

PERSONAL INFORMATION

**Zoran Krupka**

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CURRENT POSITION

Professor of Marketing
Vice Dean for Quality Management, Internationalization and Science

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

Visiting professorships May 2024, European University (Tbilisi, Georgia)
December 2023, ESPM - Escola Superior de Propaganda e Marketing (Sao Paulo, Brazil)
March 2023, Universidad de Magallanes (Punta Arenas, Chile)
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**
- HORIZON “Consumers’ Understanding Of Eating Sustainably – CUES”. Project leader: Erasmus University Rotterdam.
 - 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 ServiceOsterreichisches 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**
- 2024, Vice Dean for Quality Management, Internationalization and Science
 - 2022-2024, Vice Dean for Quality and Internationalization
 - 2020-2022, 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.)

- 2023-, Technology and society, Editorial Board Member
- 2020-, Market-Trziste, Associate Editor and Editorial Board member
- 2019-, ZIREB – Zagreb International Review of Economics & Business, Editorial Board member
- 2006-2020, Market-Trziste, technical editor

Reviewer
(journals, proceedings etc.)

Scientific journals

- Economic Research (2013)
- Economic Thought and Practice (2015-2019)
- Ekonomski pregled (2020)
- Ekonomski vjesnik (2019-2020)
- International Journal of Value Chain Management (2020)
- Journal of Business Review (2017-2018)
- Journal of Contemporary Management Issues (2015-2018)
- Journal of Global Marketing (2014)
- Liburna (2014)
- Market – Trziste (2012-2020)
- Marketing of Scientific and Research Organizations (2014-2020)
- Our Economy (2020)
- South Eastern European Journal of Economic and Business (2013-2017)
- Technology in Society
- Tourism Management (2014-2019)
- Zbornik Ekonomskog fakulteta u Zagrebu (2014-2016)

Scientific conference proceedings

- American Marketing Association Conferences (2019)
- Academy of International Business Conference (2008)
- CROMAR Congress (2013, 2019)
- Contemporary Issues in Theory and Practice of Management (2017)
- European Marketing Academy Conference (2013-2015)
- Regional European Marketing Academy Conference (2010-2013, 2020)
- Odyssey Conference (2020)
- Global Business Conference (2010-2020)
- Global Education, Teaching & Learning Conference (2017-2020)

Books

- Basics of Strategic Marketing (2012; in Croatian)
- Principles of Marketing and Management for Non-profit Organizations (2013; in Croatian)
- Strategic Marketing (2019; in Croatian)

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

- 2010-2024, Global Business Conference, Program Committee
- 2017-2022, Global Education, Teaching & Learning Conference, Program Committee
- 2018-2020, Contemporary Issues in Theory and Practice of Management, Scientific Committee
- 2016-2020, European Forum for Marketing of Scientific and Research Organizations, Program Committee
- 2005, XIX CROMAR Congress, Organizing Committee

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

- Vlašić, G., Dabić, M., & Krupka, Z. (2024). Cognitive Profiles of Strategic Decision-Makers: Implications for Exploration–Exploitation Strategies. *Strategic Change*, 33(4), 275-285.
- Dropulić, B., Krupka, Z., & Vlašić, G. (2024). The Use of Biometrics in Marketing: Challenges and Opportunities. 28th CROMAR Congress – Marketing in Multiverse: From Real to Virtual. Pula (Croatia), October 12th-13th. 2023, pp. 289-307.
- Otola, I., Grabowska, M., & Krupka, Z. (2023). *Trust and Organizational Resilience*. New York, NY: Routledge.
- Krupka, Z. (2023). Empowering Brands: Integrating Experiential Marketing and Socially Responsible Initiatives for Lasting Impact. 45th EBES Conference Proceedings – vol. I. Budapest (Hungary / online), October 11th-13th, 2023, pp. 732-741.
- Krupka, Z. (2023). Exploring the Influence of Sensory Marketing on Brand Perception. *Naše gospodarstvo / Our Economy*, 69(3), 45-55.
- Otola, I., Grabowska, M., & Krupka, Z. (2023). The Response of High-Growth Enterprises to the Crises Caused by the Covid-19 Pandemic. *Management: Journal of Contemporary Management Issues*, 28(2), 13-26.
- Krupka, Z., & Marinić, M. (2022). Integriranost elemenata zemlje podrijetla u identitet marke proizvoda. *Ekonomski pregled*, 73(3), 433-458.
- Dropulić, B., Krupka, Z., & Vlašić, G. (2022). Brand Equity in a Digital Age: Systematic Literature Review. *Economic Thought and Practice / Ekonomska misao i praksa*, 31(1), 277-302.
- 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.
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- Krupka, Z. (2021). The Influence of the Western Lifestyle on The Brand Choice in Transitional Economies, 37th EBES Conference, Berlin (Germany), October 6th-8th, 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. 32nd 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.

- Krupka, Z., Ozretić Došen, Đ., & Previšić, J. (2017). Antecedents of Brand Management Adaptation / Standardization and Its Influence on Firms' Performance. *Engineering Economics*, 28(3), 334-346.
- Vlašić, G., Hair, J., & Krupka, Z. (2017). Star Marketer's Impact on the Market Strategy Choice. *Management: Journal of Contemporary Management Issues*, 22(2), 1-13.
- Ozretić Došen, Đ., Škare, V., & Krupka, Z. (2017). Researching Country Image in the Context of Emerging Economies. In: M. A. Marinov (ed.). *Researching Handbook of Marketing in Emerging Economies* (pp. 163-196). Cheltenham: Edward Elgar Publishing.
- 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.
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