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Lecturer Maja Bašić

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Short summary: Maja Bašić is a Lecturer at the Department of International Economics, Faculty of Economics and Business, University of Zagreb, Croatia, as of March 2021. During her 12 year work experience she published numerous articles in innovation, internationalisation and international economy. She worked on many domestic and international professional educational and scientific projects. Maja serves as a reviewer for domestic and international scientific journals. She has been a lecturer in numerous courses including: International Business, International Entrepreneurship, International Economics, Open innovation in global networks, and as a teaching assistant in Principles of Economics and Microeconomics. Her secondary education was at Worksope College, UK. In 2014 Maja was a scholar of the Australian Government Endeavour Research Fellowship at the University of South Australia and the Australian National University Enterprise.

Education: B.Sc. in Economics, M.Sc. in Economics, Ph.D. in Science (all from Faculty of Economics and Business, University of Zagreb)

Teaching, study visits, international exposure: In February 2019 Maja gave a series of lectures on International Economics for masters and Ph.D. students at University of Isfahan, Iran (Erasmus); In 2016 WU (Vienna University of Economics and Business), Vienna, Austria Lecturer in Doing Business in Europe course (CEEPUS); while in November 2013 invited lecture on "Doing business in Croatia" at University of Regensburg, Germany (Erasmus).

Professional engagement: Cooperation with ImpactHub Zagreb in interdisciplinary approach and student engagement in social entrepreneurship opportunities through a series of business cases.

Areas of expertise: International Economics, Innovation, Internationalisation, Economic Development.

Role and career overview:

Maja Bašić is a Lecturer at the Department of International Economics, Faculty of Economics and Business, University of Zagreb, Croatia, as of March 2021. She received a B.Sc. in Economics (in 2008), M.Sc. in Economics (in 2012), Ph.D. in Economics (in 2015). Maja has been working at the Department of International Economics, Faculty of Economics and Business, University of Zagreb since November 2008, first at the position of a teaching and research assistant, after she received her Ph.D. in 2015 as a postdoctoral researcher. In 2019 Maja attended and finished OSMISLI (Osnaživanje nastavnih kompetencija) 'Empowerment of teaching competences' by the Faculty of Humanities and Social Sciences, University of Zagreb. From September 2019 she had been employed as a teaching associate, and since March 2021 she is employed as a Lecturer at the same department. During her 13 years work experience she published numerous articles in her field of study, worked on many domestic and international professional educational and scientific projects. Maja serves as a reviewer for domestic and international scientific journals.

External activities:

Maja is a member of Croatian Association for United Nations and Croatian Operational Research Society, was a

member of the Professional Women's Network Zagreb (part of the global PWN), a member of POZA, community service association; member of BEA Centre within which she was a project coordinator on project "Permission for imperfection", raising awareness about media and social networks' effects on individual life satisfaction among secondary school female students.

In 2019 Maja attended and graduated from the United Nations' Academy 'United Nations and global security challenges' (which is under the auspices of the Republic of Croatia's Ministry of Foreign and European Affairs), in 2020 she attended and graduated from the Centre for Peace Studies' Peace Studies Programme, and at the University of Zagreb Faculty of Political Sciences' Autumn School on East Asia in the academic year 2021/2022.

Research areas:

Maja is a scientist with a publication record mainly in the area of international economics, innovation and internationalisation. She is proficient in SPSS, Amos, SmartPLS, Eviews and Stata among others. Her papers appeared in a variety of international journals like Journal of the Knowledge Economy, International Journal of Innovation Studies, the South East European Journal of Economics and Business, Central European Business Review, Zbornik radova Ekonomskog fakulteta u Rijeci, Ekonomski preglad, Economy and market communication review, Ekonomska misao i praksa, Miscellanea Geographica, International journal of business and globalisation, International Journal of Contemporary Business and Entrepreneurship, among others.

Bibliography in last 5 years:

Books and book chapters

Book chapters

Bašić, M. (2017) The Influence of International Knowledge and Skills and Firm Internationalization on Open Innovation. In: Salamapasis, D. & Mention, A. (ed.) Open Innovation: Unveiling the Power of the Human Element. Singapore, World Scientific Publishing, pp. 191-219.

Dabić, M., Bašić, M. & Vlačić, D. (2016) Introduction to the Open Innovation Paradigm. In: Mention, A.L., Nagel, A.R., Hafkesbrink, J., Dąbrowska, J. (ed.) Innovation Education Reloaded: Nurturing Skills for The Future. Finland, LUT Scientific and Expertise Publications, pp. 113-162.

Journal articles

Scientific and review papers

Bašić, M. (2022). Internationalisation-localisation debate in case of Croatian exporters' intangible-tangible asset investment. *The South East European Journal of Economics and Business*, 17(1), 68-78. DOI: 10.2478/jeb-2022-0005

Bošnjak, M., Novak, I., Bašić, M. (2022) Odrednice robne trgovine Republike Hrvatske: Bayesov model uprosječivanja. *Poslovna izvrsnost*, 16 (1), 59-71. doi:10.22598/pi-be/2022, <https://hrcak.srce.hr/clanak/403862>

Morić Milovanović, B., Bašić, M., Bubaš, Z. (2022) Examining the role of firms' size in commitment – small firm performance relationship among Southeast European SMEs. *Economy and market communication review* (EMC review).

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- Bašić, M. (2022) Globalisation and readiness for open innovation: The role of institutional support in transitional economies. *Central European Business Review*, forthcoming, 10.18267/j.cebr.302
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- Bošnjak, M., Novak, I., Bašić, M. (2021) Capital Market Returns and Inflation Nexus in Croatia: Wavelet Coherence Analysis. *Business Systems Research: International journal of the Society for Advancing Innovation and Research in Economy*, 12(2), 254-267. doi:10.2478/bsrj-2021-0031
- Bašić, M., & Kruc, V. (2021) The impact of productivity on export and domestic performance of top 300 Croatian exporters. *Ekonomika misao i praksa*, 30(2), 323-340. 10.17818/EMIP/2021/2.1
- Bašić, M., Ferko, M. & Sopta Ćorić, M. (2021) Ulaganja i izvoz u kontekstu konkurentnosti hrvatskih poduzeća. *Notitia -časopis za ekonomske, poslovne i društvene teme*, 7 (1), 75-87. doi:10.32676/n.7.1.6
- Jošić, H. & Bašić, M. (2021) Trade creation and trade diversion effects from Croatia's CEFTA and EU membership. *Economic Review*, 72 (4), 489-521. doi:10.32910/ep.72.4.1
- Bašić, M., & Vlačić, D. (2021) Connecting international R&D cooperation and technology specialization in OECD countries. *Economy and market communication review (EMC review)*, 11 (1), 35-46 doi:10.7251/EMC2101035B
- Bašić, M., Gačina, M. & Blažević, I. (2020) Factors influencing online and in-store purchase of telecommunications services and equipment in Croatia. *International Journal of Contemporary Business and Entrepreneurship*, 1 (2), 1-12 doi:<https://doi.org/10.47954/ijcbe.1.2.1>.
- Bošnjak, M., Novak, I. & Bašić, M. (2020) The demand function for merchandise exports: The case of Croatia. *Ekonomika misao i praksa : časopis Sveučilista u Dubrovniku*, 29 (1), 123-135.
- Bašić, M. (2020) Innovation-internationalisation loci in market transition of information and telecommunications firms. *Poslovna izvrsnost*, 14 (1), 27-48 doi:10.22598/pi-be/2020.14.1.27.
- Bošnjak, M., Novak, I. & Bašić, M. (2019) Persistence of shocks in CDS returns on Croatian bonds: Quantile autoregression approach. *Zbornik radova Ekonomskog fakulteta u Rijeci: časopis za ekonomsku teoriju i praksu*, 37 (2), 759-775 doi:10.18045/zbefri.2019.2.759.
- Jošić, H. & Bašić, M. (2018) Reconsidering Zipf's law for regional development: The case of settlements and cities in Croatia. *Miscellanea Geographica*, 22 (1), 22-30 doi:10.2478/mgrsd-2018-0002.
- Bašić, M., Vlačić, D. & Novak, I. (2018) Internationalisation modes in the Australian telecommunications industry: the influence of different innovation types. *International journal of business and globalisation*, 20 (1), 96-119 doi:10.1504/IJBG.2018.088670.
- Bašić, M. & Đurđević, D. (2017) The effect of comparative advertising on strategic adaptiveness of foreign brands in the Republic of Croatia. *Zbornik Ekonomskog fakulteta u Zagrebu*, 15 (1), 79-96 doi:10.22598/zefzg.2017.1.79.

Conference proceedings papers**Scientific conference proceedings papers**

Bašić, M., Morić Milovanović, B., Blažević, I. (2022) Comparison of eco-innovations and resource productivity in Croatia and Southeast European countries. *Zbornik radova međunarodne znanstvene konferencije Ekonomija razdvajanja*, (ur.) Družić, G.; Gelo, T., Zagreb: Hrvatska akademija znanosti i umjetnosti i Ekonomski fakultet, Sveučilište u Zagrebu, 2.-3.12.2019., str. 469-484. (ISBN: 978-953-347-337-6)

Morić Milovanović, B., Bašić, M., Bubaš, Z. (2022) Role of innovativeness and hostility for the market and new product development in hospitality industries of the Adriatic region: Case of Croatia and Montenegro // 2. *međunarodna znanstveno stručna konferencija za razvoj ruralnog turizma RRT 2021*, Sisak, Hrvatska: Vimal Akademija, 2021. 13, 10.

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Vlajčić, D. & Bašić, M. (2021) The impact of cooperation with foreign innovators on the concentration of technology in Central and Eastern Europe. In: Leko Šimić, M., Crnković, B. (ed.). 10th International Scientific Symposium Region, Entrepreneurship, Development, RED 2021 X, Osijek: Josip Juraj Strossmayer University of Osijek, Faculty of Economics in Osijek, Croatia, pp. 308-317.

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Bašić, M. (2019) The link between institutional facilitators and glocalisation: The mediating role of innovation in transitional economies. In: Vrontis, D., Weber, Y. & Tsoukatos, E. (ed.) Business Management Theories and Practices in a Dynamic Competitive Environment. Thessaloniki, Greece, EuroMed Press, pp. 85-104.

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