

## CURRICULUM VITAE

**Marko Hell**

January 2022

### EDUCATION

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2004. - 2009                      University of Split, Faculty of organisation and informatics, Ph.D.  
Major: Information science  
Advisor: Stjepan Vidačić, Ph.D.
- 2001 - 2004                      University of Zagreb, Faculty of organisation and informatics, M.Sc.  
Major: Information science  
Advisor: Stjepan Vidačić, Ph.D.
- 1991 - 2001                      University of Split, Faculty of Natural Sciences and Mathematics, B.Sc  
Major: Professor of mathematics and informatics  
Advisor: Slavko Stankov, Ph.D.

### ACADEMIC EMPLOYMENT

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- May, 2016 -  
Present                              **Associate Professor, Department of Business Informatics**  
University of Split, Faculty of Economics, Business and Tourism
- June, 2010 -  
May 2016                           **Assistant Professor, Department of Business Informatics**  
University of Split, Faculty of Economics, Business and Tourism
- April, 2004 -  
June, 2010                         **Teaching Assistant/Research Assistant, Department of Management**  
University of Split, Faculty of Economics, Business and Tourism
- September, 2002 -  
April, 2004                         **Teaching Assistant/Research Assistant, Department of Informatics**  
University of Split, Maritime Faculty

### INDUSTRY/PUBLIC SECTOR/NGO EXPERIENCE

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- Fall, 2001 -  
Spring, 2002                       **Professor of Mathematics**  
Secondary school
- Spring 2013  
Present                               **Business Advisor**  
Heritage Hotel Pašike, Trogir, Croatia
- 2013-  
2015                                  **Scientific team member**  
Management plan of the Split historic core with the Diocletian's palace-  
UNESCO site, project has been bottom-up initiated, i.e., by the local NGOs  
and a group of researchers from the University of Split, with the  
partnership of the City of Split administration

## HONOURS AND AWARDS

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2014; 2020 Awards for special achievements in affirmation of work on international competitive research projects, University of Split, Faculty of Economics, Business and Tourism

## PROFESSIONAL AFFILIATIONS AND SERVICES

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### Ad-hoc Reviewer

Journal: Technology in Society  
Journal of Contemporary Management Issues  
Conference: System Dynamics Conference  
Croatian Operational Research Review

### Professional Organization Member

Membership of System Dynamics Society  
Croatian Operational Research Society, CRORS

### Committee Member

Member of Committee for evaluation of secondary school informatics schoolbooks (2005), Ministry of Science and Education

### Project Member /Leader

TEMPUS Project Fostering Entrepreneurship in higher education- (FoSentHE - 144713-TEMPUS-2008-HR-JPCR (2008-4745)), project coordinator  
International IPA project "Let's study together!" (IPA 4.1.2.2.02.01.c11), project coordinator  
Smart Cultural Tourism as a Driver of Sustainable Development of European Regions - SmartCulTour (no. H2020-870708)

## PUBLICATIONS

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Petrić, L., Hell, M., & Van Der Borg, J. (2020). Process Orientation Of The World Heritage City Management System. *Journal Of Cultural Heritage*, 46, 259-267.  
<https://doi.org/10.1016/j.culher.2020.07.009>

Hell, M., & Petrić, L. (2021). System Dynamics Approach To TALC Modeling. *Sustainability*, 13(9), 4803. <https://doi.org/10.3390/su13094803>

Hell, M., Knežević, A., & Babić, Z. (2021). Multicriteria Analysis Of The Quality Of Teaching Process In Higher Education: How To Evaluate Implementation Of Critical Thinking. *Croatian Operational Research Review*, 15-26. <https://doi.10.17535/Corr.2021.0002>

Hell, M. (2021). Modelling Dynamics Of The Talc With System Dynamics Methodology And DPSIR Framework. *Tourism In South East Europe...*, 6, 343-356. DOI:10.20867/tosee.06.23

Hell, M., Knežević, A., I Kekez, I. (2022). 'Estimating The Usefulness Of ICT Tools For Implementing Critical Thinking In Higher Education, *Management*, 27(1), Str. 31-44.  
<https://Doi.Org/10.30924/Mjcmi.27.1.3>

Full publication list can be accessed at: <https://www.bib.irb.hr/pregled/znanstvenici/259274>