

## Professor Blaženka Knežević, PhD

Department of Trade and International Business

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### Career overview

*Blaženka Knežević is a full professor with tenure at the Department of Trade and International Business at the Faculty of Economics and Business, University of Zagreb. She teaches courses in the Croatian language: Information systems in retail; Economics of electronic commerce; Procurement management; Supplier relationship management; Inventories and supplier relationships in supply chains; Electronic commerce; Electronic procurement; Trade policy in the conditions of globalization; Procurement management in the conditions of globalization; in the English language: Procurement Management and Economics of Electronic Commerce. She participated in numerous scientific projects and published more than 200 papers in proceedings of scientific conferences, books, and academic journals. She is a member of several editorial boards of international journals and international scientific conferences. She mentored more than 300 theses at various study programs at the Faculty of Economics and Business Zagreb. She supervised one finished PhD thesis and supervises the ongoing research for 2 PhD thesis in progress.*

### Research areas

*Retail information systems, E-commerce, Sustainability in Distributive Trade, Procurement and Supply Management*

### Recent project activity:

1. Digitalna (r)evolucija i održivost u distributivnoj trgovini – nastavak istraživanja (in English: Digital (r)evolution and sustainability in retail trade - continued research) (2019., project leader, University of Zagreb)
2. Central European Network for Sustainable and Innovative Economy (CENETSIE) financed by Polich Scientific Foundation (NAWA) - PPI/APM/2019/1/00047/U/00001 (2019-2022., Leader of Croatian Team)
3. Erasmus+ DIGI4Teach „Challenges and practices of teaching economic disciplines in era of digitalization“ 2020-1-HR01-KA202-077771, (2020-2023, project member)
4. Erasmus+ SUSTA "Teaching Sustainability in Higher Education in the Field of Economics and Management" 2020-1-PL01-KA203-08198, (2020 - 2023. Coordinator of Croatian Team)
5. Erasmus+ VISIONAIR „Increasing the Visibility and Knowledge Base on Air Quality With Big Data and Its Impact on the Population Health“ 2023-1-SK01-KA220-HED-000158470 (2023-today, project member)

### External activity

*She is a member of the editorial board of the international scientific journals Poslovna izvrsnost - Business Excellence Journal (BEJ) and Business Management and Education Engineering (BMEE), she is a member of the advisory board of the international scientific journals Entrepreneurial Business and Economics Review (EBER), International Entrepreneurship Review (IER) and Research Papers in Economics and Finance (REF). She is a regular reviewer in several international scientific journals.*

*She was the guest editor at the: International Journal of E-Services and Mobile Applications (IJESMA) ISSN 1941-627X, eISSN 1941-6288 - Special Issue on Fostering Knowledge Economy with Digital Transformation: Barriers and Perspectives, 2019, Vol. 11, No 3.*

She is a member of program committees at international scientific conferences:

- Trade Perspectives (all editions of the conference)
- TAKE Conference on Intangibles (all editions of the conference)
- Annual International Academic Conference of AIB CEE Chapter (2019-today)
- 33rd IBIMA International Conference (10-11.04.2019., Madrid, Spain)
- 34th IBIMA International Conference (13-14.11.2019., Madrid, Spain)

She is the Coordinator of the CEEPUS network in Croatia „Central European Network for Sustainable and Innovative Economy“ (PL-1605-04) (2022-today)

### Notable Publications in period 2019-2023

1. Knežević, B., Kurnoga, N., Anić, Ivan D. (2019). Typology of university students regarding attitudes towards food waste, *British Food Journal*, 121 (11), pp. 2578-2591.
2. Knežević, B., Škrobot, P., Žmuk, B. (2019), Perceptions on social supermarkets' managers in Croatia, Lithuania, Poland and Serbia, *Proceedings of the 15th International Symposium on Operational Research, SOR'19, Ljubljana: Slovensko društvo informatika*, pp. 561-566.
3. Knežević, B., Škrobot, P., Delić, M. (2020). Beer Brands from the Perspective of Young Consumers in Croatia, with an Emphasis on Gender Differences. U: Strøjer Madsen, E., Gammelgaard, J., Hobdari, B. (ur.) *New developments in the Brewing Industry: The Role of Institutions and Ownership*. Oxford, UK: Oxford University Press, pp. 25-46
4. Knezevic, B., Skrobot, P., Pavic, E. (2021). Differentiation of E-commerce Consumer Approach by Product Categories, *Journal of logistics, informatics and service science*, 8 (1), pp. 1-19.
5. Knežević, B., Vlašić, A. (2021). Stavovi potrošača generacije X i Y spram modernih oblika plaćanja u maloprodaji, *Financije u svijetu punom izazova*, Zagreb: Hrvatska akademija znanosti i umjetnosti (HAZU) i Ekonomski fakultet Sveučilišta u Zagrebu, pp. 451-471
6. Knežević, B., Mandić, M., Lipovac Tolić, A. (2022). The Role of Supplier Satisfaction Survey in Building Partnerships, *Ekonomski vjesnik*, 35 (2), pp. 353-364.
7. Głodowska, A., Wach, K., Knežević, B. (2022). Pros and Cons of e-Learning in Economics and Business in Central and Eastern Europe: Cross- country Empirical Investigation, *Business systems research*, 13 (2), pp. 28-44.
8. Olejnik, I., Stefańska, M., Knežević, B., Kotyza, P. (2022). Reduction of Food Wasting - Attitude and Activities of Senior Households, *Proceedings of International Scientific Days 2022 – "Efficient, Sustainable and Resilient Agriculture and Food Systems – the Interface of Science, Politics and Practice"*, Nitra: Slovak University of Agriculture in Nitra, pp. 326-333.
9. Pierański, B.; Knežević, B.; Dečman, N.; Dunković, D.; Rep, A.; Šimurina, N.; Brozović, M.; et al. (2023), *Sustainability (e-book)*. Poznań: Bogucki Wydawnictwo Naukowe, Poznań.
10. Lopez Lluch, D. B.; Pieranski, B., Knežević, B. (ur.) (2023).: *Sustainability (Case Studies E-book)*, Zagreb: University of Zagre, Faculty of Economics and Business..