

## Associate Professor Kristina Petljak, PhD

Department of Trade and International Business; Vice President of Croatian Association for Consumer Protection;  
Manager for preparation and implementation of EU projects; Public Procurement Specialist

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### Career overview

*Kristina Petljak is an Associate Professor at the University of Zagreb, Faculty of Economics & Business Zagreb (FEB), Department of Trade and International Business. During her work at FEB she was involved in different professional and research projects dealing with supply chain management, consumer protection, retailing. She pursued professional career development at many foreign universities (University of Kassel, Chair of Supply Chain Management; WU-Vienna University of Economics and Business Administration, Kühne Logistics University (The KLU), University of Oxford, Saïd Business School, Oxford Institute for Retail Management (OXIRM), joint program of MIT (Massachusetts Institute of Technology) and the Zaragoza Logistics Center (ZLC) - Zaragoza International Logistics Program, Copenhagen Business School (CBS), Stockholm School of Economics (SSE), University of Bremen, University of Szczecin.*

### Research areas

*Her recent work focuses on e-logistics, business logistics, humanitarian logistics, green supply chain management, weather-related risks in supply chain management, food supply chain management, retail supply chain management, organic farming, and consumer research.*

### External activity

*Editorial boards, Conference program & Organizing Committees*

- ⇒ *Member of the editorial board for the conference Trade Perspectives 2022: Commodity prices and the global economy, Zagreb, Croatia*
- ⇒ *Member of the editorial board of the conference The 7<sup>th</sup> Colloquium on European Research in Retailing (CERR): The New Age Of Retailing: Rethink, Reconnect, Revive, Zagreb, Croatia*
- ⇒ *Member of the editorial board of the conference Trade Perspectives 2021: International trade in a post COVID-19 world, Zagreb, Croatia*
- ⇒ *Member of the editorial board of the conference Trade Perspectives 2020: The Interdependence of COVID-19 pandemic and international trade, Zagreb. Croatia*
- ⇒ *Member of the Organizing Committee of the scientific-research workshop CEE Workshop series: "On Research Excellence in OM/SCM", Faculty of Economics in Zagreb, 6-8. July 2020, Grabovac, Croatia*
- ⇒ *Member of the editorial board of the conference Trade Perspectives 2019: Business model innovations in domestic and international trade, Zagreb, Croatia*

*Social responsible activities:*

- ⇒ *Vice President of the Croatian Association for the Consumer Protection*
- ⇒ *With Prof. Naletina from Department, developed a new course Humanitarian Logistics, which has social and practical applications*
- ⇒ *Working with children with developmental disabilities*
- ⇒ *Promoting green logistics and environmentally desirable behavior*

#### Activities outside the Faculty:

- ⇒ *Manager for preparation and implementation of EU projects*
- ⇒ *Expert Associate of Agency of Vocational Education and Training and Adult Education*
- ⇒ *Expert Associate of National Center for External Evaluation of Education*
- ⇒ *European Commission Expert evaluator for Horizon 2020 and Horizon+*
- ⇒ *Expert evaluator of Scientific Centers of Excellence for Croatian Ministry of Science, Education and Youth*
- ⇒ *Expert evaluator for Croatian Ministry of Tourism and Sports*
- ⇒ *Expert evaluator for Croatian Ministry of Regional Development and EU funds*
- ⇒ *Expert evaluator for ERASMUS+ projects, Agency for Mobility and EU projects*
- ⇒ *Young Managers –Learning Through Projects!; scientific research project funded by the Ministry of Science and Education (2024)*
- ⇒ *Project implementation "Contract for the Provision of Services for the Development of Other Educational Materials (OEMs) within the project 'Modernization of the Vocational Education and Training System'" (2023), project manager for the development of educational materials in the hospitality sector; funded by the European Social Fund*
- ⇒ *Project implementation "Contract for the Provision of Services for the Development of Other Educational Materials (OEMs) within the project 'Modernization of the Vocational Education and Training System'" (2023), project manager for the development of educational materials in the retail sector; funded by the European Social Fund*
- ⇒ *Project preparation and implementation "That's My Idea" (2020); funded by EUIPO, the European Union Intellectual Property Office under the call "GR/002/21 –Support for Awareness-Raising Activities on the Value of Intellectual Property and Damage Caused by Counterfeiting and Piracy"*
- ⇒ *Project preparation and implementation "#Known #Unknown on Consumer Rights in the Era of #Digital Platformization"; funded by the Ministry of Economy, Entrepreneurship, and Crafts (2020)*
- ⇒ *Project preparation and implementation "How to Use SmartTechnologies and What You Need to Know About Them"; funded by the Ministry of Economy, Entrepreneurship, and Crafts (2020)*

#### Membership in different associations:

- ⇒ *European Association for Education and Research in Commercial Distribution*
- ⇒ *Council of Supply Chain Management Professionals,*
- ⇒ *European Operations Management Association*
- ⇒ *The Nordic Logistics Research Network*
- ⇒ *Croatian Society of Economics*

#### Connections with the business world:

- ⇒ *Strong connections with the business community*
- ⇒ *Provides advisory services to entrepreneurs and associations on securing financial resources from EU funds*

#### **Notable Publications in period 2019-2023**

*5-10 most notable publications.*

[Gruchmann, Tim ; Seuring, Stefan ; Petljak, Kristina Assessing the role of dynamic capabilities in local food distribution: a theory-elaboration study // Supply chain management-an international journal, 24 \(2019\), 6; 767-783. doi: 10.1108/scm-02-2019-0073](#)

[Šundov, Marko ; Gajdić, Dušanka ; Petljak, Kristina Eco-distribution centres for agricultural products in the function of consumer potential of urban centres // Poslovna izvrsnost, 13 \(2019\), 2; 53-83. doi: 10.22598/pi-be/2019.13.2.53](#)

[Naletina, Dora ; Petljak, Kristina ; Rožić, Tomislav Outsourcing as a Challenge for Achieving Competitive Advantage in Road Freight Industry – The Case of Croatia // Promet, 32 \(2020\), 1; 127-139. doi: 10.7307/ptt.v32i1.3198](#)

[Petljak, Kristina Inovativna rješenja za smanjenje gubitaka i rasipanja hrane u opskrbnom lancu voća i povrća // Agroecnomia Croatica, 11 \(2021\), 1; 137-145](#)

[Petljak, Kristina Food waste and food loss in the retail supply chain // InterEULawEast, 8 \(2021\), 2; 119-132. doi: 10.22598/iele.2021.8.2.6](#)

[Kowalska, Mqgdalena ; Kostrzevska, Martyna ; Petljak, Kristina The Significance and Evaluation of Selected Online Communication Tools – A Comparative Analysis of Young Consumers from Poland, Croatia and China // Problemy Zarządzania = Management Issues, 19 \(2021\), 1; 91-106. doi: 10.7172/1644-9584.91.7](#)

[Gajdić, Dušanka ; Kotzab, Herbert ; Petljak, Kristina Collaboration, trust and performance in agri-food supply chains: a bibliometric analysis // British food journal, ahead-of-print \(2022\), ahead-of-print; 1-30. doi: 10.1108/BFJ-07-2021-0723](#)

[Gajdić, Dušanka ; Mesić, Željka ; Petljak, Kristina Preliminary Research about Producers' Perceptions of Relationship Quality with Retailers in the Supply Chain of Organic Food Products in Croatia // Sustainability, 13 \(2021\), 24; 13673, 41. doi: 10.3390/su132413673](#)

[Mesić, Željka ; Petljak, Kristina, Borović, Darija ; Tomić Maksan, Marina Segmentation of local food consumers based on altruistic motives and perceived purchasing barriers: a Croatian study // Ekonomska istraživanja, 34 \(2021\), 1; 221-242. doi: 10.1080/1331677X.2020.1782243](#)

[Mesić, Željka; Salihbegović, Ian Alija; Petljak, Kristina; Tomić Maksan, Marina Upoznatost i ponašanje potrošača pri kupnji hrane s održivim pakiranjem // Agroecnomia Croatica, 13 \(2023\), 2; 28-37](#)

**IN ZAGREB, OCTOBER 2024**

