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Career overview

elena Nikolić (née Miloloža) is a Full Professor at the University of Zagreb, Faculty of Economics and Business. She completed her undergraduate studies in Finance and her graduate studies in Management at the same institution. She subsequently enrolled in a doctoral programme and earned her PhD in 2015, defending her dissertation entitled "Determinants of Export Activities of Croatian Companies in the Markets of Eastern European Countries." She began her professional career at the Croatian Bank for Reconstruction and Development, where she worked in the Short-Term Export Receivables Insurance Department from 2011 to 2013. She began her academic career at the University of Zagreb, Faculty of Economics and Business in 2013. During her career at the faculty, she has held the positions of teaching and research assistant (2013–2015), postdoctoral researcher (2015–2016), assistant professor (2016–2021), associate professor (2021–2026), and full professor (2026–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 national and international scientific and professional conferences and research workshops. Additionally, she has published numerous scientific papers, both independently and in collaboration with other researchers. She is registered in the Register of Scientific Researchers of the Ministry of Science, Education and Youth under registration number 31814.

Research areas

Her research interests encompass economic geography and international trade in goods and services, with a particular emphasis on export strategies and activities, the analysis of domestic and foreign markets and their interrelationships, and opportunities for cooperation within individual industries. Her interests also include retail, innovation in trade, entrepreneurship, and competitive advantage.

External Appointments

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

Selected Publications, 2021–2026

- *Hajdaraj, B., Balaj, D. & Nikolić, H. (2026). Post-COVID Digital Banking Adoption in Kosovo: The Roles of Trust, Utility, and Physical Channels. Business Systems Research, 17 (1), 243-264.*

- *Pejić Bach, M., Nikolić, H., & Miloloža, I. (2025). From coefficients to connections: Comparing regression and network analysis for explaining export share in turnover. In Drobne, S., Zadnik Stirn, L., Kljajić Borštnar, M., Povh, J., & Žerovnik, J. (Eds.),* Proceedings of the 18th International

Symposium on Operational Research SOR'25 *(pp. 103–108). Ljubljana: Slovenian Society Informatika – Section for Operational Research.*

- *Nikolić, H. (2023). European Union funds in the service of growth and development of the Croatian economy. In A. Erceg (Ed.),* Interdisciplinary Management Research XIX *(pp. 125–141). Osijek: Josip Juraj Strossmayer University of Osijek, Faculty of Economics.*

- *Nikolić, H. (2023). Outsourcing in the Croatian service sector. In: Sever Mališ, S., Načinović Braje, I., & Raguž Krištić, I. (Eds.),* Proceedings of FEB Zagreb 14th International Odyssey Conference on Economics and Business *(pp. 361–370). Zagreb: Ekonomski fakultet Sveučilišta u Zagrebu.*

- *Sedinić, 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/pi-be/2023.17.1.59*

- *Nikolić, H. & Horaček, J. (2023) Comparison of privatization in the Republic of Croatia and selected former communist countries, ITISE 2023, Engineering Proceedings 39(1), 48 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*