

## Assistant Professor Tanja Komarac, PhD

Department of marketing

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### Career overview

*Tanja Komarac, Ph.D., is an Assistant Professor at the Marketing department of the Faculty of Economics & Business at the University of Zagreb. She has received two awards, the "Best Doctoral Dissertation Award" (awarded by the Croatian Marketing Association in 2019) and the "Mijo Mirković" award for the scientific article (awarded by the Faculty of Economics & Business, University of Zagreb 2017). Also, she has received three acknowledgments. One for Scientific productivity measured with h-index in the category of assistant professors (awarded by Faculty of Economics & Business, University of Zagreb in 2023), and two for Teaching Excellence (awarded by Faculty of Economics & Business, University of Zagreb in 2022 and 2016). She teaches courses Principles of Marketing, Principles of Digital Marketing, Mobile Marketing, and Marketing the Arts, Culture, and Entertainment. She collaborates with different art organizations, such as museums, on successful museum projects, such as the exhibition "The Sixties in Croatia: Myth and Reality" with the Museum of Arts and Crafts in Zagreb.*

### Research areas

*Arts Marketing and Management, Authenticity, Experiences, and Mobile Marketing.*

### External activity

*Tanja Komarac is a Technical Editor of the scientific journal Market-Tržište. She is a member of the EMAC European Marketing Academy and CROMAR and was on the organizing committee of the 2020 EMAC Regional Conference.*

### Notable Publications in period 2019-2023

1. Komarac, T., & Ozretić Došen, Đ. (2022). Discovering the determinants of museum visitors' immersion into experience: the impact of interactivity, expectations, and skepticism. *Current Issues in Tourism*, 25(22), 3675-3693. <https://doi.org/10.1080/13683500.2021.1952941>
2. Horvat, S., Komarac, T., & Ozretić Došen, Đ. (2021). Perceived Private Label Authenticity: A Two-Study Analysis. *Market-Tržište*, 33(SI), 47-66. <https://doi.org/10.22598/mt/2021.33.spec-issue.47>
3. Ozretić Došen, Đ., Škare, V., Čerfalvi, V., Benceković, Ž., & Komarac, T. (2020). Assessment of the Quality of Public Hospital Healthcare Services by using SERVQUAL. *Acta clinica Croatica*, 59(2), 285-293. <https://doi.org/10.20471/acc.2020.59.02.12>
4. Komarac, T., Ozretić Došen, Đ., & Škare, V. (2020). Managing edutainment and perceived authenticity of museum visitor experience: Insights from qualitative study. *Museum Management and Curatorship*, 35(2), 160-181. <https://doi.org/10.1080/09647775.2019.1630850>

5. Komarac, T., Ozretić Došen, Đ., & Škare, V. (2019). The Role of the Museum Shop: Eliciting the Opinions of Museum Professionals. *International Journal of Arts Management*, 21(3), 28-41. <https://www.jstor.org/stable/45221725>
6. Ozretic-Dosen, D., Malesevic, K., Komarac, T., & Skare, V. (2019). Marketing perceptions of national and nature parks managers – the case of Croatia. *European Journal of Tourism Research*, 23, 191–207. <https://doi.org/10.54055/ejtr.v23i.397>