




## PERSONAL INFORMATION

## Nataša Kurnoga



 University of Zagreb Faculty of Economics & Business  
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Sex Female | Date of birth 04/03/1971 | Nationality Croatian

## CURRENT POSITION

## Full Professor (Tenured) at the Department of Statistics

## WORK EXPERIENCE

From 2024 **Full Professor (Tenured) at the Department of Statistics**  
 University of Zagreb Faculty of Economics & Business  
 Trg J. F. Kennedyja 6, 10000 Zagreb, Croatia  
 ▪ Teaching: Statistics, Business Statistics, Multivariate data analysis

2018 - 2024 **Full Professor at the Department of Statistics**  
 University of Zagreb Faculty of Economics & Business  
 Trg J. F. Kennedyja 6, 10000 Zagreb, Croatia

2013-2018 **Associate Professor at the Department of Statistics**  
 University of Zagreb Faculty of Economics & Business  
 Trg J. F. Kennedyja 6, 10000 Zagreb, Croatia

2008-2013 **Assistant Professor at the Department of Statistics**  
 University of Zagreb Faculty of Economics & Business  
 Trg J.F. Kennedyja 6, 10000 Zagreb, Croatia

1997-2008 **Assistant at the Department of Statistics**  
 University of Zagreb Faculty of Economics & Business  
 Trg J. F. Kennedyja 6, 10000 Zagreb, Croatia

## EDUCATION

2004-2007 **PhD in Economics**  
 University of Zagreb Faculty of Economics & Business

1998-2002 **MSc in Economics**  
 University of Zagreb Faculty of Economics & Business

2004-2007 **BSc in Economics**  
 University of Zagreb Faculty of Economics & Business

## TRAINING

- 2022 Poznan University of Economics and Business, Krakow, Poland, „Research Workshop on Innovation“, (CENETSIE)
- 2021 University of Szeged, Szeged, Mađarska, „Storytelling and Movie Educationn“, (CENETSIE)
- 2021 Czech University of Life Sciences, Prague, Czech Republic, „Teaching Sustainability in Higher Education in the Field of Economics and Management“ (SUSTA)
- 2020 Czech University of Life Sciences, Prague, Czech Republic, workshop, Strategic games - innovative methodology of education, (CENETSIE)
- 2019 University of Zagreb Faculty of Economics & Business, Zagreb, Croatia, Partial Least Squares Structural Equation Modelling,
- 2016 Cass Business School, London, England, workshop, EViews Forecasting Summer School,
- 2015 Croatian Operational Research Society, Zagreb, Croatia, workshop, Neural networks for prediction and classification,
- 2010 University of Zagreb Faculty of Economics & Business and Humboldt Universität zu Berlin, Zagreb, Croatia, workshop, High-Dimensional Data Analysis in Economics,
- 2009 CIRET/KOF/GKI, Budapest, Hungary, workshop, Sentiment Indicators and the Current Crisis,
- 2006 Institute Ruđer Bošković, Zagreb, Croatia, workshop, Multivariate Analysis: How Can It Help in Scientific Research?

## PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
German	B1	B1	B1	B1	B1
French	A2	A2	A2	A2	A2
Italian	A2	A2	A2	A2	A2

Computer skills SAS, STATISTICA, Stata, EViews

## ADDITIONAL INFORMATION

Projects

- International, 2020-2023, Erasmus+ SUSTA Teaching Sustainability in Higher Education in the Field of Economics and Management, Poznan University of Economics and Business, Researcher
- International, 2019-2022, Central European Network for Sustainable and Innovative Economy, Poznan University of Economics and Business, Polish National Agency Academic Exchange (NAWA), Researcher
- National, 2018-2019, Income inequalities, tax policy, and economic growth, University of Zagreb, Researcher
- National, 2017, Tax literacy and tax morale in the Republic of Croatia, University of Zagreb, Researcher
- National, 2014-2018, The role of economic sentiment in explaining macroeconomic trends: methodological improvements and new areas of application, Croatian Science Foundation, Researcher
- National, 2013-2014, Developing a methodology for determining the decision-making style of an organizational customer, University of Zagreb, Researcher
- National, 2007-2013, Statistical modelling for increasing the competitiveness of modern organizations, Ministry of Science, Education and Sport of the Republic of Croatia, Researcher
- National, 2007-2013, Business survey methodology in EU and Croatia, Ministry of Science, Education and Sport of the Republic of Croatia, Researcher
- National, 2005-2006, Applying the selected statistical methods in investigation of characteristics of corporate banking advisory services usage by firms in Croatia, Faculty of Economics and Business – Zagreb, University of Zagreb, Researcher
- National, 2005-2006, Research on approaches and technologies of planning in Croatian companies, Faculty of Economics and Business – Zagreb, University of Zagreb, Researcher

- National, 2004-2005, Statistical Methods of Seasonal Adjustment of Aggregated Macroeconomic Variables, Faculty of Economics and Business – Zagreb, University of Zagreb, Researcher
- National, 2004-2005, Integrational processes and narrowing of economic disproportions (Croatia and EU), Faculty of Economics and Business – Zagreb, University of Zagreb, Researcher

#### Honours and awards

- 2017, Fedor Rocco (University of Zagreb Faculty of Economics & Business), Award for the scientific paper Organizational buying decision approaches in manufacturing industry: developing measures and typology, Journal of business & industrial marketing Vol. 32, No. 2, pp. 227-237,
- 2012, Mijo Mirković (University of Zagreb Faculty of Economics & Business), Award for the textbook Poslovna statistika (Business Statistics)

#### Memberships in professional association or bodies

- International Association of Survey Statisticians (IASS)
- Croatian Statistical Association (CSA)
- Section for Women in Statistics at Croatian Statistical Association (CSA)
- Croatian Operational Research Society (CRORS)

#### Journal editor roles (editor in chief, associate editor, guest editor, editorial board etc.)

- From 2015, Member of the Editorial Board of the Croatian Review of Economic, Business and Social Statistics (CREBSS), Croatian Statistical Association
- From 2016, Member of the Scientific Committee, International Statistical Conference in Croatia, "Proceedings of the ISCCRO - International Statistical Conference in Croatia"
- From 2016, Member of the Scientific Committee, International Statistical Conference in Croatia, "Book of Abstract of the ISCCRO - International Statistical Conference in Croatia"

#### Reviewer (journals, proceedings etc.)

- British Food Journal
- Business Systems Research Journal
- Croatian Operational Research Review
- Croatian Review of Economic, Business and Social Statistics (CREBSS)
- Economic Review
- Economic Trends and Economic Policy
- Interdisciplinary Description of Complex Systems
- International Journal of Sport Management and Marketing
- Journal for General Social Issues
- Market-Tržište
- Proceedings of the Faculty of Economics and Business in Zagreb
- Public Sector Economics

#### Researcher's profiles

ORCID: <https://orcid.org/0000-0002-0055-7752>  
 Google Scholar: <https://scholar.google.hr/citations?user=SgdwXsQAAAAJ&hl=en&oi=ao>  
 Full bibliography: <https://www.bib.irb.hr/pregled/znanstvenici/239485?autor=239485>