

Associate Professor Dora Naletina, PhD

Associate Professor; Department of Trade and International Business

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Career overview

Associate Professor Dora Naletina (born Vuletić), PhD was born in 1987 in Zagreb. She graduated on September 28, 2010 at the University of Zagreb, Faculty of Economics and Business. During her time at the University, she has won the following awards: The Dean's Award for extracurricular activities (2006 and 2007), The Dean's Award for academic excellence (5.00) in the second year (2007), The Dean's Award for academic excellence (5.00) in the third year (2008), The Dean's Award for academic excellence (5.00) in the fourth year (2009) and in the academic year of 2007/2008, she won The University of Zagreb Rector's Award. In 2011 she enrolled in the Postgraduate Doctoral Study Economics and Business Economics at the Faculty of Economics and Business, University of Zagreb. Having defended her doctoral dissertation under the title „*Resource based approach to competitive advantage in Croatian road industry*“ on January 14, 2016, prepared under the mentorship of Associate Professor Jadranka Bendeković, she earned a PhD degree in the field of economics, branch of general economics. In December 2019 she obtained Acknowledgment of the Faculty of Economics and Business Zagreb for scientific research productivity in 2019 measured by the total number of published papers.

Since July 1, 2011, she worked as a Research Assistant on the project of the Ministry of Science, Education and Sports „Managerial tools in digital companies“ (no. 067-0000000-3351) and as a Teaching Assistant at the Faculty of Economics, University of Zagreb at the Department of Trade. In October 2016 she was promoted to Postdoctoral researcher at the Faculty of Economics and Business at the University of Zagreb at the Department of Trade. In March 2016 she was elected to scientific title of Research Associate, and in May 2017 to scientific-teaching title of Assistant Professor at the Faculty of Economics and Business, University of Zagreb, at the Department of Trade and International Business. In June 2019 she was elected to scientific title Senior Research Associate, and in November 2022 to scientific title Scientific Advisor. Since 15th of June 2022 she is working as an Associate Professor at the Faculty of Economics and Business, University of Zagreb, at the Department of Trade and International Business. Currently she is teaching following courses (conducting both lectures and seminar classes): 'Transport and insurance', 'Transport, forwarding and insurance', 'Humanitarian logistics', 'Management of transport and distribution' in Croatian language and 'Transport and insurance' in English language. She has mentored more than two hundred students during their writing of seminar paper, final and graduate theses. In The Register of Scientific Researchers at the Ministry of Science, Education and Youth she is registered under the number 331781.

During her engagement at the Faculty of Economics and Business at the University of Zagreb, Associate Professor Dora Naletina participated as a researcher at the scientific projects: ERASMUS+ Strategic Partnership project „*Teaching Sustainability in Higher Education in the Field of Economics and Management*“ (acronym: SUSTA), project leader: dr hab. Bartłomiej Pierański (31.12.2020-30.12.2023), „*Central European Network for Sustainable and Innovative Economy*“ funded by NAWA (National Agency for Academic Exchange in Poland), project leader: dr hab Barbara Borusiak (01.10.2019-30.09.2022), „*Innovations in Supply Chains in Conditions of Retail Internationalization*“ financed by University of Zagreb, project leader: Associate Professor Blaženka Knežević (2015-2016, 2016-2017 and 2017-2018) and „*Evaluating corporate social responsibility (CSR) at the point of sale from the new parents perspective*“ financed by the Government of the Republic of Croatia and the Federal Government of Austria, project leaders: prof. Sanda Renko and prof. Eva Lienbacher (2016-2017), professional project „*#known #not known about consumer rights in the age of digital platformization*“ financed by Ministry of Economy and Sustainable Development (2020).

She has participated in a number of conferences, both home and abroad. She has published as a sole-author and co-author more than 50 scientific and professional articles. She has an excellent knowledge of English language and speaks well Italian language.

Research areas

Research interests of Associate Professor Dora Naletina include the area of cargo insurance, transportation industry, corporate social responsibility of transporters, sustainable transport, sharing economy in traffic, innovations in transport, supply chain management and humanitarian logistics.

External activity

- co-editor of the *InterEULawEast : Journal for the International and European Law, Economics and Market Integrations* (since August 2023)
- member of Editorial Board of *Facta Universitatis, Series: Economics and Organization*
- member of Faculty Council (since 01.10.2022)
- member of Organizing Committee of International Conference Trade Perspectives (since 2016)
- member of Management Board Fund for financing the decommissioning of the Krško Nuclear Power Plant and the disposal of Krško NPP radioactive waste and spent nuclear fuel (since 30.11.2023)
- member of Management Board of Croatian Academic Tennis Club Mladost (since 2013)
- member of The Croatian association of alumni at the Faculty of Economics & Business, University of Zagreb
- member of Croatian Association for Consumer Protection (since 2016)

Notable Publications in period 2019-2023

- Zajac, M., Rožić, T., Naletina, D. (2023). Determining the Probability of Unproductive Manipulations in Inland Intermodal Terminal Operations. *Promet-Traffic&Transportation*, 35(3), 299-314.
- Naletina, D., Štulec, I., Milković, M. D. (2023). Volatility of Maritime Freight Rates in Pandemic: Case Study of Transcontinental Sourcing, In: Veysel Kaya, M. (Eds.). *Social & Economic Studies within the Framework of Emerging Global Developments* (pp. 255-265), Berlin: Peter Lang, 255-265.
- Rožić, T., Naletina, D., Zajac, M. (2022). Volatile freight rates in maritime container industry in times of crises, *Applied Sciences*, 12(17), 8452.
- Naletina, D. (2021). Public transportation during the COVID-19 pandemic in the City of Zagreb, *InterEULawEast: journal for the international and european law, economics and market integrations*, 8(2), 29-51. <https://doi.org/10.22598/iele.2021.8.2.2>
- Naletina, D., Damić, M. (2021). Innovations on rail freight market, U: Romanowski, Robert (Ur.). *Sustainable development: innovations in business* (pp. 103-114), Poznan: PUEB Press; Poznan University of Economics and Business. <https://doi.org/10.18559/978-83-8211-084-5/7>
- Naletina, D., Petljak, K., Rožić, T. (2020). Outsourcing as a Challenge for Achieving Competitive Advantage in Road Freight Industry-The Case of Croatia, *Promet-Traffic&Transportation*, 32(1), 127-139. <https://doi.org/10.7307/ptt.v32i1.3198>
- Naletina, D., Petljak, K., Štulec, I. (2020). The Interdependence of Institutional Framework and Business Success of Internationally Oriented Croatian Road Freight Transporters, *Tehnički vjesnik*, 27(4), 1293-1300. <https://doi.org/10.17559/TV-20190610165601>
- Naletina, D., Damić, M., Jabučar, A. (2019). Customer Satisfaction with Services of Low-Cost Carriers at Pula and Zadar Airports, *InterEULawEast: journal for the international and european law, economics and market integrations*, 6(2), 71-97. <https://doi.org/10.22598/iele.2019.6.2.4>
- Štulec, I., Petljak, K., Naletina, D. (2019). Weather Impact on Retail Sales: How can Weather Derivatives help with Adverse Weather Deviations? *Journal of Retail and Consumer Services*, 49(July), 1-10, <https://doi.org/10.1016/j.jretconser.2019.02.025>
- Naletina, D., Petljak, K., Sremac, M. (2019). Empirical research on user satisfaction with the transport and the supporting services at Croatian airports, *Pomorstvo*, 33(1), 92-101. <https://doi.org/10.31217/p.33.1.10>