

Luka Buntic, PhD

Department of Trade and International Business

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Career overview

Dr. Luka Buntić, born in 1993 in Zagreb, Croatia, holds both a Bachelor's and Master's degree in Business Economics from the Faculty of Economics and Business Zagreb, graduating with honors and receiving the Rector's Award and two Dean's Awards.

His career includes roles at Poslovni dnevnik, PBZ Croatia Osiguranje, and Microsoft Croatia. In 2019, he completed a university specialist program in Quality Management and later pursued a PhD in Economics and Global Security at Faculty of Economics and Business Zagreb, earning his doctorate in 2022 with research focused on business models in the ICT sector.

Since 2018, Luka has been working as a teaching and research assistant at the Faculty of Economics and Business Zagreb, and since 2024, he has been serving as a postdoctoral researcher. He specializes in International Business and Quality Management, co-authoring university textbooks and publishing scientific papers in international journals and conferences.

His expertise is internationally recognized, with guest lectures at Shanghai University and Cracow University of Economics in 2022 and 2023, respectively.

Research areas

International Business, Quality Management, Business Model Innovation

External activity

Luka is a member of the editorial board for the international journal Business Excellence. He is a certified Lead Auditor for ISO 9001 and a member of the Croatian Quality Managers Society. He also actively mentors young professionals through UNICEF's socially responsible UPSHIFT workshops.

Notable Publications in period 2019-2023

Books as a co-author:

Lazibat, Tonći, Baković, T., Dužević, I., Damić, M., Jurčević, M., Buntić, Luka (2023) Upravljanje kvalitetom. Ekonomski fakultet Zagreb.

Damić, M., Naletina, D., Buntić, L. (2021) Revisiting the Relationship Between Organizational Innovativeness and ISO 9001 // International journal for quality research, 15 (3), 909-922.

Buntić, L., Damić, M., Delić, M. (2023) Building A Resilient Business Model: How To Use Dynamic Capabilities In Order To Adapt To Market Shocks. InterEULawEast, 10(1), 119-144.

Buntak, K., Baković, T., Mišević, P., Damić, M. i Buntić, L. (2021) Kvaliteta i sustavi upravljanja kvalitetom - Vodič za uspješnu implementaciju i održavanje sustava kvalitetnog upravljanja u poduzećima. Zagreb: Hrvatska gospodarska komora (HGK).

Lazibat, T., Baković, T., Štulec, I., Damić, M., Dužević, I. i Buntić, L. (2020) Međunarodno poslovanje. Zagreb: Ekonomski fakultet Sveučilišta u Zagrebu.