

## Associate Professor Helena Nikolić, PhD

Department of Trade and International Business

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### Career overview

*Helena Nikolić (born Miloloža) is an Associate Professor at the University of Zagreb, Faculty of Economics and Business. After completing her undergraduate studies in Finance, she graduated from the Faculty of Economics in Zagreb with a degree in Management. She soon enrolled in doctoral studies and in 2015 earned her PhD by defending her dissertation entitled: "Determinants of Export Activities of Croatian Companies in the Markets of Eastern European Countries". Her first two-year work experience (2011-2013) was at the Croatian Bank for Reconstruction and Development, where she worked in the Short-Term Export Receivables Insurance Department. She continued her business career at the Faculty of Economics in Zagreb, where she has been working since 2013. In these eleven years of work at the faculty, she went from the status of a teaching and research assistant (2013-2015), postdoctoral researcher (2015-2016) and assistant professor (2016-2021) to the status of associate professor (2021-present).*

*She teaches several courses at the Faculty of Economics and Business in Zagreb, including Economic Geography, International and Domestic Markets for Goods and Services, Export Strategy and Business Environment, Starting and Running Small Businesses, Procurement Management and several others. She has participated in numerous international and Croatian scientific and professional conferences and research workshops. Additionally, she has published numerous scientific papers, both independently and through co-authorship. In the Register of Scientific Researchers at the Ministry of Science, Education and Youth, she is registered under the number 31814.*

### Research areas

*Research interests include the field of economic geography, namely international exchange of goods and services with special emphasis on strategy and export activities, analysis of domestic and foreign markets and their relationships and the possibilities of achieving cooperation in individual industries. Interests include retail and innovation in trade, as well as entrepreneurship and competitive advantage.*

### External activity

- Member of the Supervisory Board of the company "Munja d.d." (2009-2016)

### Notable Publications in period 2019-2023

- Nikolić, Helena EUROPEAN UNION FUNDS IN THE SERVICE OF GROWTH AND DEVELOPMENT OF THE CROATIAN ECONOMY // Interdisciplinary management research XIX / Erceg, Aleksandar (ur.). Osijek: Ekonomski fakultet Sveučilišta Josipa Jurja Strossmayera u Osijeku, 2023. str. 125-141.
- Sedinić, I., i Nikolić, H. (2023). 'THE IMPACT OF THE RUSSIAN-UKRAINIAN CRISIS ON EUROPEAN SUPPLY OF PRECIOUS METALS', *Poslovna izvrsnost*, 17(1), str. 59-81. <https://doi.org/10.22598/pibe/2023.17.1.59>

- *Nikolić, H. & Horaček, J. (2023) comparison of privatization in the Republic of Croatia and selected former communist countries, ITISE 2023, Publications MDPI, 39(1), 48 doi: <https://doi.org/10.3390/engproc2023039048>*
- *Horaček, J., & Nikolić, H. (2021). 'Privatization in Croatia: Standpoint of Croatian Citizens in 1998 and 2018', Business Systems Research, 12(1), str. 1-16. <https://doi.org/10.2478/bsrj-2021-0001>*
- *Nikolić, H., & Miloloža, I. (2020). 'Export Activity of Croatian Companies: Does Innovation Matter?', ENTRENOVA - ENTERprise REsearch InNOVAtion, 6(1), str. 512-521.*