

Professor Mladen Turuk, PhD

Deputy Head of Department of Entrepreneurship; President of The Entrepreneurship Club

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Career overview

Assoc. prof. Mladen Turuk, was born and lives in Zagreb. He completed his undergraduate studies in Business Economics at the Faculty of Economics & Business in Zagreb in 2007. He completed the specialist postgraduate study "Strategic Entrepreneurship" at the Faculty of Economics & Business in Zagreb in 2009, while he obtained PhD academic degree in 2016, defending his doctoral dissertation entitled "Determinants of the business dynamics of small and medium-sized enterprises and barriers to entrepreneurship in the manufacturing industry in the Republic of Croatia". He further educated at the University of Ljubljana and the University of Hong Kong, studying qualitative and quantitative methods of scientific research. From July 2011, he was employed as a researcher at the Faculty of Economics & Business in Zagreb, from April 2017 until December 2018 he worked as a postdoctoral researcher, when he became an assistant professor. At the same university, on February 1, 2024, he became an associate professor. The field of scientific interest refers primarily to entrepreneurship, entrepreneurial strategies, family business, and digital entrepreneurship.

Research areas

Entrepreneurship, entrepreneurial strategies, family business, digital entrepreneurship

External activity

Editorial boards

Editor-in-Chief: International Journal of Contemporary Business & Entrepreneurship

Editor-in-Chief: 3rd Business & Entrepreneurial Economics conference 2018. Conference Papers Proceedings

Conference program/organizing committees

Vice-President of the Organizing Committee: Business & Entrepreneurial Economics Conference

Scientific Committee Member: IADERA – Innovation, Artificial Intelligence, Digitalization, Economics, and Sustainability Research Association Conference

Memberships in different associations

President: The Entrepreneurship Club

Secretary: Student Business Incubator at the University of Zagreb

Notable Publications in period 2019-2023

1. Mandić, A., Turuk, M., Turčić, I. (2023) Students' Intentions in Succession of Family Businesses in Croatia, *Proceedings of FEB Zagreb International Odyssey Conference on Economics and Business*, U: Sever Mališ, S.; Načinović Braje, I., Galetić, F. (ur.), e-ISSN: 2671-132X, str. 312-322. doi: 10.22598/odyssey/2023.5

2. **Turuk, M.**, Turčić, I., Stjepić A-M. (2022) Analiza indikatora digitalnog poduzetništva na primjeru odabranih članica Europske unije, *Zbornik Ekonomskog fakulteta u Zagrebu*, 20(1), ISSN (Tisak): 1333-8900, ISSN (online): 1845-495X, str. 111-127, doi:10.22598/zefzg.2022.1.111
3. **Turuk, M.** (2021) An Overview of Digital Entrepreneurship in Central and Eastern European Countries, U: Wu, R.M.X. & Mircea, M. (Ur.) *E-Business – Higher Education and Intelligence Applications*, London: IntechOpen, ISBN: 978-1-78984-685-0, ISBN (Tisak): 978-1-78984-684-3, ISBN (E-book): 978-1-83962-463-6, str. 19-31 doi:10.5772/intechopen.95961
4. **Turuk, M.** (2021) Metode mjerenja intelektualnog kapitala, U: Kolaković, M.; Mišević, P. (Ur.) *Intelektualni kapital – 30 godina teorije i prakse u svijetu i Hrvatskoj*, ISBN (Tisak): 978-953-7622-92-3, str. 125-164
5. **Turuk, M.**, Horvatinović, T., Sudarić, Ž. (2020) Examining the causes of entrepreneurial intentions and their moderating effects, *International Journal of Economics and Business Research*, 20(4), ISSN (Tisak): 1756-9850, ISSN (online): 1756-9869, str. 425-441, doi:10.1504/ijebr.2020.111099
6. Kolaković, M., **Turuk, M.**, Turčić, I. (2019) Access to Finance – Experiences of SMEs in Croatia, *Zagreb International Review of Economics and Business*, 22(SI), ISSN (Tisak): 1331-5609, str. 1-14 doi:10.2478/zireb-2019-0001
7. Šourek, M., **Turuk, M.** (2019) Availability Analysis of Alternative Methods for Financing Small and Medium-Sized Enterprises in the Republic of Croatia, U: Kantarelis, D. (Ur.) *Global Business & Economics Anthology*, ISSN (Tisak): 1553-1392, str. 64-72