



## DAJANA BARBIĆ

**Date of birth:** 10/01/1986 | **Nationality:** Croatian | **Phone number:**

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### WORK EXPERIENCE

27/04/2021 – CURRENT Zagreb, Croatia

**ASSOCIATE PROFESSOR AT THE DEPARTMENT OF FINANCE FACULTY OF ECONOMICS & BUSINESS, UNIVERSITY OF ZAGREB**

#### Scientific Projects

2019 - "Empowering the Financial Capability of Young Consumers through Educational Programs and Behavioral Interventions," Croatian Science Foundation, UIP-2019-04-3580

2018 - "Constitution-making and Deliberative Democracy," EU COST Project, CA17135, Croatian representative

2018-2019 - "Statistical Modeling of the Impact of Financial Education on Consumer Attitudes and Behavior," University of Zagreb

2016/2017 - "Financial Literacy and Consumer Socialization of Children," Bilateral Project between the Ministries of Science of Serbia and Croatia

2015/2016 - "Sustainability of Public Finances and the Effectiveness of Fiscal Policy in Croatia," University of Zagreb

2015 - "Financial Literacy and the Effect of Financial Training: Randomized Field Experiment in Croatia," CERGE-EI Foundation

2014 - "Modeling Current Determinants of Competitiveness in Business Economics in Croatia," University of Zagreb, project collaborator

2014-2018 - "Statistical Modeling for Response to Crisis and Economic Growth in Western Balkan Countries," Croatian Science Foundation

2008-2014 - "Models of Market Financing for Public Interest Purposes," Ministry of Science Project

#### Professional Projects

2023 - "Financial Literacy Week," Project of the Faculty of Economics, University of Zagreb, and Raiffeisen Mandatory and Voluntary Pension Fund Management Company

2020 - "Be FIN! Financially Literate and Responsible," Project of the Faculty of Economics, University of Zagreb, and Raiffeisen Mandatory and Voluntary Pension Fund Management Company

2021-2022 - "Pension Guide for Citizens," Croatian Pension Insurance Institute

2021-2022 - "Analysis of Family Pensions under the Pension Insurance Act in Croatia and Models of Family Pensions in Other EU Member States with Financial Projections of Potential Models," Ministry of Labor, Pension System, Family and Social Policy

2021 - "Analysis of the Model for Calculating the Development Index of Local and Regional Self-Government Units," Ministry of Regional Development and EU Funds

2019 - "Pension Literacy Strategy," Central Registry of Insured Persons

2018-2021 - "MAFIN - Little Academy of Finance," Educational Program for Financial and Pension Literacy, Project of UMFO, Faculty of Economics Zagreb, Ministry of Science and Education, Education and Teacher Training Agency, and Večernji List

2017-2019 - "Finance for Everyone," Educational Program for Financial and Pension Literacy, Project of UMFO, Faculty of Economics Zagreb, and Hanza Media

2016/2017 - "It's Worth Knowing - Responsible Consumption through Financial Education," Educational Program of Financial Education, Project of the Faculty of Economics, University of Zagreb

#### Teaching Activities

- Integrated Undergraduate and Graduate Study: Public Finance, Personal Finance, Local Finance
- Undergraduate and Graduate Professional Studies: Personal Finance, Tax System of Croatia
- Bachelor Degree in Business: Public Finance, Monetary Policy

02/03/2016 – 27/04/2021 Zagreb, Croatia

**ASSISTANT PROFESSOR AT THE DEPARTMENT OF FINANCE FACULTY OF ECONOMICS & BUSINESS, UNIVERSITY OF ZAGREB**

## ● **EDUCATION AND TRAINING**

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01/01/2011 – 14/11/2014

**PHD** Faculty of Economics & Business, University of Zagreb

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- *Doctoral Program in Business Economics*
- *Field: Finance*
- *Dissertation Topic: Linking the Concept of Financial Literacy with the Successfulness in Managing Personal Finance*

01/03/2009 – 12/07/2011

**UNIVERSITY SPECIALIST (UNIV.SPEC.OEC.) - SPECIALIST POSTGRADUATE STUDY IN FINANCIAL INSTITUTIONS MANAGEMENT** Faculty of Economics & Business, University of Zagreb

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- *Topic: Analysis of the Relationship Between External Debt and Living Standards: The Case of Croatia*

01/10/2004 – 08/07/2008

**GRADUATE PROGRAM IN BUSINESS ECONOMICS, FINANCE MAJOR (DIPL.OEC)** Faculty of Economics & Business, University of Zagreb

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- *She attended the EBIP - Economics and Business Program - completing and passing more than 10 courses within the program in English.*

## ● **CONFERENCES AND SEMINARS**

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### **Conferences**

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- as an author or co-author, delivered seventeen (17) presentations through oral presentations at thirteen (13) international and four (4) domestic scientific conferences

### **Invited lectures**

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- "Save, Invest, and Organize Your Life," Ministry of Finance, April 18, 2024.
- "Protect Your Money, Secure Your Future," Ministry of Finance and Ministry of Science and Education, March 15, 2024.
- National Expert Conference for Educational Workers "Personal Finance Management," February 20-21, 2024.
- National Expert Conference for Educational Workers - Presentation of EFZG's Activities in Financial Literacy, March 24, 2023.
- National Expert Conference for Educational Workers, Cross-Curricular Theme: Entrepreneurship - Financial and Pension Literacy, February 21-22, 2023.
- National Expert Conference for Educational Workers "Financial and Pension Literacy: Financial and Pension Literacy in Personal Finance Planning," Education and Teacher Training Agency, April 19-20, 2022.
- National Expert Conference for Educational Workers "Financial and Pension Literacy: The Importance of Financial Literacy and Personal Finance Planning," Education and Teacher Training Agency, June 29-30, 2021.
- National Expert Conference for Educational Workers "Financial and Pension Literacy," Education and Teacher Training Agency, February 24-25, 2021.
- Educational-Informative Symposium "Forca 2016: Financial Education - A Wise Lifelong Activity," "The Importance of Financial Education and Financial Literacy for Society and the Individual," University of Dubrovnik, March 17-18, 2016.

## ● **HONOURS AND AWARDS**

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### **List of honours and awards**

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- 2019 - Dr. Pero Jurković award for scientific paper "Measuring Responsible Financial Consumption Behaviour" in the field of finance
- 2019 - Zagreb Stock Exchange Academy Award for her outstanding contribution to capital market education through the professional project "Finance for Everyone"
- 2004-2008 - Recipient of three Dean's Awards for outstanding academic achievement, Recipient of scholarships from the City of Zagreb and for gifted students, Recipient of the Rector's Award for the paper "Comparative Analysis of Venture Capital Funds in Central and Eastern Europe and Croatia"

## ● NETWORKS AND MEMBERSHIPS

### Membership in professional associations

- 2024 - Member of the Supervisory Board of Croatian Radio Television (HRT)
- 2024 - Member of the Scientific Society of Economists (ZDE)
- 2023-2024 - Member of the Supervisory Board of Nova Hrvatska Bank
- 2022-2023 - Member of the Rotary Club Mental Health Croatia
- 2019 - Member of the Editorial Board of EFZG Working Paper Series
- 2019 - Founder and Member of the Institute for Financial Literacy and Responsible Consumption
- 2018-2021 - Member of the Supervisory Board of HMID d.o.o.
- 2017 - Member of the Operational Task Force for Financial Literacy at the Ministry of Finance
- 2015-2018 - Founder and Member of the Financial Education Association "Štedopis"
- 2014 - Member of the Croatian Operational Research Society (HDOI)

## ● LANGUAGE SKILLS

Mother tongue(s): **CROATIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C2	C2	C2
<b>ITALIAN</b>	B1	B1	A2	A2	A2
<b>SPANISH</b>	B1	B1	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## ● DIGITAL SKILLS

MS Office (Word Excel PowerPoint) | Social Media/ Social Network | IBM SPSS - IBM Analytics | Communications programs (Skype, Zoom, Team Viewer)

## ● PUBLICATION

### Scientific and professional books, university textbooks, manuals, brochures:

- Co-author of the book "The Tax System of the Republic of Croatia: Tax and Accounting Aspects", University of Zagreb, (2024)
- Co-author of the pension guide "Pension Guide for Citizens" (Mirovinski vodič za građane), HZMO (2022)
- Co-author of the scientific book "Financial Socialization of Children: Using Education to Encourage Lifetime Saving" (2020), Faculty of Economics, University of Zagreb.
- Co-author of the book "Financial Literacy and Responsible Consumption in Everyday Life" (Financijska pismenost i odgovorna potrošnja u svakodnevnom životu) (2018), Narodne novine, d.d. Zagreb.
- Co-author of the book "Fundamentals of Tax Literacy" (Osnove porezne pismenosti) (2018), Narodne novine, d.d. Zagreb.
- Co-author of the personal finance guide for citizens "Smart with Your Money - A Guide to Personal Finances for Citizens" (Pametno sa svojim novcem - vodič o osobnim financijama za građane) (2017), Štedopis, Institute for Financial Education.
- Co-author of the e-training program in the field of financial literacy for "Smart with Your Money" (Pametno sa svojim novcem) (2017), Štedopis, Institute for Financial Education.
- Co-author of the high school textbook "My Money, My Future" (Moj novac moja budućnost) (2016), Štedopis, Institute for Financial Education.
- Co-author of the brochure "It Pays to Know" (isplati se znati) (2016), Faculty of Economics, University of Zagreb.

### Notable Publications in period 2019-2023

- Lučić, A.; Erceg, N.; Barbić, D. (2024). Determinants of tweens' saving intentions: a cross-sectional study", International Journal of Bank Marketing, Vol., No ahead-of-print.
- Torma, J.; Barbić, D.; Ivanov, M. (2023). Analyzing the effects of financial education on financial literacy and financial behaviour: A randomized field experiment in Croatia // South East European Journal of Economics and Business, 18 (2023), 2; 63-86.

- Barbić, D.; Palić, I.; Lučić, A. (2023). Exploring the impact of family stressors on financial behavior: A study of Croatian youth. *Croatian Review of Economic, Business and Social Statistics*, 9, 1; 51-60.
- Lučić, A. ; Barbić, D. ; Uzelac, M. (2023). Theoretical underpinnings of consumers' financial capability research. *International Journal of Consumer Studies*, 47 (2023), 1; 373-399.
- Barbić, D. ; Palić, I. (2022). Stavovi mladih o planiranju mirovine: Koja je uloga roditelja? // *Ekonomika politika Hrvatske u 2023*. Opatija: Hrvatsko društvo ekonomista, 336-356
- Barbić, D. ; Lučić, A. ; Grgečić, M. (2022). Pension Literacy And Saving For Retirement Among Generation X: Evidence From Croatia // *Proceedings of the 39th International Business Information Management Association (IBIMA)*, 82-88
- Barbić, D. ; Palić, I. (2022). Rich student, happy student: The case study of Croatia // *Specialusis ugdymas*, 1, 43; 3440-3445
- Palić, I. ; Barbić ; D. (2022). Measuring Secondary School Teachers' Financial Literacy and Financial Self-Confidence. *Journal of positive school psychology*, 6. 5; 4694-4699
- Lučić, A. ; Barbić, D. ; Palić, I. (2020). Responsible Financial Consumption Behavior of Young Adults. *Proceedings of the 35th International Business Information Management Association Conference. IIBIMA*, 1-9
- Lučić, A. ; Barbić, D. ; Uzelac, M. (2020). The Role of Financial Education in Adolescent Consumers' Financial Knowledge Enhancement. *Tržište = Market : časopis za tržišnu teoriju i praksu*, 32; 115-130.
- Lučić, A. ; Barbić, D. ; Bojčeta Markoja; M. (2020). Using Education as a Strategic Communication Tool - A Case Study Of Raising Financial Literacy And Voluntary Pension Fund Promotion. *Joy: Using strategic communication to improve well- being and organizational success*. Emerald Group Publishing, 183-200
- Palić, I. ; Barbić, D. ; Lučić, A. (2020). The Impact of Financial Education and Self- Efficacy on Financial Behavior in Croatia: Are We More Similar to Homo Economicus or Homer Simpson?. *Sustainable Development and Social Responsibility—Volume 1. Advances in Science, Technology & Innovation (IEREK Interdisciplinary Series for Sustainable Development)*. Springer, 247-254 .
- Barbić, D. ; Palić, I. (2020). Učinak starenja stanovništva na održivost sustava socijalnog osiguranja u Republici Hrvatskoj. *Održivost javnih financija na putu u monetarnu uniju*. Zagreb: HAZU; Ekonomski fakultet Sveučilišta u Zagrebu, 76-88

## ● PERSONAL PROFILES OF SCIENTISTS

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### Links to profiles

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ORCID: <https://orcid.org/0000-0003-2580-0269>

Google Scholar: <https://scholar.google.hr/citations?user=0bbq2vEAAA&hl=en>

List of papers: <http://bib.irb.hr/lista-radova?autor=315024>