 lekcija*, Znanje i Delfin, Zagreb, 2003.
5. Srića V. (2003), *Kako postati pun ideja – menadžer i kreativnost*, MEP Consult, Zagreb, 2003.
6. Srića V. (2004), *Biblija modernog vođe*, Znanje i Delfin, Zagreb, 2004.
7. Muller J., Srića V. (2005), *Upravljanje odnosom s klijentima: primjenom CRM poslovne strategije do povećanja konkurentnosti*, Delfin, Zagreb, 2005.
8. Pavelić B., Srića V., Strugar I. (2005), *Informatika 3 – udžbenik za treći razred ekonomske škole*, Alka script, Zagreb, 2005.
9. Tudor G., Srića V. (2006), *Menadžer i pobjednički tim*, MEP Consult, Zagreb, 2006.
10. Kliment A., Srića V. i dr. (2007), *Kako prodavati u EU*, Delfin, Zagreb, 2007.
11. Srića V. (2009), *Život kao igra*, Algoritam i Delfin, Zagreb, 2009.
12. Srića V. (2010), *Hrvatska 2020*, Profil i Delfin, Zagreb, 2010.
13. Srića V. (2013), *Ta gadljiva politika*, Profil, Zagreb, 2013.
14. Srića V. (2015), *Sve tajne harmoničnog vođenja*, Algoritam i Delfin, Zagreb, 2015.
15. Srića V. (2017), *Sve tajne kreativnosti*, Algoritam i Delfin, Zagreb, 2017.

### Books published abroad

1. Srića V., "Economic Cybernetics – theory and applications" (in Chinese), Renmin University, Beijing, China, 1982.
2. The World Competitiveness Report (*Section on Croatia*), World Economic Forum, Lausanne, 1993.
3. Garrison T., Rees D. (editors), *Managing People in Central Europe*, a chapter in *Managing People Across Europe*, Butterworth-Hinemann, 1994.
4. "Innovation Management", "Knowledge Engineering", chapters in *International Encyclopedia of Business and Management*, Warner M. (ed.), Thomson Publishing, London, 1996.
5. "Innovation Management", "Knowledge-Based Systems", chapters in *Handbook of Information Technology in Business*, Zeleny M. (ed.), Thomson Publishing, London, 1999.
6. Srića V. i dr., *Informacijski sistemi*, Gospodarski vestnik, Ljubljana, 1995.
7. "Management Education in Croatia", chapter in *Management Education in Europe*, Haskins G (editor), EFMD, Bruxelles, 1995.
8. Srića V., *Upravljanje ustvarjalnosti*, Gospodarski vestnik, Ljubljana, 1999.

9. Treven S., Srića V., Upravljanje z človeški viri, Gospodarski vestnik, Ljubljana, 2002.
10. Skupina autora, How to do Business with Croatia, Chapter on *Information and Communication Technology*, Deloitte and Touche, London, 2004.
11. Srića V., *Száz lecke menedzsereknek*, Myrror Media Kiadó, Budapest, 2006.
12. Srića V., *In Search of Harmony in a Disharmonious World – Leadership Manual for Change Agents and Dreamers*, Algora Publishing, New York, 2014.
13. Srića V., *Creativity and Innovation Management*, Kindle Store, 2016.

#### Selected Articles

1. Srića V. (2008), *Upravljanje projektima i socijalna inteligencija*, PMI konferencija, Zagreb
2. Srića V. (2009), *Quality in the Age of Transition*, invited paper and keynote speech, The 53rd EOQ Congress, Cavtat, May 2009.
3. Srića V. (2009), *Hrvatska u kriznoj godini*, Konferencija Informatika u turizmu, Zagreb, travanj 2009.
4. Srića V. (2009), *Kreativnost u vremenu tranzicije*, Dan kreativnosti, Zagreb, svibanj 2009.
5. Srića V. (2009), *Život kao igra*, Dani poslovne edukacije, Poslovni savjetnik, Zagreb, Westin, svibanj 2009.
6. Srića V. (2009), *Kako odgovoriti izazovima novog vremena*, Kongres ravnatelja osnovnih škola Hrvatske, Solaris, listopad 2009.
7. Srića V. (2009), *Quality in the Age of Transition*, invited paper, 18. Letna konferenca Quality makes the difference, Portorož, November 2009.
8. Srića V. (2009), *Harmony Based Leadership and New Values in Management*, BALAS Conference, Barcelona, November 2009.
9. Srića V., (2010), *Trendovi u ICT – tvrdo ili meko?*, CRMT konferencija, Zagreb, ožujak 2010.
10. Srića V. (2010), *Korporativna kultura kao izvor kvalitete*, 10. Konferencija o kvaliteti, Solaris, svibanj 2010.
11. Srića V. (2010), *Project Teams: Hire for Attitude, Train for Skills*, PMI of Rumania Conference, Bucharest, 26 May 2010.