

Associate Professor Ines Dužević, PhD

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Career overview

Ines Dužević is an Associate Professor at the Department of Trade and International Business, Faculty of Economics, University of Zagreb, with extensive experience in quality management, higher education, and international trade. Since 2008, she has held multiple academic and professional roles, including positions as an assistant, senior assistant, lecturer, and internal auditor. Her career spans over 15 years, during which she has contributed significantly to research, teaching, and quality assurance in both academic and corporate settings.

Research areas

Ines Dužević's research primarily focuses on quality management, service quality in higher education, and the integration of quality systems. She has contributed to numerous projects and publications that explore the following key areas:

- *Quality Management Systems: Development, implementation, and auditing of quality management standards (e.g., ISO 9001).*
- *Service Quality in Education: Exploring factors influencing student satisfaction and engagement in higher education institutions.*
- *Digital Transformation and Trade: Researching the impact of digitalization on trade practices and economic systems.*
- *Global Value Chains: Analyzing the role of integrated management systems in global supply and value chains.*

External activity

Throughout her career, Ines Dužević has actively participated in various external professional activities, including consulting, external evaluations, and contributions to industry standards.

Professional Roles and Contributions:

- *Member of the Expert Committee, Agency for Science and Higher Education, Croatia - participated in reaccreditation processes for higher education institutions.*
- *Consultant and Trainer, providing expertise in implementing quality management systems across diverse organizations.*
- *Editorial Board Member, for several academic journals and conferences, including Poslovna izvrsnost - Business Excellence and Proceedings of the International Symposium on Quality.*
- *Reviewer, for international journals and conferences focused on quality management and higher education.*

Projects:

- *FOReSiGHT: Flexibility and Resilience in Digital Transformation (2020-2023): Aimed at developing skills and tools for academia and entrepreneurs to navigate digital transformations.*
- *Educa-T Erasmus+ Project (2016-2017): Focused on enhancing competencies for academic teaching across Croatian higher education institutions.*

Memberships:

- *Croatian Society of Quality Managers*
- *European Higher Education Society*

Notable Publications in period 2019-2023

Dužević, I., Baković, T., Delić, M. (2024) Digitalna transformacija i međunarodna trgovina. Ekonomske ideje i praksa, 54, 69-87.

Dužević, I., Franc, S., Hladika, M. (2023) Exploring the Drivers of Customer Satisfaction in Service Industry: The case study of student dormitories in the City of Zagreb. Zimmermann, K. (ed.) Proceedings of the 44th EBES Conference in Istanbul, Turkey: Istanbul Bilgi University, 21, 16.

Vranješ, T., Dužević, I., Baković, T. (2023) Intelligent automation and value chains: The case study of robotics in the warehouse. In Dužević, I., Naletina, D., Štulec, I. (eds.) Proceedings of the International Scientific Conference Trade Perspectives 2023: Smart Solutions in Trade and Retail, Zagreb: Faculty of Economics and Business and Croatian Chamber of Economy.

Lazibat, T., Baković, T., Dužević, I., Damić, M., Jurčević, M., Buntić, L. (2023) Upravljanje kvalitetom. Zagreb: Ekonomski fakultet Sveučilišta u Zagrebu.

Dužević, I. (2023) Exploring the Opportunities for Local Pet Food and Equipment Production: A Survey from Croatia. IBIMA Business Review, 11(2023), no. 863271.

Franc, S., Dužević, I. (2020) Digitalna transformacija i trgovina. Zagreb: Ekonomski fakultet Sveučilišta u Zagrebu.

Dužević, I., Baković, T., Delić, M. (2019) Stimulating Teaching and Learning Innovations to Enhance Higher Education Quality. Poslovna izvrsnost/Business Excellence, 13(1), 13-32.