

## PERSONAL INFORMATION



## Josip Mikulić

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Sex Male | Date of birth 17/01/1979 | Nationality Croatian

## CURRENT POSITIONS

## Associate Professor and Head of Department of Tourism

University of Zagreb Faculty of Economics & Business

## Scientific Advisor

Institute for Tourism, Zagreb, Croatia

## WORK EXPERIENCE

## 2017- Associate Professor at Department of Tourism

University of Zagreb Faculty of Economics & Business

- Teaching and researching

Business or sector Higher Education

## 2018- Research Associate

Institute for Tourism

- Research and consulting

Business or sector Research and Development

## 2011-2017 Assistant Professor at Department of Tourism

University of Zagreb Faculty of Economics & Business

- Teaching and researching

Business or sector Higher Education

## 2003-2011 Teaching and research assistant at Department of Tourism

University of Zagreb Faculty of Economics & Business

- Teaching and researching

Business or sector Higher Education

## 2002-2004 Web designer and developer

Pliva pharmaceuticals plc, Zagreb, Croatia

- Developing online disease centres and product websites

Business or sector Pharma industry

EDUCATION

- 2006-2009 **Doctor of Philosophy – PhD**  
University of Zagreb Faculty of Economics & Business
  - Economics and Business
  
- 2004-2006 **Master of Science – MSc**  
University of Zagreb Faculty of Economics & Business
  - Marketing
  
- 2001-2002 **JOSZEF international study program**  
Vienna University of Business and Economics, Austria
  - International leadership program, East-West business
  
- 1998-2003 **Bachelor of Science – BSc**  
University of Zagreb Faculty of Economics & Business
  - Marketing
  
- 1991-1998 **A Levels**  
Ratsgymnasium Peine, Germany
  - Classical high school

TRAINING

- 2008 Faculty of Economics & Business, Faculty of Humanities and Social Sciences, University of Zagreb Seminar on didactics and teaching psychology,
  
- 2003 Vienna University of Business and Economics, Austria, Training seminar on group dynamic collaboration
  
- 2003 Vienna University of Business and Economics, Austria, Designing tourism development plans: Case: National park Brijuni

PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
German	C2	C2	C2	C2	C2
English	C2	C2	C1	C1	C1
French	B1	B1	B1	B1	B1

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

Organisational / managerial skills ▪ team worker, project management experience

Technical skills and competencies

- MS Office, SPSS/PASW, Statsoft Statistica, Lisrel, Amos, SmartPLS, Photoshop

Areas of expertise

- Tourism management
- Destination marketing
- Research methodology
- Market research
- Customer experience and loyalty research
- Service quality management
- Marketing management
- Quantitative methods (SEM; PLS; ANN; FA/PCA)

## ADDITIONAL INFORMATION

Research projects

- Ministry of Innovation, Universities, Science and Digital Society (Španjolska), Generalitat Valenciana, GV/2021/176 Destination branding in times of Covid-19. The role of integrated marketing communications, 2021-2022, team member.
- University of Rijeka, ZIP-UNIRI-116-1-21 Tourism experience measurement in physical and virtual space, 2021 - 2022, team member.
- Croatian Science Foundation (HRZZ), IP-2019-04-7836: Too much of a good thing? The effects of tourism on the housing market in Croatia – TOURCRO, 2020 – 2024, team member.
- Internal research project of the Institute for tourism: Developing an integrative indicator system for tourism carrying capacity (RIPP), 2019 – ongoing, team member.
- Croatian Science Foundation (HRZZ), UIP-2014-09-7005: The Branding of Tourism Destinations: Looking at Brand Performance in the Context of the Destination Branding Process – DESTBRAND, 2015 – 2017, principal investigator.
- MZOŠ Projekt 067-0672288-2492, Market Research in the Function of Special Interest Tourism Development in Croatia, team member.
- University research grant 2018, principal investigator.
- University research grant 2015, Project Dp028, team member.
- University research grant 2014, Project Dp15., team member.
- University research grant 2013, Project 3.2.2.2., PI.
- Ministry of Science, Education and Sports, Project 067-0672288-2492, team member.

Honours and awards

- 2018 – Annual Best Paper Award, highest impact factor publication, Faculty of Economics & Business, Zagreb.
- 2018 – Annual science award Mijo Mirković, Faculty of Economics & Business, Zagreb.
- 2017 – Recognition for significant contribution to overall institutional research productivity, Faculty of Economics & Business, Zagreb.
- 2013 – **Emerald/EMRBI Business Research Award for Emerging Researchers.**
- 2013 – Annual science award Mijo Mirković, Faculty of Economics & Business, Zagreb.
- 2012 – **National Science Award, Croatian Parliament**
- 2012 – Annual Best Paper Award, Institute for tourism, Zagreb, Croatia.
- 2011 – Annual science award Mijo Mirković, Faculty of Economics & Business, Zagreb.
- 2009 – Annual science award of The society of university teachers, scholars and other scientists – Zagreb.
- 2001 – CEEPUS scholarship.
- 1996 – Rotary club scholarship

## Public and university services

- 2016 – Head of Department of tourism, Faculty of Economics & Business, Zagreb.
- 2020 – Member of the Working group of the Ministry of Tourism and Sports for Sustainable Tourism Development Strategy until 2030.
- 2018 – Member of the Working group of the President of Croatia for Identity and Brand Development of Croatia.
- 2018 – Member of the Science Council, Faculty of Economics & Business, Zagreb.
- 2018 – Vice president of the Faculty board for postgraduate doctoral studies, Faculty of Economics & Business, Zagreb.

## Expert evaluations

- 2021 - SASPRO 2, Slovak Academy of Sciences; evaluation of research proposals.
- 2021 – Czech Science Foundation; evaluation of research proposals.
- 2021 – Kosovo Accreditation Agency; evaluation of graduate study programs.
- 2020 – Member of the expert commission of the Research Council of Lithuania for the Baltic Research Programme; member of the social sciences panel and interdisciplinary panel
- 2018 – Member of the expert panel by the Agency for Science and Higher Education, Croatia, Accredited institution: Faculty of Tourism and Hospitality Management, University of Rijeka.
- 2017 – Member of the evaluation panel for internal research grants at the Institute for Economics, Zagreb, Croatia.

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

- **Editor-in-Chief**, Tourism: An International Interdisciplinary Journal
- **Associate Editor**, Tourism Management Perspectives (Elsevier)
- Associate Editor, Business Excellence
- Croatian Economic Survey – Editorial board member
- Tourism and Hospitality Management – Editorial board member
- Ekonomski Pregled – Editorial board member
- Acta Turistica – Editorial board member
- Croatian Review of Economic, Business and Social Statistics – Editorial board member
- Proceedings of the Faculty of Economics and Business – Editorial board member

Reviewer  
(journals, proceedings etc.)

Publons profile: <https://publons.com/researcher/1395443/josip-mikulic/>  
**148 verified reviews** for 40 journals (November 2021)

## Researcher's profiles

ORCID: <http://orcid.org/0000-0001-7079-668X>  
Full bibliography: <http://bib.irb.hr/lista-radova?autor=258475>

## Google Scholar:

- <https://scholar.google.hr/citations?user=t6Fq-60AAAAJ&hl=hr&oi=ao>
- **Citations: 1985** (November 2021)
- **h-index: 24**
- **i10-index: 42**

## SELECTED BIBLIOGRAPHY

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- Mikulić, J., Vizek, M., Stojčić, N., Payne, J.E., Čeh Časni, A., Barbić, T. (2021). The Effect of Tourism Activity on Housing Affordability. *Annals of Tourism Research*, 90, 103264. [Impact factor 2021: 9.011]
- Rasoolimanesh, S.M., Wang, M., Mikulić, J., Kunasekara, P. (2021). A Critical Review of Moderation Analysis in Tourism and Hospitality Research Toward Robust Guidelines. *International Journal of Contemporary Hospitality Management*. 10.1108/IJCHM-02-2021-0272. [Impact factor 2021: 6.514]
- Miočević, D., Mikulić, J. (2021). Expatriate Adjustment and Engagement with Host Country Gastronomy: Investigating the Role of Identity Projects. *Journal of Hospitality & Tourism Research*, Accepted for publication. [Impact factor 2021: 5.161]

- Mikulić, J., Krešić, D., Šerić, M. (2021). The Factor Structure of Medical Tourist Satisfaction: Exploring Key Drivers of Choice, Delight and Frustration. *Journal of Hospitality & Tourism Research*, 45(8), 1489-1512. [Impact factor 2021: 5.161]
- Mikulić, J., Ryan, C. (2018). Reflective versus formative confusion in SEM based tourism research: A critical comment. *Tourism Management*, 68, 465-469. [Impact factor 2017: 5.921]
- Mikulić, J. (2018). Towards an end of measurement misspecification in tourism research: Grammar of theoretical constructs, focus of thought and mind traps. *Tourism Management*, 68, 444-449. [Impact factor 2017: 5.921]
- Mikulić, J., Miloš Sprčić, D., Holiček, H., Prebežac, D. (2018). Strategic crisis management in tourism: An application of integrated risk management principles to the Croatian tourism industry. *Journal of Destination Marketing & Management*, 7, 36-38. [Impact factor 2017: 3.233]
- Šerić, M., Mikulić, J., Gil-Saura, I. (2018). Exploring relationships between customer-based brand equity and its drivers and consequences in the hotel context. An impact-asymmetry assessment. *Current Issues in Tourism*, 21(14), 1621-1643. [Impact factor 2017: 3.462]
- Dužević, I., Mikulić, J., Baković, T. (2018). An Extended Framework for Analyzing Higher Education Performance. *Total Quality Management & Business Excellence*, 29 (5-6), 599-617 [Impact factor 2017: 1.526]
- Dežmar Krainz, K., Mikulić, J., Koren, H., Zavalić, A. (2018). Designing Work for Mental Health: the Moderating Role of Job Resources. *Društvena Istraživanja*, accepted for publication.
- Mikulić, J., Prebežac, D., Šerić, M., Krešić, D. (2017). Campsite choice and the camping tourism experience: Investigating decisive campsite attributes using relevance-determinance analysis. *Tourism Management*, 59, 226-233. [Impact factor 2016: 4.707]
- Mikulić, J., Šerić, M., Matas Milković, Lj. (2017). Airline loyalty determinants among business travelers: Empirical evidence from Croatia. *Transportation Letters*, 9(3), 177-183. [Impact factor 2016: 0.706]
- Šerić, M., Gil-Saura, I., Mikulić, J. (2017). Customer-based brand equity building: Empirical evidence from Croatian upscale hotels. *Journal of Vacation Marketing*, 23(2), 133-144. [Impact factor 2016: 1.148]
- Dumičić, K., Mikulić, J., Čeh Časni, A. (2017). Tourism spending behaviour before and after the 2008 Financial Crisis: A dynamic panel investigation. *Tourism Economics*, 23(1), 223-228. [Impact factor 2016: 0.826]
- Mikulić, J., Prebežac, D. (2016). The Kano model in tourism research: A critical note. *Annals of Tourism Research*, 61, 25-27. [Impact factor 2016: 3.194]
- Mikulić, J., Prebežac, D., Dabić, M. (2016). Importance-performance analysis: Common misuse of a popular technique. *International Journal of Market Research*, 58(6), 775-778. [Impact factor 2016: 0.921]
- Mikulić, J., Krešić, D., Prebežac, D., Miličević, K., Šerić, M. (2016). Identifying drivers of destination attractiveness in a competitive environment: A comparison of approaches. *Journal of Destination Marketing & Management*, 5(2), 154-163. [Impact factor 2015: 1.176]
- Mikulić, J., Krešić, D., Miličević, K., Šerić, M., Čurković, B. (2016). Destination attractiveness drivers among urban hostel tourists: An analysis of frustrators and delighters. *International Journal of Tourism Research*, 18(1), 74-81. [Impact factor 2015: 1.095]
- Mikulić, J., Kožić, I., Krešić, D. (2015). Weighting indicators of tourism sustainability: A critical note. *Ecological Indicators*, 48, 312-314. [Impact factor 2014: 3.444]
- Mikulić, J., Dužević, I., Baković, T. (2015). Exploring drivers of student satisfaction and dissatisfaction: An assessment of impact-asymmetry and impact-range. *Total Quality Management & Business Excellence*, 26(11-12), 1213-1225. [Impact factor 2014: 1.323]
- Mikulić, J., Krešić, D., Kožić, I. (2015). Critical factors of the maritime yachting tourism experience: An impact-asymmetry analysis of principal components. *Journal of Travel & Tourism Marketing*, 32(Sup1), S30-S41. [Impact factor 2015: 1.741]

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- Mikulić, J., Paunović, Z., Prebežac, D. (2012). An extended neural network-based importance-performance analysis for enhancing wine fair experience. *Journal of Travel & Tourism Marketing*, 29(8), 744-759. [Impact factor 2010: 0.835]
- Mikulić, J., Prebežac, D. (2012). Accounting for dynamics in attribute-importance and for competitor performance to enhance reliability of BPNN-based importance-performance analysis. *Expert Systems with Applications*, 39(5), 5144–5153. [Impact factor 2011: 2.203]
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- Mikulić, J., Prebežac, D. (2011). Rethinking the importance grid as a research tool for quality managers. *Total Quality Management & Business Excellence*, 22(9), 993-1006. [Impact factor 2011: 0.589]
- Mikulić, J., Prebežac, D. (2011). A critical review of techniques for classifying quality attributes in the Kano Model. *Managing Service Quality*, 21(1), 46-66. [Impact factor 2011: 0.642]
- Mikulić, J., Prebežac, D. (2011). What drives passenger loyalty to traditional and low-cost airlines? A formative partial least squares approach. *Journal of Air Transport Management*, 17(4), 237-240. [Impact factor 2011: 0.907]