


PERSONAL INFORMATION

Ljubica Pilepić Stifanich



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Sex Ž | Date of birth 14/05/1970 | Nationality Croatian

Identification number from Records of Scientific Workers: 217885

WORK EXPERIENCE

2016 -
2009 - 2012

Head of ICT Department

University of Rijeka, Faculty of Tourism and Hospitality Management
Business Higher education

2016 -

Associate Professor (Social Sciences, Economics, Business Informatics)

University of Rijeka, Faculty of Tourism and Hospitality Management

- Courses: Business Informatics, Information Systems Security, Hospitality Information Systems, E-Business in Tourism

Business Higher education

2015 - 2016

Head of Undergraduate Studies

University of Rijeka, Faculty of Tourism and Hospitality Management

Business Higher education

2011 - 2016

Assistant Professor (Social Sciences, Economics, Business Informatics)

University of Rijeka, Faculty of Tourism and Hospitality management

- Courses: Informatics, Elementary Informatics, Information and Communication Technology, Business Process Modelling, Information Systems Security, Hospitality Information Systems

Business Higher education

2007 - 2011

Senior Assistant (Social Sciences, Economics, Management)

University of Rijeka, Faculty of Tourism and Hospitality Management

- Courses: Informatics, Elementary Informatics, Information and Communication Technology, Internet and E-Business, Computer Application in Business, Web Design, Business Process Modelling, Information Systems Security, Hospitality Information Systems

Business Higher education

2004 - 2007

Assistant (Social Sciences, Information Sciences, Information Systems)

University of Rijeka, Faculty of Tourism and Hospitality Management

- Courses: Information Technology, Elementary Informatics, Business Informatics

Business Higher education

1997 - 2004

Junior Assistant (Social Sciences, Information Sciences, Information Systems)

University of Rijeka, Faculty of Tourism and Hospitality management

- Course: Informatics

Business Higher education

1995 - 1997 **Financial and IT Officer**

Liburnia Riviera Hotels, Opatija

- Main activities and responsibilities: Information systems development and support

Business Hotel industry and tourism

1994 - 1995 **One-year traineeship**

Liburnia Riviera Hotels, Opatija

- Main activities and responsibilities: Information systems development and support

Business Hotel industry and tourism

EDUCATION AND TRAINING

2007 **PhD Academic Degree in Economics Sciences**

University of Rijeka, Faculty of Tourism and Hospitality Management

- Doctoral dissertation entitled Applying Information Technology to Business Decision-Making in the Hotel Industry, mentor: prof. Željko Hutinski, PhD (19.03.2007)

2002 **MSc Academic Degree in Economics Sciences**

University of Rijeka, Faculty of Tourism and Hospitality Management

- Master's theses entitled Information Technology and Developing Management in Hotel Industry, mentor: prof. Željko Hutinski, PhD (05.07.2002)

1994 **BSc in Economy**

University of Rijeka, Faculty of Tourism and Hospitality Management

1989 **Matematics and Computer Science**

Center for Human Resource in Education and Culture, Rijeka

PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B1	B1	B2
German	A2	A2	A1	A1	A2
Italian	A2	A2	A2	A1	A1

Communication skills

- Communication skills acquired through years of experience in teaching and research work; propensity to teamwork, openness

Organisational / managerial skills

Many years of experience in organizing congresses, conferences secretary, member of the congress organizing and program committees:

- member of the Editorial Bord / Program Committee of the 25th Biennial International Congress Tourism & Hospitality Industry 2020 – Trends and Challenges, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, May 2020
- member of the International Scientific Committee of the 5th International Scientific Conference ToSEE – Tourism in Southern and Eastern Europe 2019 – Creating Innovative Tourism Experiences: The Way to Extend the Tourist Season, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, May 2019
- member of the Program and Organizing Committee of the 6th Crikvenica International Health Tourism Conference CIHT (academic part), October, 2018
- member of the Organizing Committee of the 23rd Cromar Congress Marketing in a Dynamic Environment - Academic and Practical Insights, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, October 2013
- Congress Secretary of the 8th International Scientific Conference Management in the Function of Increasing the Tourism Consumption, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, May 2012
- member of the Program Committee of the 8th International Scientific Conference Management in the Function of Increasing the Tourism Consumption, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, May 2012
- member of the Program Committee of the 7th International Scientific Conference Management in the Function of Increasing the Tourism Consumption, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, May 2010
- Congress Secretary of the 14th International Congress Hotelska kuća 98, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, October 1998

Managerial skills:

- Head of ICT Department, University of Rijeka, Faculty of Tourism and Hospitality Management (13.10.2009 - 13.10.2012, 07.11.2016 -)
- Head of Undergraduate Studies, University of Rijeka, Faculty of Tourism and Hospitality Management (23.05.2015 - 01.10.2016)

Job-related skills

- mentoring skills (mentor on many final and graduate papers, member of the Committee for evaluation of specialist final papers, member of the Committee for evaluation of doctoral dissertation)
- teaching and research skills (lectures, seminars, exercises, participation in scientific and professional projects, participation in scientific and professional conferences)
- Hotel Sales Manager Workshop – MS Office, Faculty of Tourism and Hospitality Management Opatija & MICROS Fidelio Croatia, lecture on a lifelong learning program (December 2011)
- providing support and assistance to students with disabilities, coordinator for disabled students at the Faculty (20.10.2017 – 05.11.2020.)
- organizing and coordinating of student volunteering activities, a responsible person for volunteering (20.10.2017 -)

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Other skills

- member of the Committee on evaluation student projects, Faculty of Tourism and Hospitality Management (2016)
- member of the Committee on Insurance and Quality Improvement, Faculty of Tourism and Hospitality Management (2015 – 2016)
- member of the Committee for education, Faculty of Tourism and Hospitality Management (2015 – 2016)
- member of the Committee for the development of the regulations on disciplinary responsibility of Students, Faculty of Tourism and Hospitality Management (2012)
- member of the Committee for Implementing e-learning at the University of Rijeka (2009)
- member of the Committee for Implementing the MUDRI system at the University of Rijeka (2009)

Driving licence B

ADDITIONAL INFORMATION

PARTICIPATION IN PROJECTS

- Scientific Projects**
- Supply Chain Management in Hospitality (2014/2016 - 2018), University of Rijeka, Faculty of Tourism and Hospitality Management, project number: 13.03.1.2.01; researcher
 - Managing Logistics Processes in Tourism Destination (2007 - 2011), Ministry of Science, Education and Sports of the Republic of Croatia, University of Rijeka, Faculty of Tourism and Hospitality Management, project number: 116-1352598-2487; researcher
- Professional project**
- Competitiveness and Cohesion Operational Program, project: CEKOM – The Competence Center for smart cities, leading partner Smart RI d.o.o. (3/2020 – 3/2023); researcher
 - European IPA project – I.T.I.N.E.R.A., Information Technology Applied to an Innovation European Research on Adriatic Roman Routes, (2012.), researcher
 - Website design, Faculty of Tourism and Hospitality Management, (2010), researcher
 - Information system design and implementation at the Faculty of Tourism and Hospitality Management – Lumens, (2009. – 2010.), researcher

TRAINING

- Teaching process in higher education: Constructive connection of learning outcomes with other elements of the teaching process, Faculty of Tourism and Hospitality Management & Faculty of Humanities and Social Sciences, Rijeka (January 2021)
 - The use of teaching and evaluation methods harmonized with the learning outcomes, Faculty of Tourism and Hospitality Management & Faculty of Humanities and Social Sciences, Zagreb (October 2019)
 - Erasmus + Programme, professional training, University of Almeria, Economics and Business Studies College, Department of Economy and Company, Almeria, Spain (May 2017)
 - Rhetorical public speaking, lifelong learning program, Faculty of Tourism and Hospitality Management & Institute for Business Communication and Cooperation, Rijeka (April 2012)
 - E-learning in Teaching, IT Academy, University of Rijeka, Faculty of Engineering, Rijeka (March 2012)
 - UniSTAT 2 – Basics of variance and regression analysis, IT Academy, University of Rijeka, Faculty of Engineering, Rijeka (June 2010)
 - UniSTAT 1 – Preparation of data based on descriptive and inferential analysis, IT Academy, University of Rijeka, Faculty of Engineering (July 2010)
 - research scholarship, University of Rostock, Faculty of Economics and Social Sciences, Institute for Transport and Logistics, Rostock, Germany (December 2006)
 - research scholarship CEPUS, Wirtschaftsuniversität Wien, Austria (April 2000)
- Editorial board**
- Tourism and Hospitality Management, An International Scientific Journal, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija (2017 -), member of Editorial board
 - Newsletter, University of Rijeka, Faculty of Tourism and Hospitality Management (2011 - 2020), member of Editorial board

- Priručnik za studente (Handbook for students), University of Rijeka, Faculty of Tourism and Hospitality Management (2011 - 2019), member of Editorial board

Honours and awards

- International Scientific Conference – New Orleans 2013, Academic and Business Research Institute, Jacksonville – Orlando, USA – Best Paper of Track Award, Management/Marketing/MIS Track/International for the paper "Online Hotel's Sales Strategies with Emphases on Web Booking"

Published scientific papers

<https://bit.ly/2MWynu2>