

PERSONAL INFORMATION

Jurica Pavičić



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Sex M | Date of birth 14/02/1972 | Nationality Croatian

WORK EXPERIENCE

2018 -

Dean

Faculty of Economics & Business, University of Zagreb

2014 - 2018

Vice Dean for International Cooperation and Accreditation

Faculty of Economics & Business, University of Zagreb

2012 - 2014

Vice Dean for Scientific Research and Administration

Faculty of Economics & Business, University of Zagreb

2010 - 2012

Head of Department of Marketing

Faculty of Economics & Business, University of Zagreb

1995 -

Assistant, Assistant Professor, Associate Professor, Full Professor, Tenure Professor

Faculty of Economics & Business, University of Zagreb

EDUCATION AND TRAINING

2006 - 2009

PhD - Doctor of Philosophy, Field of Sociology

Alpen-Adria Universität Klagenfurt, Klagenfurt, Austria

1997 - 2000

PhD - Doctor of Philosophy, Field of Economy (Marketing)

Faculty of Economics & Business, University of Zagreb

1995 - 1997

MSc – Master of Science, Field of Economy (Marketing)

Faculty of Economics & Business, University of Zagreb

1991 - 1995

BSc – Bachelor of Science, Field of Economy (Marketing)

1991 - 1996

BSc – Bachelor of Science, Field of Economy (International Trade)

Faculty of Economics & Business, University of Zagreb

1986 - 1990

Economic Vocational Worker

High School Vrbovec (COUO Vladimir Nazor, Vrbovec)

PERSONAL SKILLS

Mother tongue(s)

Croatian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
German	B2	B2	B1	B1	B1

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

Organisational / managerial skills

- Dean of the Faculty of Economics & Business, University of Zagreb, 2018 –
- President of the Council of Social and Humanistic Sciences at the University of Zagreb, 2014 –
- Director of the Scientific Centre of Excellence for School efficiency and management, 2014 –
- Vice Dean for International Cooperation and Accreditation of the Faculty of Economics & Business, University of Zagreb, 2014 - 2018
- President of the Administrative Council at Institute for Public Finance, Zagreb, 2013 – 2016
- Vice Dean for Scientific Research and Administration of the Faculty of Economics & Business, University of Zagreb, 2012 - 2014
- Head of Department of marketing, Faculty of Economics & Business, University of Zagreb, 2010 – 2012
- Director of the University Specialist Postgraduate Study Programme “Marketing of Non-profit Organisations”, 2007 –

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient User	Proficient User	Proficient User	Proficient User	Proficient User

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

- Active command of MS Windows and Office suite (word processor, spread sheet, presentation software)
- Active command of software packages for scientific research

Other skills

- International cooperation and internationalization of higher education
 - participation in the implementation of short international education programs (Faculty of Economics, University of Rijeka, Faculty of Law, University of Ljubljana).
 - guest and invited lectures (Fort Hays State University – College of Business and Leadership, USA; Leeds Metropolitan University - Leslie Silver International Faculty, UK; Fort Lewis College – School of Business Administration, USA; Wirtschaftsuniversität Wien, Austria; Alpen-Adria Universität Klagenfurt, Austria; Faculty of Economics, Sarajevo, Bosnia and Herzegovina; UDG, Podgorica, Montenegro; University of Montenegro, Faculty of Economics, Podgorica, Montenegro).
 - participated in mobility programs Erasmus, Erasmus+ and CEEPUS (Austria, Montenegro).
- Participation / implementation and management of scientific and professional projects:
 - domestic scientific project (Project of the Ministry of Education and Science: Assessing and improving the capacity of civil society to provide social services, No. 067-0661686-2342).
 - international bilateral scholarship projects (Austria, Macedonia) on the international ERASMUS + project (Euforia – Entrepreneurial Universities for Industry Alliances).
 - ESF projects (ME4Catalogue - The Croatian catalogue of knowledge, skills and competences for engineering studies based on learning outcomes; EconQual; Creation of standards of occupation and qualification standards for adult education professionals; Principal: Profession and Qualification, Not Function).
 - CARDS project (CARDS 2004 – project „Adult Education“).
 - projects at the Faculty of Economics & Business, University of Zagreb.
- Popularization and promotion of science and profession:
 - President of the Regional Association (Zagreb) CROMAR - Croatian Marketing Association
 - Editor of the professional magazine Marketing UP.
 - cooperation with professional associations (Croatian Library Association, Society of Librarians of Bilogora, Podravina and Kalnik Prigorje, Institute of Innovations), institutions (Koprivnica Municipal Library, Zadar City Library, University Library of Rijeka, Tešanj Public Library Institution, Bosnia and Herzegovina), and civil society organizations (Croatian Association of Educational Researches, Croatian Association of Leukaemia and Lymphoma, Croatian Association of Paraplegics and Tetraplegics) in the implementation of professional activities, teaching materials, education and special events organizations.
- Cooperation with educational institutions and improvement of education in Croatia:
 - popularization of economic profession, in cooperation with the Economic and Office Administration High School Bjelovar and High School Vrbovec.
 - textbooks for secondary vocational schools: Pavičić, J.; Čižmek Vujnović, O.; Krupka, Z.; Vlašić, G.: „Marketing 1“, Školska knjiga, Zagreb, 2014; Čižmek Vujnović, O.; Krupka, Z.; Pavičić, J.; Vlašić, G.: „Marketing 2“, Školska knjiga, Zagreb, 2014; Alfrević, N.; Pavičić, J.; Čižmek Vujnović, O.; Vlašić, G.: „Socially responsible business“, Školska knjiga, Zagreb, 2014; Renko, N., Pavičić, J.: „Marketing“, Naklada Ljevak, Zagreb, 2003.
 - professional guide for principals and professional services of elementary and secondary schools: Alfrević, N., Pavičić, J., Kutleša, M., Matković, J.: „Basics of Strategic Marketing and Management in Primary and Secondary Schools“, Alfa, Zagreb, 2010.
 - education improvement workshops, in cooperation with the Agency for Vocational and Adult Education (ASOO): Implementation of the Curriculum GlobALE Program; active participation in the EPALe project - Electronic Platform for Adult Learning in Europe; active participation in international andragoas symposiums / workshops, organized by ASOO; membership in a professional working group for the development of a strategic framework for the promotion of lifelong learning in the Croatia (Vučić, M., Alfrević, N., Pavičić, J.: Strategic Framework for the Promotion of Lifelong Learning in the Republic of Croatia 2017-2021, ASOO, Zagreb, 2017).
 - membership in the Expert working group for the development of a Strategic Framework for the Promotion of Lifelong Learning in the Republic of Croatia (Vučić, M., Alfrević, N., Pavičić, J.: Strategic Framework for the Promotion of Lifelong Learning in the Republic of Croatia 2017-2021, ASOO, Zagreb, 2017).
 - workshops for improving the education system of the Republic of Croatia, in the field of management of educational institutions (for principals and members of school boards), within the framework of cooperation with the Varaždin County

Driving licence

Driving licence category: B

ADDITIONAL INFORMATION

Relevant Publications

Articles in scientific journals, referred to in the Web of Science and / or Elsevier Scopus

1. Pavičić, Jurica; Alfirević, Nikša; Bežovan, Gojko. Community capacity, sense of community and social capital: The sociological and economic dimensions in Croatia and Serbia. *Annales-Anali for Istrian Studies in Mediterranean Studies - Series Historia et Sociologia*. 27 (2017), 2, p. 553-562.
2. Talaja, Anita; Miočević, Dario; Alfirević, Nikša; Pavičić, Jurica. Market orientation, competitive advantage and business results: exploring indirect effects. *social research: a journal for general social issues*. 26 (2017), 4; p. 583-604.
3. Alfirević, Nikša; Pavičić, Jurica; Relja, Renata. School management innovation and principal support systems: towards the agenda for the Croatian school reform. *Economic Research - Economic research*. 29 (2016), 1; p. 1150-1164.
4. Alfirević, Nikša; Pavičić, Jurica; Dorotić, Matilda; Križman Pavlović, Danijela. Local civilmindedness on the Internet as the basis for fundraising segmentation: sociological, marketing determinants and the empirical analysis. *Economic Research-Economic Research*. 28 (2015), 1; p. 45-62.
5. Alfirević, Nikša; Pavičić, Jurica; Naum Čačija, Ljiljana. Performance of non-profit organizations: Empirical contrasts between privately and publicly funded Croatian humanitarian organizations. *Economic Anals*. 59 (2014), 200; p. 115-130.

Books and book chapters:

1. Pavičić, Jurica: "Marketing specificity of non-profit organizations", in: Omazić, Mislav Ante; Baštijan, Roman (eds.): *Management for Nonprofits - Basic Knowledge and Skills*. Zagreb: Croatian Associations of Paraffiners and Tetraplegics, 2017, p. 73-86.
2. Brčić Kuljiš, Marita; Popović, Toni; Reic Ercegovac, Ina; Koludrović, Morana; Ljubetić, Maja; Vican, Dijana; Pavičić, Jurica; Relja, Renata; Živčić, Mile; Vučić, Mario. *Self assessment competence, motivation and self-efficacy of adult education teachers*. Split: Croatian Andragogy Society, 2016.
3. Husić-Mehmedović, Melika; Pavičić, Jurica; Gnjidić, Vladimir; Drašković, Nikola. *Fundamentals of strategic marketing - supplemented and revised BH edition*. Sarajevo: University of Sarajevo, 2016.
4. Alfirević, Nikša; Burusic, Josip; Pavičić, Jurica; Relja, Renata (eds). *School Effectiveness and Educational Management: Towards a South-Eastern Europe Research and Public Policy Agenda*. London: Palgrave Macmillan, 2016.
5. Alfirević, Nikša; Burusic, Josip; Pavičić, Jurica; Relja, Renata. *School Effectiveness and Educational Management: Towards a New Research and Public-Policy Agenda*. in: Alfirević, Nikša; Burusic, Josip; Pavičić, Jurica; Relja, Renata (eds). *School Effectiveness and Educational Management: Towards a South-Eastern Europe Research and Public Policy Agenda*. London: Palgrave Macmillan, 2016, p. 145-150.
6. Pavičić, Jurica; Alfirević, Nikša; Vlašić, Goran; Krupka, Zoran; Krce Miočić, Božena. *School Principals, Environments and Stakeholders: The Blessings and Heresies of the Market Organization*. in: Alfirević, Nikša; Burusic, Josip; Pavičić, Jurica; Relja, Renata (eds). *School Effectiveness and Educational Management: Towards a South-Eastern Europe Research and Public Policy Agenda*. London: Palgrave Macmillan, 2016, p. 27-48.
7. Krce Miočić, Božena; Pavičić, Jurica; Alfirević, Nikša; Najev Čačija, Ljiljana (eds). *Management Educational Institutions: Management and Marketing in Schools*. Zadar: University of Zadar, 2016.
8. Pavičić, Jurica; Vlašić, Goran; Krupka, Zoran. *Marketing School*, in: Krce Miočić, Božena; Pavičić, Jurica; Alfirević, Nikša; Najev Čačija, Ljiljana (eds). *Management of Educational Education institutions: management and marketing in schools*. Zadar: University of Zadar, 2016, p. 147-191.
9. Langer, Josef; Alfirević, Nikša; Pavičić, Jurica; Krmeta, Mira. *Intentions and Perceptions of the Entrepreneurial Career Among Croatian Students: Initial Results of a Longitudinal Empirical Study*. in: Dieter Bögenhold, Jean Bonnet, Marcus Dejardin, Domingo Garcia Pérez de Lema (eds.): *Contemporary Entrepreneurship: Multidisciplinary Perspectives on Innovation and Growth*. Cham: Springer International Publishing, 2016, p. 213-228.
10. White E.L., Parsons A.L., Pavicic J. *Perceptions on Student-Centered Approaches in Transitional Economies: Case of Client-Based Group Learning in Croatia*, by: Campbell C. (eds.) *Marketing in Transition: Scarcity, Globalism, & Sustainability. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Cham: Springer, 2015, p. 89.
11. Brčić Kuljiš, Marita; Popović, Toni; Koludrović, Morana; Vican, Dijana; Pavičić, Jurica; Galleria, Renata; Reic Ercegovac, Ina; Ljubetić, Maja; Živčić, Mile; Vučić, Mario. *competences teachers in adult education - labor market perspectives*. Split: Faculty of Philosophy in Split, 2015.
12. Pavičić, Jurica; Gnjidić, Vladimir; Drašković, Nikola. *The Basics of Strategic Marketing*. Zagreb: School Book and Institute for Innovation, 2014.

Relevant Publications

Books and book chapters (cont.):

13. Alfirević, Nikša; Pavičić, Jurica; Naum Čačija, Ljiljana; Mihanović, Zoran; Matković, Jelena: The basics of marketing and management of non-profit organizations. Zagreb: Školska knjiga i Institut for innovations, 2013.

14. Alfirević, Nikša; Drašković, Nikola; Pavičić, Jurica. Towards a Customer-Centric Strategy Implementation Model: The Case of European Mid-Sized Glass-Packaging Producer. in: Ruediger Kaufmann, H.; Ali Khan Panni, M. (ed). Customer-Centric Marketing Strategies: Tools for Building Organizational Performance. Hershey, PA: IGI Global, 2012, p. 476-497.

15. Alfirević, Nikša; Pavičić, Jurica; Vlašić, Goran. Future insight as a strategic capability in the regional and European risk society. in: Langer, Josef; Vlašić, Goran; Krce Miočić, Božena (eds). EU Local Imprints - The Case of South Central Europe. Frankfurt am Main: Peter Lang, 2012, p. 17-28.

Scientific awards and professional work

- Award of the Faculty of Economics at the University of Zagreb "Mijo Mirković":
 - 2001 for co-authorship of books (textbooks) Bratko, S.; Previšić, J. (eds): Marketing, Synergy, Zagreb, 2001.
 - 2004 for the author's book Pavičić, J.: Marketing Strategy of Non-Profit Organizations, Masmedia, Zagreb, 2003.
 - 2009 for co-authorship of scientific paper: Pavičić, J., Alfirević, N., Mihanović, Z.: Market orientation in managing relationships with multiple constituencies of Croatian higher education, Higher Education, Vol. 57, No. 2, 2009, p. 191-207.