

PERSONAL INFORMATION

Sara Melkić



📍 Faculty of Economics & Business, University of Zagreb, Zagreb (Croatia)
 J. F. Kennedy Square 6, 10 000 Zagreb, Croatia
 ☎ 00 385 1 238 3265

✉ smelkic@efzg.hr

🌐 www.efzg.unizg.hr/smelkic

🌐 <https://www.linkedin.com/in/sara-melki%C4%87-789339a7/>

Sex Female | Date of birth 27/09/1994 | Nationality Croatian

CURRENT POSITION

Research Assistant

Croatian Science Foundation project: „Young researchers' career development project – training new doctoral students, name of the project: Multilevel organization design configurations: Understanding the heterogeneity – homogeneity duality (acronym MULTIORG DUAL) “

WORK EXPERIENCE

2022 – today

Research Assistant - Croatian Science Foundation project: „Young researchers' career development project – training new doctoral students, name of the project: Multilevel organization design configurations: Understanding the heterogeneity – homogeneity duality (acronym MULTIORG DUAL) “

Faculty of Economics & Business, University of Zagreb, J. F. Kennedy Square 6, Zagreb, Croatia
 Department of Organization and Management

2019 – 2022

Expert Advisor in Science

Institute for Tourism, Vrhovec 5, 10 000 Zagreb, Croatia

- Project co-coordinator for Croatia: INTERREG Med DestiMED PLUS: 'Ecotourism in Mediterranean Destination: From monitoring and planning to Promotion and Policy Support.'
- Other: TSA & TSSA Croatia, CROSTO Observatory, TOMAS Research, eVisitor platform, INTERREG project Blutoursystem, Erasmus projects: SeasonReady and VINCI - Virtual & Augmented Reality Trainers Toolbox to foster Low Carbon Tourism & Related Entrepreneurship, Tourism development strategic and action plans for cities and municipalities, holding seminars, workshops and lectures, scientific contribution

The only scientific public institute in Croatia specialized in research and consulting in tourism

2018

Intern

Ericsson Nikola Tesla Plc., Krapinska Street 45, 10 000 Zagreb, Croatia

- Project „3D Web Shop “

IT

2017

Intern

HTL Horwath Consulting, Slavonska Avenue 1b, 10 000 Zagreb, Croatia

- Strategic plan Grand Park Hotel Rovinj
- Tourism development strategic plan of Astana City

Consulting in tourism

- 2015 – 2019 **Demonstrator Assistant – Department of Organization and Management**
Faculty of Economics & Business, University of Zagreb, J. F. Kennedy Square 6, Zagreb, Croatia
- Demonstrator Assistant for the courses: Management, Principles of Management, Business Ethics, Corporate Social Responsibility at the Faculty of Economics & Business and the Faculty of Chemical Engineering & Technology– communication with students and administration
- [Department of Organization and Management](#)
- 2014 – 2019 **Demonstrator Assistant – Department of Tourism**
Faculty of Economics & Business, University of Zagreb, J. F. Kennedy Square 6, Zagreb, Croatia
- Communication with students and administration
 - Organization of international project ITHAS – International Tourism Hospitality and Academy at Sea (UNWTO Affiliate member)
- [Department of Tourism](#)

EDUCATION

- 2022 – today **University Postgraduate (Doctoral) Study Business Economics (PhD)**
Faculty of Economics & Business, University of Zagreb, J. F. Kennedy Square 6, Zagreb, Croatia
- 2017 – 2019 **Master of Economics (MA)**
Graduate University Study Programme, Business Economics, Tourism
Faculty of Economics & Business, University of Zagreb, J. F. Kennedy Square 6, Zagreb, Croatia
- Cum Laude, GPA:4,6
 - Topic: „*The impact of blockchain technology on tourism intermediation*”
- 2013 – 2017 **Bachelor of Economics (BA)**
Undergraduate University Study Programme, Business Economics
Faculty of Economics & Business, University of Zagreb, J. F. Kennedy Square 6, Zagreb, Croatia
- Cum Laude, GPA: 4,5

PROFESSIONAL TRAININGS

- 2023 – 2024 **PLS-SEM Academy**
Lecturers: Christian M. Ringle, Marko Sarstedt, PLS-SEM Academy (online)
- 2023 **Methodological bases of recent approaches to the processing of quantitative data**
Lecturers: Tomislav Hernaus, Matija Marić, Nikolina Dragičević, Matej Černe, Faculty of Economics & Business, Zagreb, Croatia
- 2023 **Introduction to Social Networking Analysis (SNA)**
Lecturer: Paul D. Allison, Statistical Horizons LLC (online)
- 2023 **Introduction to Necessary Condition Analysis (NCA)**

Lecturer: Jan Dul, Instats, Rotterdam School of Management, The Netherlands (online)

2023 Bibliometric workshop

Lecturer: Matej Černe, Faculty of Economics, University of Ljubljana, Ljubljana, Slovenia (online)

2023 How to code, analyze and visualize qualitative information about casual connections

Lecturers: Steve Powell, Fiona Remnant, Hannah Mishan, SAGE Ocean / Publishing (online)

2021 – 2022 UNWTO series of workshops: System of satellite accounts: TSA & TSSA – methodology and calculation of sustainable tourism development indicators
UNWTO, Institute for Tourism, Zagreb, Croatia

2016 International scientific camp ŠPIC

Economics School Murska Sobota, Murska Sobota, Slovenia

2015 – 2018 ITHAS: International Tourism Hospitality and Academy at Sea

Lecturers: Eric Cohen, Jafar Jafari, Charles Arcodia, Chris Cooper, Yoel Mansfeld, Larry Dwyer etc.

UNWTO Affiliate member, Adriatic Croatia, Croatia

- 2018 – Marine Tourism
- 2017 – Planning Tourism Development in Emerging Destinations
- 2015 – Sustainable Development of Tourism Destination

PERSONAL SKILLS

Mother tongue Croatian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
German	B2	B2	B2	B2	B2

Basic user A1.2.: Chinese, Spanish, French

Communication skills Good written and oral communication skills developed through work experience and work positions

Business skills Independence and creativity acquired through work on scientific and commercial projects, teamwork.

Computer skills Advanced user: MS Office, Basic Amadeus, eViews, Statista
Basic user: SPSS, R, SAS, Causal Map, VOSviewer, Google Data Analytics

ADDITIONAL INFORMATION

- Projects (selected)**
- 2021 – 2025 Croatian Science Foundation project: MULTIORG DUAL: Multilevel organization design configurations: Understanding the heterogeneity – homogeneity duality
 - 2019 – 2022 INTERREG MED DESTIMED PLUS: Ecotourism in Mediterranean Destination: From monitoring and planning to Promotion and Policy Support
 - 2022 – 2024 Erasmus VINCI: Virtual & Augmented Reality Trainers Toolbox to foster Low Carbon Tourism & Related Entrepreneurship
- Recognitions and awards**
- 2016 – 2019 Scholarship for Excellence of the University of Zagreb
 - 2018 Special Dean's Award for the organization of the "Tour de Tourism" conference
- Conferences**
- 2023 - 39th EGOS Colloquium: Organizing for the Good Life: Between Legacy and Imagination, University Cagliari, Cagliari, Italy
 - 2023 - Organizational paradoxes: Theory and Practice (round table), Faculty of Economics & Business, Zagreb, Croatia
 - 2022 - 5th International Rural Tourism Conference, Club Selo, Cavtat, Croatia
 - 2019 - International Tourism Conference Dubrovnik Tourism in the VUCA World: Towards the era of (ir)responsibility, Institute for Tourism, Dubrovnik, Croatia
 - 2019 - Contrasts of Croatian tourism, Institute for Tourism, Zagreb, Croatia
 - 2019 - Communication Management Forum, Edward Bernays University College, Zagreb, Croatia
- Researcher's profiles**
- ORCID: <https://orcid.org/0009-0007-4360-556X>
 - Google Scholar: https://scholar.google.com/scholar?hl=hr&as_sdt=0%2C5&q=sara+melki%C4%87&og=sara+
 - ResearchGate: <https://www.researchgate.net/profile/Sara-Melkic>
- Membership**
- Alumni EFZG
Institute of Youth Power Croatia (IYP) – co-founder of Erasmus+ NGO
eStudent, Tourism Lab (USTEF), Coordination of the Croatian – Chinese Friendship Society

SELECTED BIBLIOGRAPHY

- **Melkić, S.** & Hernaus, T. (2024). Multilevel (integrative) ambidexterity and unit performance: The moderating role of team cross-training.
- Hernaus, T. & **Melkić, S.** (2023). Organizational paradox research: A bibliometric review and content analysis.
- Marković Vukadin, I., **Melkić, S.**, Krešić, D. i Mikulić, J. (2022). Creating an eco-tourism product in a rural area based on tourism sustainability indicators. 5th International Rural Tourism Conference.
- Kranjčević, J., Tošić, K. & **Melkić, S.** (2021). *Traditional sports and games- neglected heritage potentials in Croatian tourism*. Scientific Conference Svetvičenat 2020: Traditional Sport and Games in the Context of Tourism.
- Zovko, M., **Melkić, S.** & Marković Vukadin, I. (2021). Application of the DPSIR framework to assess environmental issues with an emphasis on waste management driven by stationary tourism in Adriatic Croatia. *Geoadria*. 26(1). 83-106.
- **Melkić, S.** & Prebežac, D. (2020). The conflict of fairness and the principles of business ethics in the business of airlines due to the COVID-19 pandemic - what does the future bring us? Covid-19 threat and opportunity for HR tourism. *Proceedings. Institute of Tourism*.
- **Melkić, S.**, Marković Vukadin, I. & Roknić, L. (2019). Sustainable tourism-self-deception, idea, or reality? *Communication management review. Edward Bernays University College*. 5(1), 48 –81.
- **Melkić, S.** & Čavlek, N. (2019). The impact of blockchain technology on tourism intermediation. *Tourism*. 68(2),128 -141.