

## PERSONAL INFORMATION

**Zoran Krupka**

📍 University of Zagreb Faculty of Economics & Business  
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Sex Male | Date of birth 21/9/1981

## CURRENT POSITION

Vice Dean for Quality and Internationalization

## WORK EXPERIENCE

**2022 - Professor at Department of Marketing**

University of Zagreb Faculty of Economics & Business  
Trg J. F. Kennedyja 6, 10000 Zagreb, Croatia

International Marketing, Brand Management, Marketing Planning, Country of Origin, Luxury Branding

**2017-2022 Associate Professor at Department of Marketing**

University of Zagreb Faculty of Economics & Business  
Trg J. F. Kennedyja 6, 10000 Zagreb, Croatia

International Marketing, Brand Management, Marketing Planning, Country of Origin, Luxury Branding

**2012 - 2017 Assistant Professor at Department of Marketing**

University of Zagreb Faculty of Economics & Business  
Trg J. F. Kennedyja 6, 10000 Zagreb, Croatia

International Marketing, Brand Management, Marketing Planning, Country of Origin, Luxury Branding

**2004 - 2012 Teaching and Research Assistant at Department of Marketing**

University of Zagreb Faculty of Economics & Business  
Trg J. F. Kennedyja 6, 10000 Zagreb, Croatia

International Marketing, Brand Management

## EDUCATION

**2006 - 2010 PhD in Marketing**

University of Zagreb Faculty of Economics & Business  
Trg J. F. Kennedyja 6, 10000 Zagreb, Croatia

Brand Management, International Marketing

2004 - 2006 **Master of Science in Marketing**  
 University of Zagreb Faculty of Economics & Business  
 Trg J. F. Kennedyja 6, 10000 Zagreb, Croatia  
 International Marketing, Strategies for Business Internationalization

1999 - 2004 **Bachelor Degree in Marketing**  
 University of Zagreb Faculty of Economics & Business  
 Trg J. F. Kennedyja 6, 10 000 Zagreb, Croatia  
 International Marketing

TRAINING

- 2022 'OpenInnoTrain – Industry 4.0', Societa Agricola Salcheto S.R.L. (Montepulciano, Italy)
- 2019 'Innovation Ecosystems', Massachusetts Institute of Technology – MIT (Boston, MA, USA)
- 2019 'OpenInnoTrain – Industry 4.0', RMIT Europe (Barcelona, Spain)
- 2016 'Market Research Colloquium on Smart PLS', Innovation Institute (Zagreb, Croatia)
- 2015 'Advanced Program in Business - education in Marketing, Strategy, Innovation, Finance', Innovation Institute (Zagreb, Croatia)
- 2009 'International Marketing', Skidmore College (Saratoga Springs, NY, USA)
- 2007 'EDEN Doctoral Seminars on Statistical Methods for Management Research', EIASM (Lueven, Belgium)
- 2007 'Education in didactics, psychology, Croatian language and informatics', Faculty of Economics & Business - Zagreb and Faculty of Humanities and Social Sciences Zagreb, (Zagreb, Croatia)
- 2006 'World Forum on Marketing and Sales', Marketing School for Business – Lisbon (Lisbon, Portugal)

PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Replace with name of language certificate. Enter level if known.					
Spanish	B1	B1	A2	A2	A2
Replace with name of language certificate. Enter level if known.					

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

Communication skills Good communication skills gained through my experience as professor, programmes / education, conferences where I presented papers and research

Organizational / managerial skills Good organizational and managerial skills gained through my experience as organizing and program committee member of several international scientific conferences, leader and coordinator of several research projects, associate and technical editor of international scientific journal

**Job-related skills** Consultant for several companies.

## ADDITIONAL INFORMATION

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**Visiting professorships** December 2020, ESPM - Escola Superior de Propaganda e Marketing (Sao Paulo, Brazil)  
 August 2019, RMIT Europe (Barcelona, Spain)  
 March 2019, Universidad de Magallanes (Punta Arenas, Chile)  
 2017-2021, Faculty of Economics (Sarajevo, Bosnia and Herzegovina)  
 February – July 2009, Skidmore College (Saratoga Spring, NY, USA)

**Invited lectures** Lectures on topics of internationalization strategies, brand management, country of origin, international marketing

- Projects**
- ERASMUS+. 2020-2023. “PROSPER - PROMoting Social entrePreneurship in higher Education for a prospeRous society”. Project leader - University of Slaski (Poland). Project members - Stimuli For Social Change (Greece), University of Macedonia (Greece), World University Service-Osterreichisches Komitee Verein (Austria), Sdrudzenie Znam i Moga (Bulgaria), University of Zagreb (Croatia). Researcher.
  - HORIZON 2020. 2019-2023. “Open Innovation – Research Translation and Applied Knowledge Exchange in Practice through University-Industry-Cooperation”. Project leader – RMIT Europe. Researcher.
  - 2018-2019. “How do Slovenian and Croatian higher education organizations follow goals of the European higher educational systems concerning social responsibility?”. Project leaders / members - University of Zagreb Faculty of Economics & Business and University of Maribor Faculty of Economics. Researcher.
  - 2017. “The impact of brand innovativeness on consumer willingness to pay different price levels”. Project leader - University of Zagreb Faculty of Economics & Business. Leader.
  - 2015-2023. “Scientific Center of Excellence for School Effectiveness and Management”. Project leader - University of Zagreb Faculty of Economics & Business. Member of Scientific Committee and Researcher.
  - 2015-2016. “ECONQUAL”. Project leader - Faculty of Economics University of Rijeka. Project financed by European Union about new qualification systems for higher education institutions in the field of economics in Croatia. Coordinator and Lead Researcher at University of Zagreb Faculty of Economics & Business.
  - 2014. “Interaction of different levels of analysis in creating brand perceptions”. Project leader - University of Zagreb Faculty of Economics & Business. Leader.

**Honors and awards** 2007, Award “Dr. Mijo Mirković” for scientific Work, University of Zagreb Faculty of Economics & Business.

- Public and university services**
- 2022-, Vice Dean for Quality and Internationalization
  - 2020-, Head of committee for university specialist postgraduate study programmes, University of Zagreb Faculty of Economics & Business
  - 2018-2020, Head of committee for integrated undergraduate and graduate study programmes, University of Zagreb Faculty of Economics & Business
  - 2016-2018, Head of committee for students awards, University of Zagreb Faculty of Economics & Business
  - 2013-, Academic Committee member, Innovation Institute

Memberships in professional association or bodies	American Marketing Association – AMA (2012, 2014) Croatian Marketing Association – CROMAR (2007-2009, 2019) European Marketing Association – EMAC (2008, 2011-2012, 2014, 2018, 2020-2021)
Journal editor roles (editor in chief, associate editor, guest editor, editorial board etc.)	<ul style="list-style-type: none"><li>▪ 2020-, Market-Trziste, Associate Editor and Editorial Board member</li><li>▪ 2019-, ZIREB – Zagreb International Review of Economics &amp; Business, Editorial Board member</li><li>▪ 2006-2020, Market-Trziste, technical editor</li></ul>
Reviewer (journals, proceedings etc.)	<p>Scientific journals</p> <ul style="list-style-type: none"><li>▪ Economic Research (2013)</li><li>▪ Economic Thought and Practice (2015-2019)</li><li>▪ Ekonomski pregled (2020)</li><li>▪ Ekonomski vjesnik (2019-2020)</li><li>▪ International Journal of Value Chain Management (2020)</li><li>▪ Journal of Business Review (2017-2018)</li><li>▪ Journal of Contemporary Management Issues (2015-2018)</li><li>▪ Journal of Global Marketing (2014)</li><li>▪ Liburna (2014)</li><li>▪ Market – Trziste (2012-2020)</li><li>▪ Marketing of Scientific and Research Organizations (2014-2020)</li><li>▪ Our Economy (2020)</li><li>▪ South Eastern European Journal of Economic and Business (2013-2017)</li><li>▪ Tourism Management (2014-2019)</li><li>▪ Zbornik Ekonomskog fakulteta u Zagrebu (2014-2016)</li></ul> <p>Scientific conference proceedings</p> <ul style="list-style-type: none"><li>▪ American Marketing Association Conferences (2019)</li><li>▪ Academy of International Business Conference (2008)</li><li>▪ CROMAR Congress (2013, 2019)</li><li>▪ Contemporary Issues in Theory and Practice of Management (2017)</li><li>▪ European Marketing Academy Conference (2013-2015)</li><li>▪ Regional European Marketing Academy Conference (2010-2013, 2020)</li><li>▪ Odyssey Conference (2020)</li><li>▪ Global Business Conference (2010-2020)</li><li>▪ Global Education, Teaching &amp; Learning Conference (2017-2020)</li></ul> <p>Books</p> <ul style="list-style-type: none"><li>▪ Basics of Strategic Marketing (2012; in Croatian)</li><li>▪ Principles of Marketing and Management for Non-profit Organizations (2013; in Croatian)</li><li>▪ Strategic Marketing (2019; in Croatian)</li></ul>
Prominent conferences (program, organizing, scientific etc. committees)	<ul style="list-style-type: none"><li>▪ 2010-2020, Global Business Conference, Program Committee</li><li>▪ 2017-2020, Global Education, Teaching &amp; Learning Conference, Program Committee</li><li>▪ 2018-2020, Contemporary Issues in Theory and Practice of Management, Scientific Committee</li><li>▪ 2016-2020, European Forum for Marketing of Scientific and Research Organizations, Program Committee</li><li>▪ 2005, XIX CROMAR Congress, Organizing Committee</li></ul>

## Researcher's profiles

ORCID: <https://orcid.org/0000-0003-2896-7531>

Google Scholar: <https://scholar.google.sk/citations?user=yxn4JOMAAAAJ&hl=en&oi=ao>

Full bibliography: <https://www.bib.irb.hr/pretraga/?operators=and|krupka%20zoran|text|profile>

## SELECTED BIBLIOGRAPHY

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- Krupka, Z., Mirt, M., & Ozretić Došen, Đ. (2021). The Importance of Country-of-Origin Construct Dimensions in Destination Brand Building. *Market-Trziste*, 33(2), 221-238.
- Krupka, Z., Dobra, A., & Vlašić, G. (2021). Factors Influencing the Perception of Destination Brand Luxuriousness. *Naše gospodarstvo / Our Economy*, 67(4), 74-86.
- Dropulić, B., Krupka, Z., & Vlašić, G. (2021). Student Customer Experience: A Systematic Literature Review. *Management: Journal of Contemporary Management Issues*, 26(2), 211-228.
- Krupka, Z. (2021). The Influence of the Western Lifestyle on The Brand Choice in Transitional Economies, 37<sup>th</sup> EBES Conference, Berlin (Germany), October 6<sup>th</sup>-8<sup>th</sup>, 2021, pp. 1262-1276.
- Krupka, Z., & Malogorski, M. (2021). The Country of Origin as a Factor in Product Quality Perception. *Zbornik Ekonomskog fakulteta u Zagrebu*, 19(1), 243-259.
- Krupka, Z., Fudurić, M., & Dropulić, B. (2021). Planiranje i metrika marketinških aktivnosti. In: T. Vranešević (ur.). *Osnove marketinga* (367-388). Zagreb: Ekonomski fakultet-Zagreb.
- Dropulić, B., & Krupka, Z. (2020). Are Consumers Always Greener on the Other Side of the Fence? Factors That Influence Green Purchase Intentions – The Context of Croatian and Swedish Consumers. *Market-Trziste*, 32(Special issue), 99-113.
- Krupka, Z. (2018). Importance of Image Attributes in Personal Branding. 32<sup>nd</sup> International Business Information Management Association Conference, Seville (Spain), November 15-16, 2018.
- Ozretić Došen, Đ., Previšić, J., Krupka, Z., Škare, V., & Komarac, T. (2018). The role of familiarity in the assessment of Turkey's country/destination image: going beyond soap operas. *International Journal of Culture, Tourism and Hospitality Research*, 12(3), 277-291.
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- Krupka, Z., & Arežina, D. (2017). Importance of Country-Of-Origin on Different Product Categories Purchase Decision. *Marketing of Scientific and Research Organizations*, 26(4), 35-54.
- Krupka, Z., & Butara, A. (2016). The Impact of Brand Extension on Parent Brand Personality. *Zbornik Ekonomskog fakulteta u Zagrebu*, 14(1), 87-102.
- Pavičić, J., Alfirević, N., Vlašić, G., Krupka, Z., & Krce Miočić, B. (2016). School Principals, Environments and Stakeholders: The Blessings and Heresies of Market Organization. In: N. Alfirević, J. Burušić, J. Pavičić & R. Relja (eds.). *School Effectiveness and Educational Management* (pp. 27-48). London: Palgrave Macmillan.
- Krupka, Z., Ozretić Došen, Đ., & Previšić, J. (2014). Impact of Perceived Brand Name Origin on Fashion Brand's Perceived Luxury. *Acta Polytechnica Hungarica*, 11(3), 153-166.
- Vlašić, G., Langer, J., & Krupka, Z. (2013). Mediating Mechanism of Charisma, Trust and Reputation in Driving Capital Endowment into Value Premium. 4<sup>th</sup> EMAC CEE Regional Conference, San Petersburg (Russia), September 26-27, 2013.
- Previšić, J., Ozretić Došen, Đ., & Krupka, Z. (2012). *Principles of International Marketing* (in Croatian). Zagreb: Školska knjiga.

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- Ozretić Došen, Đ., Škare, V., & Krupka, Z. (2007). Assessments of Country of Origin and Brand Cues in Evaluating a Croatian, Western and Eastern European Food Product. *Journal of Business Research*, 60(2), 130-136.