

Professor Sanda Soucie, PhD

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Career overview

After graduation from the Faculty of Economics, University of Split, Sanda Soucie continued her scientific career at the Faculty of Economics & Business, University of Zagreb. There she earned a Master of Science degree at the Scientific postgraduate study programme in Business Economics “Marketing theory and policy” (1998) and a Doctor of Science degree at the Doctoral study programme in “Business Economics” of the Faculty of Economics & Business, University of Zagreb (2004). In 2001, she started work as an assistant in the Department of Trade and International Business at the Faculty of Economics and Business, and in the next 20 years she was promoted to an Assistant and Associate professor. From 2019, she has been a Tenured Professor in the Department of Trade at the Faculty of Economics and Business, University of Zagreb, Croatia. She has participated in several workshops in Croatia, UK, Poland, and got the “Mijo Mirković” Award for the “Authorship of university/faculty textbooks” and for the scientific paper „The Creation of the Dynamic Store Choice Model”. She has been the editor of the following books: Counterfeiting and Fraud in Supply Chains (2022), Gastronomy for Tourism Development: Potential of the Western Balkans (2020), Green Economy in the Western Balkans: Towards a Sustainable Future (2017), and Challenges for the Trade in Central and Southeast Europe (2013) published by Emerald Group and Supply Chain Management – New Perspectives (2011) published by InTech. Also, she has been a guest editor in highly-rated scientific journals, such as the British Food Journal; Journal of Food Products Marketing; etc., presented papers at many international scientific conferences, and has been actively involved in international research projects of the University of Zagreb, and the European Commission - the international bilateral scientific project between the Republic of Croatia and the Republic of Austria “Evaluating Corporate Social Responsibility (CSR) at the Point of Sale From the New Parents Perspective” (co-ordinator); the international scientific research project “Sustainable marketing concept and its implementation in selected European markets - identification of international differences” (main researcher); FP7 EU Project “Focus Balkans” (researcher), etc. She was an invited lecturer for the students’ project in Transition, Innovation, Sustainability Environments (TISE) European Master of Excellence /Erasmus Mundus Joint Master Degree; the 9th International Conference “Management of Technology – Step to Sustainable Production” (MOTSP 2017), WU Wien (Wirtschaftsuniversität Wien), the Conference on the implementation of nutrition in industry and tourism, under the auspices of the President of the Republic of Croatia and Chamber of Commerce, etc.

Research areas

Professor Sanda Soucie has carried out research on topics such as retailing and wholesaling, fashion retailing, supply chain risk and security management, logistics, channels of distribution, retail service management, etc.

External activity

Professor Sanda Soucie is a member of the Editorial boards of several highly-rated scientific journals: Folia Oeconomica Stetinensia, Journal of Eastern European and Central Asian Research, Economics World,

Frontiers in Sustainability, Research Journal of Economics, American Journal of Industrial and Business Management, Journal of Economic and Business Studies, Contemporary Economics, etc.

Moreover, she has participated in the following conference programs/organizing committees: the International Conference on Product and Industrial Engineering (ICPIE 2018); 14th International Conference on Industrial Logistics, Ben-Gurion University; 9th International Scientific Conference Management of Technology – Step to Sustainable Production, Dubrovnik; 37th Annual Macromarketing Conference „Sustainable Development of Markets and Marketing Systems in a Globalized World“, Berlin, and many others.

Her socially responsible activities include participation in the workshop within the Cooperation Programme Interreg Slovenia – Croatia 2014.-2020., in the development of manuals for the Agency for Vocational Education and Training and Adult Education, in the expert team for the evaluation of the Croatian qualification framework of the Agency for science and higher education, the lifelong learning programme.

Notable Publications in period 2019-2023

5-10 most notable publications.

1. **Soucie, S.**; Štulec, I.; Petljak, K. (2024) *Corporate Social Responsibility of baby products retailers in Croatia* (in Croatian), Društveno odgovorno poslovanje maloprodavača proizvoda za bebe i djecu u Republici Hrvatskoj. Zagreb: University of Zagreb, Faculty of Economics and Business.
2. **Soucie, S.** (2022) Consumer Concerns on Counterfeiting in the Fashion Supply Chain: Gen Y and Z Point of View, In: **Soucie, S.**; Peštek, A. (eds.). (2022) *Counterfeiting and Fraud in Supply Chains*, UK: Emerald Publishing Limited Howard House, pp. 219-240
3. **Soucie, S.** ; Peštek, A. (eds.). (2022) *Counterfeiting and Fraud in Supply Chains*, Wagon Lane, Bingley BD16 1WA, UK: Emerald Publishing Limited Howard House,
4. Rašić Jelavić, S., Štilinović, M.E., **Soucie, S.** (2022) Emotional and Behavioral Consequences of workplace Incivility in Croatian Companies, *International Journal of Management and Applied Science*, Vol.8, iss. 11, pp. 84-89.
5. Peštek, A., Kukanja, M., **Renko, S.**(eds.) (2020) *Gastronomy for Tourism Development: Potential of the Western Balkans*, Bingley: Emerald Publishing Limited
6. **Renko, S.**, Grilec Kaurić, A., Omazić, M. A. (2020) Learning from Students on Colour Management and the Customer Experience in Luxury Stores, in: *Proceedings of the 14th International Technology, Education and Development Conference, 2-4 March, 2020, Valencia, Spain*, pp. 7550-7559.
7. Plazibat, I., **Renko, S.** (2020) Social Media as a Channel for Boosting Female Entrepreneurship in Retailing, In: Kovačević, T., Akrap, I. (ed.). *Proceedings of the Conference: Contemporary issues in economy and technology 2020*, Split: University of Split, University Department of Professional Studies, pp. 84-97.
8. **Renko, S.**, Štulec, I., Petljak, K. (2020) The Importance of Retail Atmosphere in Online and Offline Environments, In: Musso, F., Druica, E. (eds.). (2020) *Handbook of research on retailing techniques for optimal consumer engagement and experiences*, Hershey, SAD: Business Science Reference - IGI Global, pp. 87-109.
9. Gluhak Spajić, D., **Renko, S.**, Petljak, K. (2019) The necessity of Collaboration between Parents, teachers and Schools for Adolescents` healthy Eating, *Economic thought and practice, University of Dubrovnik*, **1**, pp.175-192.
10. **Renko, S.**, Petljak, K., Naletina, D. (2019) Food integrity throughout the chain: the case of good distribution practice. *LogForum*, 15 (1), str. 53-69, ISSN 1895-2038, ISSN (online) 1734-459X, doi:10.17270/J.LOG.2019.318.