

PERSONAL INFORMATION

Anja Špoljarić



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Sex Female | Nationality Croatian

CURRENT POSITION

Research assistant

WORK EXPERIENCE

2019 - current

Research assistant

University of Zagreb, Faculty of Economics & Business

- research on a Croatian Science Foundation project titled The role of internal communication in an organization: position, channels, measurement and relationship with related concepts
- help with organizing marketing communication classes

Higher education

2015 - 2018

Teacher's assistant at the Department of Marketing

University of Zagreb, Faculty of Economics & Business

- teacher's assistant assisting with Public relations, Advertising, Integrated marketing communication and Marketing management classes
- help with class and project administration

EDUCATION

2019 - current

PhD

Postgraduate (doctoral) study programme Economics and Business, University of Zagreb, Faculty of Economics & Business

- Scientific research
- Scientific publications production

2017 - 2018

M. A.

Graduate university study programme in Marketing, University of Zagreb, Faculty of Economics & Business

2013 - 2017

B. A.

Undergraduate university study programme in Business, University of Zagreb, Faculty of Economics & Business

2009 - 2013

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Mathematics and informatics, XV. gymnasium Zagreb

TRAINING

- 2022 RU 12th Doctoral Summer School: The University of the Future, Utrecht University
 - Elected representative of the University of Zagreb
- 2021 The 25th Summer School in Social Science Methods 2021: *Structural Equation Modeling (SEM)*, Università della Svizzera italiana
- 2021 The Psychometrics Centre Workshop: *Structural Equation Modeling in R*, University of Cambridge
- 2021 2021 Ljubljana Doctoral Winter School: *Quantitative Research with R Studio*, School of Economics and Business, University of Ljubljana
- 2020 2020 Ljubljana Doctoral Summer School: *Mixed Methods Research Design & Analysis*, School of Economics and Business, University of Ljubljana
- 2020 2020 Ljubljana Doctoral Summer School: *Quantitative Data Analysis: Issues & Applications*, School of Economics and Business, University of Ljubljana
- 2019 26th CROMAR Congress: *Doctoral Colloquium*, Ekonomski fakultet Sveučilišta u Zagrebu

PERSONAL SKILLS

Mother tongue(s) Croatia

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1/C2	C1/C2	C1/C2	C1/C2	C2
Italian	A1/A2	A1/A2	A1/A2	A1/A2	A1/A2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills

- excellent communication skills acquired while working at the demonstrator's workplace
- excellent presentation skills acquired during undergraduate and graduate studies at the Faculty of Economics, University of Zagreb through work on projects
- excellent presentation skills acquired during work at the assistant's workplace through participation at numerous conferences
- excellent skills in statistical analysis and writing scientific papers acquired during office assistant position

Organisational / managerial skills

- good organizational skills acquired while working as a student office administrator at Erste&Steiermärkische bank

Other skills

- excellent knowledge of programming with R and Python
- excellent knowledge of working with IBM SPSS and IBM SPSS Amos computer programs
- excellent working knowledge of the Microsoft Office package, with special emphasis on Microsoft Word, Microsoft PowerPoint and Microsoft Excel

ADDITIONAL INFORMATION

Invited lectures

- 2021., Internal communication and its role in an organization:
- Špoljarić, A. (2021, March 25). *Internal communication and its role in an organization*. IULM Corporate Communication International Week 2021. Università IULM, Milano, Italy.

Projects

- National, April 17th 2019 – October 17th 2022, The role of internal communication in an organization: position, channels, measurement and relationship with related concepts, prof. Ana Tkalac Verčič, research assistant

Reviewer (journals, proceedings etc.)

- 2022., Journal of Communication Management
- 2023., Public Relations Review

Conferences participations

- Tkalac Verčič, A. & Špoljarić, A. (2022., September 21st – 24th). *The Effect of Crisis on the Link Between Internal Communication and Employer Brands*. EUPRERA 23rd Annual Congress. Vienna, Austria.
- Špoljarić, A., Najjar Raškaj, D., & Tkalac Verčič, A. (2022, July 1-2). *How Internal Communication Impacts Organizational Success*. BledCom 2022 – 29th International Public Relations Research Symposium. Bled, Slovenia.
- Verčič, D., & Špoljarić, A. (2021, October 7-9). *The Influence Of Psychological Contract Fulfilment And Perceived Organizational Support On Employee Engagement Through Internal Communication Satisfaction*. EUPRERA 2021 Annual Congress, Pamplona, Spain.
- Tkalac Verčič, A., Verčič, D., & Špoljarić, A. (2021, July 2-3). *How crises affect internal communication channel preference?* BledCom 2021 – 28th International Public Relations Research Symposium. Bled, Slovenia.
- Tkalac Verčič, A., & Špoljarić, A. (2020, July 3). *Internal communication satisfaction and employee engagement as determinants of the employer brand*. BledCom 2020 – 27th International Public Relations Research Symposium. Bled, Slovenia.
- Špoljarić, A. (2019, December 12-13). *Managing crisis communication via social media platforms*. 26th CROMAR Congress. Zagreb, Croatia.

Researcher's profiles

ORCID: 0000-0002-7243-8082
 Google Scholar: LEgKmWgAAAAJ
 Full bibliography: <https://www.bib.irb.hr/profile/36107>

SELECTED BIBLIOGRAPHY

- Pološki Vokić, N., Tkalac Verčič, A., & Špoljarić, A. (2022.). The Moderating Role of Internal Communication Satisfaction in Building a Favourable Internal Employer Brand by Fulfilling the Psychological Contract. In S. Sever Mališ, B. Jaković, & I. Načinović Braje (eds.), *Proceedings of FEB Zagreb 13th International Odyssey Conference on Economics and Business* (pp. 875-889). University of Zagreb, Faculty of Economics & Business. <https://doi.org/10.22598/odyssey/2022.4>
- Sinčić Ćorić, D., & Špoljarić, A. (2021). The origins of internal communication and employer branding in marketing theories. *Communication Management Review*, 6(01), 30-45. <https://doi.org/DOI10.22522/cmr20210163>
- Špoljarić, A. (2021.). Managing Crisis Communication Via Social Media. *Naše gospodarstvo/Our Economy*, 67(1), 23-32. <https://doi.org/10.2478/ngoe-2021-0003>
- Špoljarić, A., & Tkalac Verčič, A. (2022). Internal communication satisfaction and employee engagement as determinants of the employer brand. *Journal of Communication Management*, 26(1), 130-148. <https://doi.org/10.1108/JCOM-01-2021-0011>
- Špoljarić, A., & Verčič, D. (in print). The effects of social exchange quality indicators on employee engagement through internal communication. In N. Rodríguez-Salcedo, Á. Moreno, S. Einwiller, & M. Recalde (eds.), *(Re)Discovering the human element in public relations and communication management in unpredictable times* (pp. 123-138). Emerald Publishing.
- Tkalac Verčič, A., & Špoljarić, A. (2020). Managing internal communication: How the choice of channels affects internal communication satisfaction. *Public Relations Review*, 46(3), 101926. <https://doi.org/10.1016/j.pubrev.2020.101926>
- Tkalac Verčič, A., Verčič, D., i Špoljarić, A. (2023.). Internal Communication and Employer Brands. Routledge. <https://doi.org/10.4324/9781003200109>
 Vranešević, T., Ozretić Došen, Đ., Pavičić, J., Piri Rajh, S., Sinčić Ćorić, D., Tomašević Lišanin, M., Tkalac Verčič, A., Palić, M., Krupka, Z., Mandić, M., Škare, V., Vlašić, G., Brečić, R., Fudurić, M., Horvat, S., Lučić, A., Pandža Bajsi, I., Komarac, T., Dropulić, B., ... Mihotić, L. (2021). *Osnove marketinga*. University of Zagreb, Faculty of Economics & Business.