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Career overview

Tomislav Medić is a Senior Lecturer at the Department of Informatics, Faculty of Economics and Business, University of Zagreb, Croatia, a position he has held since 2026. He completed his undergraduate studies in 2016 and earned a master's degree in Managerial Informatics in 2019 at the same institution, where he is currently pursuing doctoral studies. Before entering academia, he gained experience in financial advisory services at Wüstenrot stambena štedionica d.d. and customer support at Hypo Alpe Adria Bank d.d. (now Addiko Bank). He served as a teaching assistant from November 2019 to June 2020 and joined the Department of Informatics as a Lecturer in March 2021. His academic focus is on machine learning and cybersecurity, with teaching experience spanning knowledge discovery in databases, system dynamics modelling, business information systems, informatics, business application development, and cybersecurity.

His technical expertise centres on Python, which he uses for machine learning, deep learning, text analysis, web scraping, and software development. He is also proficient in C#, ASP.NET MVC, SQL (Microsoft SQL Server and Oracle), R, HTML, CSS, JavaScript, XAML, Xamarin, and .NET MAUI. His broader skills include working with Windows and Linux, Microsoft Office applications, Godot and Blender. He has contributed to professional software development projects, including the development of a Python-based business application prototype, and completed training in C# and ASP.NET web application development at Algebra Open University. He is proficient in English and has a working knowledge of German.

Research areas

Main research areas include: machine learning and cybersecurity, with additional interests in data analysis, data mining, and software development.

Selection of the most significant articles and scientific projects:

1. *Medić, T., Pejić Bach, M., Jaković, B. (2020). Stock market analysis and price prediction using deep learning and artificial neural networks. Proceedings of FEB Zagreb 11th International Odyssey Conference on Economics and Business, Zagreb, Faculty of Economics & Business, University of Zagreb, 450-462.*
2. *2020 – 2023. Erasmus+ project "Flexibility and Resilience in Digital Transformation and Intelligent Automation - Advanced Skills and Tools for Academia and Entrepreneurs" – FOReSiGHT*
3. *2019. Concept proposal for the development of the research center of the Croatian Employment Service with an emphasis on new trends in workforce analytics*

Notable Publications in period 2021-2026

5-10 most notable publications.

1. *Medić, T., Pavlečić, A., & Pejić Bach, M. (2026). Data-driven tactical archetypes in European professional football: A K-means clustering approach. Interdisciplinary Description of Complex Systems: INDECS, 24(4), 430–445.*

2. *Medić, T., Pavlečić, A., & Topalović, A. (2025). MLP neural networks vs. logistic regression: A comparative study of customer churn prediction in bank marketing. ENTRENOVA – ENTerprise REsearch InNOVAtion Journal, 11(1). https://doi.org/10.54820/entrenova-2025-0088*
3. *Pejić Bach, M., Jelić, H., & Medić, T. (2022). Stock price prediction at Zagreb Stock Exchange: Multilayer perceptron and support vector machine. In Proceedings of FEB Zagreb International Odyssey Conference on Economics and Business (Vol. 4, No. 1, pp. 755–768). University of Zagreb, Faculty of Economics and Business.*
4. *Stjepić, A.-M., Medić, T., & Jaković, B. (2022). A quantitative bibliometric analysis of literature investigating innovative technologies utilization in education sector. In Proceedings of FEB Zagreb 13th International Odyssey Conference on Economics and Business (pp. 780–790). University of Zagreb, Faculty of Economics and Business.*
5. *Medić, T., Pejić Bach, M., & Jaković, B. (2020). Stock market analysis and price prediction using deep learning and artificial neural networks. In Proceedings of FEB Zagreb 11th International Odyssey Conference on Economics and Business (pp. 450–462). University of Zagreb, Faculty of Economics and Business.*