




Mušanović
Jelena

DATE OF BIRTH:
06/12/1986


CONTACT

Nationality: Croatian

Gender: Female

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ABOUT ME

Croatian Researcher ID: 327371 WoS Researcher ID: L-6606-2015

WORK EXPERIENCE

11/12/2018 – CURRENT – Opatija, Croatia

Postdoctoral Researcher

Faculty of Tourism and Hospitality Management, University of Rijeka

Graduate Study:

1. Applied Econometrics
2. Statistical Process Control

01/12/2010 – 10/12/2018 – Opatija, Croatia

Teaching Assistant

Faculty of Tourism and Hospitality Management, University of Rijeka

Graduate Study:

1. Applied Econometrics
2. Statistical Process Control

Undergraduate Study:

1. Statistics
2. Service Quality Measurement
3. Customer Satisfaction Research
4. Customer Satisfaction Research (ERASMUS)

Undergraduate Professional Study:

1. Business Statistics
2. Guest Satisfaction Measurement

EDUCATION AND TRAINING

2012 – 2018 – Opatija, Croatia

Doctor of Science (Ph.D)

Faculty of Tourism and Hospitality Management, University of Rijeka

2009 – 2010 – Opatija, Croatia

Master of Science (MA)

Faculty of Tourism and Hospitality Management, University of Rijeka

2005 – 2010 – Opatija, Croatia

Bachelor of Economics (univ. bacc. oec.)

Faculty of Tourism and Hospitality Management, University of Rijeka

LIFELONG LEARNING

02/12/2020 – 09/02/2021

● **Business Communication in Tourism - English language**

Faculty of Tourism and Hospitality Management, University of Rijeka

18/01/2021 – 26/01/2021

● **Introduction to the syntax of the R language and its application in basic statistical and graphical data analysis**

University of Zagreb

University Computing Center - SRCE

02/12/2020 – 17/12/2020

● **Education for the application of online teaching models**

Faculty of Tourism and Hospitality Management, University of Rijeka

16/03/2020 – 20/03/2020

● **Fundamentals of NVivo (Windows)**

28/02/2020 – 11/11/2020

● **Teacher Competences in Higher Education Institutions: Learning and teaching**

Faculty of Humanities and Social Sciences, University of Rijeka

01/07/2019 – 05/07/2019

● **Partial Least Squares - Structural Equation Modeling**

Faculty of Economics and Business, University of Zagreb

11/05/2019 – 15/05/2019

● **CEEPUS mobility**

School of Econometrics and Business, University of Sarajevo

05/07/2018

● **Peer review method**

Faculty of Humanities and Social Sciences, University of Rijeka

29/05/2018

● **Student oriented learning and teaching**

Faculty of Humanities and Social Sciences, University of Rijeka

07/05/2018

● **Defining learning outcomes and their alignment to other elements of the teaching process: curriculum-competence approach in higher education & Student oriented learning and teaching**

Faculty of Humanities and Social Sciences, University of Rijeka

15/02/2017 – 23/02/2017

● **Panel Econometrics**

Faculty of Economics and Business, University of Zagreb

09/06/2016 – 11/06/2016

● **Statistical methods in research**

Faculty of Economics in Osijek, University of Osijek

08/02/2016 – 12/02/2016

● **Academic Teaching Excellence - English as the Medium of Instruction**

British Council Croatia

26/05/2015 – 29/05/2015

Research Design: A focus on Delphi method and Social Network Analysis

University of Ljubljana, Croatian Forest Research Institute
2nd Training School – COST Action, CAPABAL

15/05/2015

Efficient thesis writing & presenting

3rd International Scientific Conference „Sustainable Tourism, Economic Development and Quality of Life“
Faculty of Tourism and Hospitality Management, University of Rijeka

03/09/2013 – 07/09/2013

Introduction to Multivariate Analysis

Humboldt University of Berlin, Faculty of Economics in Rijeka, University of Rijeka

01/07/2013 – 12/07/2013

Structural Equation Modelling

International Summer University School "Istanbul Quantitative Lectures"
University of Istanbul, Concordia University of Montréal

PUBLICATIONS

Published Peer Reviewed Journal Articles are updated on Croatian Scientific Bibliography - CROSBİ

CROSBİ: <https://www.bib.irb.hr/pregled/znanstvenici/327371>

RESEARCH AREAS

Research interests

- Online Tourism Communication
- Reputation in Online Media
- Qualitative and Quantitative Research Methods
- Tourism Destination Competitiveness
- Smart Tourism
- Service Quality
- Tourist Satisfaction

AWARDS

07/04/2020

TOURISM REVIEW Outstanding Paper

TOURISM REVIEW 2020 Literati Awards for Excellence winners

Dorcic, J., Komsic, J. and Markovic, S. (2019), "Mobile technologies and applications towards smart tourism – state of the art", *Tourism Review*, Vol. 74 No. 1, pp. 82-103. <https://doi.org/10.1108/TR-07-2017-0121>

15/05/2015 – 16/05/2015

Best research proposal

PhD Workshop: "Efficient thesis writing and presenting"

3rd International Scientific Conference „Sustainable Tourism, Economic Development and Quality of Life“, Faculty of Tourism and Hospitality Management, Opatija

INTERNATIONAL REVIEW ACTIVITY

Peer Reviewed Journals

- Tourism Review
- Sustainability
- Tourism and Hospitality Management
- Organizacija
- Social Sciences

PROJECTS

Scientific projects

Project leader: **Analysis of human and corporate tone of voice on social media in hotel industry** (ZIP-UNIRI-116-5-19) University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija

Team member: **Measuring Online Reputation Impact on Tourism Destination Competitiveness** (ZP UNIRI 2/15), University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija

Project leader: Professor Suzana Marković

Team member: **Tourism Providers Advertising Messages Evaluation: A Multidisciplinary Perspective using Quantitative-Qualitative Approach** (ZP UNIRI 4/18), University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija

Project leader: Professor Tea Baldigara

Professional projects

Researcher: **Strategic plan for tourism development in Kvarner with strategic and operative marketing plan 2016-2020**

Client: Primorje-Gorski Kotar County

Executor: Faculty of Tourism and Hospitality Management, Institute of Tourism

PROFESSIONAL ACTIVITIES AT THE FACULTY

01/11/2020 – CURRENT

- Secretary of Postgraduate University Doctoral Study "Management of Sustainable Development"

26/10/2020 – CURRENT

- Local CEEPUS Coordinator at FTTHM

29/11/2018 – CURRENT

- Secretary of Seminar for tourists guide

02/04/2012 – 07/12/2014

- Member of Quality Committee at FTTHM

MEMBERSHIP

2018 – CURRENT

- Independent Union of Research and Higher Education - member

2019 – CURRENT

- Croatian Statistical Association

DIGITAL SKILLS

- Computer software and technologies

1. Microsoft Office
2. Qualitative and Quantitative Data Analysis Software (**IBM SPSS, SmartPLS, R programming (R Studio), NVivo, Gretl**)
3. Innovative pedagogic ICTs (Kahoot!, Mentimeter, Wordle)

SOCIAL NETWORK

- Personal public profiles

UNIRI portal: <https://portal.uniri.hr/Portfelj/1542>

ORCID: <https://orcid.org/0000-0002-1675-147X>

CROSB: <https://www.bib.irb.hr/pregled/znanstvenici/327371>

Google Scholar: <https://scholar.google.hr/citations?user=KY2C7IYAAAAJ&hl=hr>

ResearchGate: https://www.researchgate.net/profile/Jelena_Musanovic

Publons: <https://publons.com/researcher/2360692/jelena-musanovic/>

LANGUAGE SKILLS

- Croatian (Native language)

German (*fluent knowledge - C2*)

English (*academic level - B2/C1*)

French (*basic knowledge - A1*)