


PERSONAL INFORMATION

**Irena Pandža Bajs**

 University of Zagreb Faculty of Economics & Business
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Gender F | Nationality Croatian

CURRENT POSITION

Assistant professor at Marketing department

WORK EXPERIENCE

2016- Assistant professor at Marketing department

University of Zagreb Faculty of Economics & Business

- Teaching and scientific activities

Business or sector Marketing

2006- 2016 Teaching assistant at Marketing department

University of Zagreb Faculty of Economics & Business

- Teaching and scientific activities

Business or sector Marketing

2004 - 2006 Asaistant at Department for microeconomics

School of Economics and Business Sarajevo, Trg oslobođenja - Alija Izetbegovic 1, 71000 Sarajevo, B&H

- Teaching asisstant

Business or sector Microeconomics

2003 - 2004 Senior skilled associate

Public electric enterprise "Elektroprivreda BiH", Sarajevo, BiH

- Senior skilled associate in Directorate for economic affairs

Business or sector Directorate for economic affairs

EDUCATION

2008-2012 PhD

Doctorial postgraduate study of Faculty of Economics and Business Zagreb

- PhD in economics, marketing field

2004 - 2008 M.Sc

Postgraduate Master of Business Administration Study, Faculty of Economics and Business Zagreb

- Master degree in field of Business managment

1998 - 2002 B.Sc

School of Economics and Business Sarajevo, B&H, Undergraduate Business Study, Marketing

TRAINING

2007 Faculty of Humanities and Social Sciences, University of Zagreb, Croatia, program for Developing professional competence for teacher of higher education

PERSONAL SKILLS

Mother tongue Croatian

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1

Communication skills ▪ Good communication and team working skills

Organisational / managerial skills ▪ Good organizational skills, experience in events organization

Job-related skills ▪ Working on business plans and market research projects

ADDITIONAL INFORMATION

Visiting professorships ▪ 2009, Leslie Silver International Faculty, Leeds Metropolitan University, UK, module Communication

Honours and awards ▪ 2015, award Mijo Mirković, Faculty of Economics and Business Zagreb
 ▪ 2010, award for Pedagogic/didactic forming of e-module on competition for the best E-module at University of Zagreb

Memberships in professional association or bodies ▪ CRODMA – Croatan association for direct and interactive marketing
 ▪ 2015, European Marketing Academy

Reviewer (journals, proceedings etc.) ▪ 2014-2016, The European Marketing Academy Conference
 ▪ 2014, 6th International Scientific Conference on Economic and Social Development and 3rd Easter European ESD Conference: Business Continuity
 ▪ 2012-2018, Market
 ▪ 2017-2018, Zbornik Ekonomskog fakulteta Zagreb

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

- 2015-2018, M-Sphere Conference For Multidisciplinarity in Business and Science, Organizing committee
- 2017, 7th International Conference on History and Society Development Hong Kong, Program committee
- 2011, The 8th International Conference for Marketing, Management, Finance, Customer Behaviour and Retailing Research, Organizing committee

Researcher's profiles

ORCID: <https://orcid.org/0000-0002-9191-8719>
Google Scholar: <https://scholar.google.hr/citations?user=bZKkאוAAAAJ&hl=hr>
Full bibliography: <https://bib.irb.hr/lista-radova?autor=295803>

SELECTED BIBLIOGRAPHY

- Vranešević, T., Pandža Bajs, I., Mandić, M. (2018.) *Upravljanje zadovoljstvom klijenata*, Zagreb: Accent
- Razum, A, Pandža Bajs, I., Zekić, Z. (2017.) Analiza čimbenika održive potrošnje generacije Z u modnoj industriji, *Ekonomski pregled*, 68 (3), 297-318. ISSN (print) 0424-7558, UDK 658.8.013:613.49
- Pandža Bajs, I. (2015.) Tourist Perceived Value, Relationship to Satisfaction, and Behavioral Intentions: The Example of the Croatian Tourist Destination Dubrovnik, *Journal of Travel Research*, 54 (1), 122-134.. DOI: 10.1177/0047287513513158
- Pandža Bajs, I. (2012.) "Proces nastajanja percipirane vrijednosti s fokusom na čimbenike ponude poduzeća", *Tržište (Market)*, 24 (2), 279-296.
- Pandža Bajs, I. (2011.) Attributes of tourist destination as determinants of tourist perceived value", *International Journal of Management Case, Special Issue – CIRCLE conference*, 13 (3), 547-554.
- Vranešević, T., Mandić, M., Pandža, I., Horvat, S., (2008.) Branding. In: Vignali, C., Vranešević, T., Vrontis, D., *Strategic Market and Retail Thought*, Zagreb: ACCENT. 67-87.