**Curriculum vitae**

**Ljiljana Najev Čačija**

January 2022

**Education** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2010 - 2014 University of Split, Faculty of Economics, Business and Tourism, Ph.D.

Major: Marketing

Advisor: Jurica Pavičić, Ph.D.

2001 - 2006 University of Split, Faculty of Economics, Business and Tourism, M.

Major: Marketing

Advisor: Biljana Crnjak Karanović, Ph.D.

**Academic Employment** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

January 2019 - **Assistant Professor, Department of Marketing**

Present University of Split, Faculty of Economics, Business and Tourism

January 2016 - **Assistant Professor, Department of Marketing** (ext. associate)

December 2018 University of Split, Faculty of Economics, Business and Tourism

December, 2009 - A**ssistant, Department of Marketing** (ext. associate)

December, 2015 University of Split, Faculty of Economics, Business and Tourism

**Industry/Public sector/Ngo Experience** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

January2013 - **Marketing manager**

December 2018 Sunce na prozorčiću, d.o.o., event management

September 2007 - **Marketing manager**

December 2012 Gastro turizam, d.o.o., Hotel Jadran, Split - tourism and accommodation

April 2002 - **CEO assistant for marketing and new products**

August 2007 KOTEKS d.d., Split

**Honours and Awards** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2021 **Outstanding Recognition for exceptional contribution to the University of Split for the institutionalization of Service learning**

Awarded by University of Split

2021 **Award for best cooperation between academia and industry**

Awarded by Croatian Marketing Association - CROMAR

2020 **Award for scientific work**

Awarded by University of Split, Faculty of Economics, Business and Tourism

2019 **Outstanding Recognition for exceptional contribution for teaching**

Awarded by University of Split, Faculty of Economics, Business and Tourism

2017 **Outstanding Recognition for exceptional contribution for cooperation with the corporate sector**

Awarded by University of Split, Faculty of Economics, Business and Tourism

2013 **Outstanding Recognition for Book authorship**

Awarded by University of Split, Faculty of Economics, Business and Tourism

**Professional Affiliations and Services** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Ad-hoc Reviewer**

Management: Journal of Contemporary Management Issues

International Journal of Emerging Markets

International Review on Public and Nonprofit Marketing

**Professional Organization Member**

* + - Croatian Marketing Association (CROMAR)
    - Hrvatski Pedagoško književni zbor OSDŽ (HPKZ)
    - Croatian scientific center of excellence for school effectiveness and educational management (ZCI-SEM)

**Committee** **Member**

Faculty Council

**Project Member**

* Student business incubator – student entrepreneurship program at the Faculty of Economics, Business and Tourism Split, Mentor and lecturer (2017-2022)
* Service learning program mentor at the Faculty of Economics, Business and Tourism Split (2018-2022)
* Team member in project UP.03.1.1.03.0071 “Izvrsnost i učinkovitost u visokom obrazovanju u polju ekonomije”; University of Split, Faculty of economic business and tourism (2019)
* Team member in project OP.04.2.1.02.0123 “Centar za društveno korisno učenje”, University of Split, Faculty of economic business and tourism (2018)
* Team member in project 2015-1-HR01-KA203013080 “Student Business e-Academy”, 2017. Marketing innovation products and services SBeA online program, University of Split
* Expert in the formulation of the Strategic marketing plan for the tourist destination of Split 2017-2021
* External expert for nonprofit marketing in project HR 3.1.15-0040 “Ravnatelj: profesija i kvalifikacija a ne funkcija”, University of Zadar (2016)

**Publications** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Publication list can be accessed at:

<https://www.bib.irb.hr/pretraga/?operators=and|Najev+%C4%8Ca%C4%8Dija%2C+Ljiljana+%28344153%29|text|author>