



PERSONAL INFORMATION

Dubravka Sinčić Ćorić



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Sex F | Date of birth 24/8/1971 | Nationality Croatian

CURRENT POSITION

Full Professor at Department of Marketing and Head of Department of Marketing

WORK EXPERIENCE

2016-: Full professor at Department of Marketing

2011-2016: Associate professor at Department of Marketing, courses: Marketing, B2B Marketing, Marketing management, Decision making in Marketing, Lobbying

2011-2013: visiting professor at Wirtschaftsuniversität (WU) Wien

2006-2011: assistant professor at Department of Marketing

2006-2010: visiting teacher at University of Split, Economic faculty

1997-2001: research assistant at Department of Informatics and teaching assistant at Department of Marketing

EDUCATION

2000-2004: EDAMBA doctoral program, University of Zagreb Faculty of Economics & Business, Ph.D title from 2005.

2001: Department of Marketing, University of Southern Denmark, Odense, Denmark, part of doctoral education

1996-1999: MBA University of Zagreb Faculty of Economics & Business, M.Sc. from 2000.

1991-1995: University J. J. Strossmayer in Osijek, Economic faculty, Marketing, B.Sc. Graduated in 1995.

1985-1990: high school (gimnasium) in Osijeku

1983-1988: high music school, Violine

PERSONAL SKILLS

Mother tongue Croatian

Other language(s)

| | UNDERSTANDING | | SPEAKING | | WRITING |
|---------|---------------|---------|--------------------|-------------------|---------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| English | C2 | C2 | C2 | C2 | C2 |

Communication skills

- Leader or moderator of scientific or professional workshops, group interviews and discussion groups, organizer of scientific and professional events, university professor

Organisational/ managerial skills

- 2016 -** : member of Communication management committee at Faculty of Economics & Business – Zagreb
- 2016 -** : chairperson of Technical commission for advertising, administration and commercial and office duties (TK22) in the process of evaluation for „Croatian quality“ and „Croatian original signs at Croatian chamber of economy
- 2015-2017** : chairperson of Ethical commission at Faculty of Economics & Business – Zagreb
- 2015 -** vice-president of Croatian Society of Lobbyists HDL
- 2014 -** : Head of Marketing department at Faculty of Economics & Business – Zagreb 2014: coordinator of the organization of “Marketing Days“, and the Meeting of the Croatian Departments of Marketing at Faculty of Economics & Business – Zagreb
- 2013 -** : member of Main board of Croatian marketing association CROMAR
- 2013-2015**: general secretary of Croatian Society of Lobbyists HDL
- 2013-2014** : member of working group for Developing University of Zagreb's strategy documents
- 2011 -** : Head of the postgraduate program „Business-to-business marketing“
- 2011 -** : member of „Fedor Rocco“ award committee 2011-2014: Head of graduate program „Marketing“
- 2011 - 2014** : member of Graduate program committee at Faculty of Economics & Business – Zagreb
- 2011** : coordinator of the organization of the Meeting of the Croatian Departments of Marketing, organized within the 90th anniversary of Faculty of Business & Economics – Zagreb
- 2010-2013**: member of Management board of Croatian Society of Lobbyists HDL
- 2009-2010**: member of Undergraduate program committee at Faculty of Economics & Business – Zagreb
- 2008-2010**: chairperson of committee for lecturing quality improvement at Faculty of Economics & Business – Zagreb
- 2006-2012**: project leader deputy of Working Paper Series, published electronically by the Faculty of Economics & Business - Zagreb
- 2005**: member of the organizing committee of the XIX CROMAR Congress
- 2002-2004**: editor of newsletter of Faculty of Economics & Business - Zagreb
- 2002**: coordinator of the organization of “The First Meeting of the Croatian Departments of Marketing”.
- 1996-1999**: project leader deputy of the project „Business Information center“
- 1996-1998**: executive director for the MBA at the Faculty of Economics & Business – Zagreb

Other skills

- plays violine

Driving licence

B

ADDITIONAL INFORMATION

Scientific and projects

- 2017-2018.: project leader** „Developing methodology for assessing the organizational buying decision approaches in selecting professional services“ (University of Zagreb)
- 2016. -: researcher (team member)** EU HORIZON 2020 678024 „Strenght2Food – Strengthening European Food Chain Sustainability by Quality and Procurement Policy Activity“ (University of New Castle, UK)
- 2014: researcher (team member)** „Strategic marketing – creating the identity of a competitive economy,“ ((University of Rijeka, Economic faculty)
- 2012-2013.: researcher (team member)** „Developing the model of managing University of Zagreb, Faculty of Economics & Business's reputation“ (University of Zagreb)
- 2013-2014.: project leader** „Developing methodology for assessing the organizational buying decision approaches“ (University of Zagreb)
- January-December **2012.: researcher (team member)** „Developing methodology for implementation of e-courses project management“ (University of Zagreb, faculty for construction engineering)
- 2007-2011.: researcher (team member)** 067-0672345-2286 „Marketing system for competitive offer of ecological products in Croatia“ (Ministry of Science, education and sports).
- 2007-2011.: researcher (team member)** 067-0000000-3375 „Strategy for developing image of Republic of Croatia u the process of entering the EU“ (Ministry of Science, education and sports)
- 2002-2006.: research assistant (team member)** 0067016 „Methods and models for decision making support“ (University of Zagreb, Faculty of Economics and Business)
- 1997-2002.: research assistant (team member)** 067003 „Modelling and simulations in business economy“ (Ministry of Science and technology).

Professional co-operation with businesses

- 1) Exploring the identity prism dimensions of Croatian chamber of economy (for Croatian chamber of Economy), 2016, **team leader**
- 2) The concept of image of HŽ Cargo (for HŽ Cargo), 2012, **team leader**
- 3) Croatian industry's scenario planning project (for Croatian Association of Employers), 2007 – 2008, **team leader**
- 4) Position paper of Croatian Association of Employers in reindustrialization of Republic of Croatia (for Croatian Association of Employers), 2006 – 2007, **individual work**
- 5) Ex Post Evaluation: Project F/P 1392 (2000)-Croatia; Small and Medium Enterprises, Socioeconomic Impact (for HBOR i EBRD), 2005 – 2006, **team member**
- 6) The analysis of Croatian card market (for Europapress Holding), 2005, **individual work**
- 7) Croatian Human Resource Competitiveness Study (for: Management System International and USAID), 2003-2004, **team member**

Membership in scientific and professional associations

European marketing association EMAC
Croatian marketing association CROMAR
Croatian society of lobbyists HDL

Journal editor roles
(editor in chief, associate editor,
guest editor, editorial board etc.)

Member of editorial board of Zagreb International Review of Economics and Business ZIREB

Researcher's profiles

ORCID: <https://orcid.org/0000-0002-1834-5491>

Google Scholar: <https://scholar.google.hr/citations?user=uhIr9NYAAAAJ&hl=hr>

Popis radova: <https://www.bib.irb.hr/prehled/znanstvenici/237641>

SELECTED BIBLIOGRAPHY

BOOKS

Tkalac Verčić, A., **Sinčić Ćorić, D.**, Pološki Vokić, N. (2011), Priručnik za metodologiju istraživačkog rada u društvenim istraživanjima: Kako osmisliti, provesti i opisati znanstveno i stručno istraživanje (Research Methodology Manual - how to design, implement and describe scientific and professional research), 2. izdanje (udžbenik/priručnik Sveučilišta u Zagrebu), Zagreb: MEP Consult. ISBN: 978-953-6807-53-6.

SCIENTIFIC PAPERS (2008-2018)

Sinčić Ćorić, D., Brečić, R., Šimunjak, M. (2017), Reaching, Engaging and Bonding with Voters on Social Media: The Case of 2014/2015 Croatian Presidential Elections. *Medijske studije*, 8(16): 61-77. DOI: 10.20901/ms.8.16.5.

Šimunjak, M., **Sinčić Ćorić, D.**, Brečić, R. (2017), Political Impression Management Through Direct and Mediated Communication: The 2014/2015 Croatian Presidential Elections. *Društvena istraživanja*, 26(4): 539-560. DOI:10.5559/di.26.4.05.

Pološki Vokić, N., **Sinčić Ćorić, D.**, Obadić, A. (2017), To be or not to be a woman? – Highly educated women's perceptions of gender equality in the workplace. *Revija za socijalnu politiku*, 24 (3): 253-276.

Sinčić Ćorić, D., Anić, D., Piri Rajh, S., Rajh, E., Kumoga, N. (2017), Organizational buying decision approaches in the manufacturing industry: developing measures and typology, *Journal of Business & Industrial Marketing*, 32(2): 227-237, ISSN: 0885-8624

Sinčić Ćorić, D., Matić, N. (2015), Sustainability marketing in Croatia, u Grbac, B., Lončarić, D., Dlačić, J., Žabkar, V., Grunhagen, M (ured.): *Marketing insights from a changing environment*, London: Pearson, ISBN: 978-1-78448-762-1, str. 110-128 od ukupno 279 str.

Sinčić Ćorić, D., Dropuljić, M. (2015), Consumers' attitudes towards cause-related marketing, *Analele stiintifice ale Universitatii "Al. I. Cuza" din Iasi. Stiinta economica / Scientific Annals of the "Alexandru Ioan Cuza" University of Iasi. Economic Sciences*, 62(3): 343-356. ISSN: 2068 – 8717. DOI: 10.1515/aicue-2015-0023

Sinčić Ćorić, D., Jelić, D. (2015), Applicability of Keller's brand equity model in the B2B chemical market, *Ekonomski istraživanja*, 28(1): 1006-1017, ISSN 1331-677X (Print), 1848-9664 (Online), DOI: 10.1080/1331677X.2015.

Sinčić Ćorić, D., Roglić, M. (2015), Osobnost luksuzne modne marke, *Ekonomski pregled*, 66(2): 138-155. ISSN: 0424-7558.

Sinčić Ćorić, D., Piri Rajh, S., Rajh, E. (2015), Technological intensity and buying decision-making approaches in manufacturing sector, *Conference Proceedings of the 3rd International Conference on Contemporary Marketing Issue (ICCM)*, 502-510.

Sinčić Ćorić, D., Murphy, P. E., Brečić, R. (2015), The role of marketing mix elements in corporate ethics statements, *Proceedings of the 6th EMAC REGIONAL CONFERENCE "Convergence and Divergence in the New Europe: Marketing Challenges and Issues"*, editors: Adamantios Diamantopoulos, Bodo B. Schlegelmilch, Arnold Schuh and Udo Wagner, ISBN: 978-3-200-04265-0

Sinčić Ćorić, D. (2014), The Status of Lobbying in Croatia, *International Advances in Economic Research*, 20(4): 411-423. ISSN: 1083-0898. DOI: 10.1007/s11294-014-9492-x

Sinčić Ćorić, D., Piri Rajh, S. (2014), Understanding organizational buying behavior: the need for reconciliation, *Proceedings of the 2nd International Conference on Contemporary Marketing Issue (ICCM)*, editors: Christos Samaniotis, Gillian Wright, ISBN: 978-960-287-145-4, 841-849.

Sinčić Ćorić, D., Vuković, I. (2012), Analiza tiskovnih i internetskih objava o lobiranju u Hrvatskoj, *Društvena istraživanja*, 21(2), 116: 545-567. ISSN: 1330-0288. DOI: 10.5559/di.21.2.13

Sinčić Ćorić, D., Kaurin, N. (2011), Stavovi mlađe populacije o lobiranju, *Zbornik Ekonomskog fakulteta u Zagrebu*, 9(2): 281-297. ISSN 1333-899

Sinčić Ćorić, D., Kurnoga Živadinović, N., Dropuljić, M. (2011), The effects of cause and donation size of cause-related marketing program on consumers' intention to buy⁴, *Proceeding of the 22nd CROMAR Congress „Marketing challenges in New Economy“*, Juraj Dobrića University of Pula, Department of Economics and Tourism, editors: Danijela Križman Pavlović, Dragan Benazić. ISBN 978-953-7498-45-0, 831-850.

Tkalac Verčić, A., Pološki Vokić, N., **Sinčić Ćorić, D.** (2009), Razvoj mjernog instrumenta za procjenu zadovoljstva internom komunikacijom, *Društvena istraživanja*, 18(1-2): 175-203. ISSN: 1330-0288.

Sinčić Ćorić, D., Kurnoga Živadinović, N. (2009), Utjecaji odabranih elemenata marketinga općeg dobra na odabir marke, *TRŽIŠTE*, 21(1): 69-80, ISSN: 0353-4790.

Sinčić Ćorić, D., Kovačić, E. (2009), Unutarnja percepcija identiteta poduzeća, *Ekonomski pregled*, 60(11): 616-633. ISSN: 0424-7558.

Sinčić Ćorić, D., Pološki Vokić, N. (2009), The roles of internal communications, human resource management and marketing concepts in determining holistic internal marketing philosophy. *Zagreb International Review of Economics & Business*, 12(2): 87-107. ISSN: 1331-5609.