

PERSONAL INFORMATION

Jelena Dorčić



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<https://orcid.org/0000-0002-5885-3626>
<https://publons.com/researcher/1389075/jelena-dorcic/>
<https://www.mendeley.com/profiles/jelena-dorcic/>
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Croatian researcher ID: 350236

Sex female | Date of birth 15/02/1988 | Nationality Croatian

WORK EXPERIENCE

06/2018 -

Teaching Assistant

University of Rijeka, Faculty of Tourism and Hospitality Management

Department of Quantitative Economics

- Courses on undergraduate program: Statistics, Customer Satisfaction Research
- Courses on graduate program: Service Quality Measurement

04/2018 - 06/2018

Economic Advisor

Boduldip family drijd d.o.o., Strossmayerova 12, 51000 Rijeka

02/2014 - 01/2018

Teaching Assistant

University of Rijeka, Faculty of Tourism and Hospitality Management

02/2013 - 11/2013

Online Sales Officer

Milenij hoteli d.o.o., V. Cara Emina 6, 51410 Opatija

02/2013 - 10/2012

Intern in sales department

Milenij hoteli d.o.o., V. Cara Emina 6, 51410 Opatija

12/2007 - 02/ 2010

Marketing manager

Boduldip family drijd d.o.o., Strossmayerova 12, 51000 Rijeka

EDUCATION

11/2014 - 25/11/2020

Doctor of Economic Science, PhD

University of Rijeka, Faculty of Tourism and Hospitality Management in Opatija

Program : The postgraduate university doctoral program

Module: Sustainable Development Management

Title of thesis: Modelling intentions for online reservations in hotel industry

Supervisor: Suzana Markovic, Phd, Associate professor

10/2010 - 06/2011

Master of economics in tourism, mag. oec.

University of Rijeka, Faculty of Tourism and Hospitality Management in Opatija

Program : Graduate study program

Module: Event management

Title of thesis: Potentials for development ecotourism in Croatia

Mentor: prof.dr.sc. Branko Blažević

10/2006 - 06/2009

Bachelor degree in economics, univ. bacc. oec

University of Rijeka, Faculty of Tourism and Hospitality Management in Opatija

Program : Undergraduate program

Module: Event management

Title of thesis: Service quality measurement in restaurant industry: Application of DINESERV model

Mentor: prof.dr.sc. Suzana Marković

09/2002 - 06/2006

High school education

First Croatian High School of Sušak

Direction: Natural Sciences and Mathematics

09/1994 - 06/2002

Primary education

Primary school Centar, Rijeka

**TRAINING AND LIFELONG
LEARNING**

Dates	02.12.2020.-09.02.2021.
Institution	University of Rijeka, Faculty of Tourism and Hospitality Management
Programme	Business Communication in Tourism - English language
Lecturer/s	dr. sc. Alenka Šuljić Perc
Dates	16.09.2020.
Institution	University of Zagreb, Faculty of Organization and Informatics
Programme	Design e-Course for the implementation of hybrid class
Lecturer/s	izv. prof. dr. sc. Igor Balaban
Dates	16.07.2020.
Institution	University of Zagreb, Faculty of Organization and Informatics
Programme	Online exams and colloquia
Lecturer/s	doc. dr. sc. Bojan Žugec, doc. dr. sc. Nikola Kadoić
Dates	01.-05.07.2019.
Institution	University of Rijeka, Faculty of Tourism and Hospitality Management; University of Zagreb, Faculty of Economics Zagreb
Programme	Introduction to PLS-SEM modeling
Lecturer/s	izv. prof. dr. sc. Josip Mikulić
Dates	18.05.2019.
Institution	University of Rijeka, Faculty of Tourism and Hospitality Management
Programme	KEY PARADIGM SCHOOLS IN TOURISM STUDIES AND HOW TO REACH DIVERSE PUBLIC WITH OUR RESEARCH WORK
Lecturer/s	Irena Ateljević, PhD
Dates	05.05.2017.
Institution	University of Rijeka, Faculty of Tourism and Hospitality Management
Programme	Phd workshop „Challenges to scientific publishing“
Lecturer/s	doc. dr. sc. Selma Kadić-Maglajlić, prof. dr. sc. Marko Grünhage
Dates	10.-25.02.2017.
Institution	University of Rijeka, Faculty of Tourism and Hospitality Management
Programme	Computer Workshop - Introduction to Applied Econometrics
Lecturer/s	prof. dr. sc. Josip Tica
Dates	11/2016-12/ 2016
Institution	Faculty of Civil Engineering Osijek; University of Rijeka, Faculty of Tourism and Hospitality Management
Programme	Creating e-courses in Moodle (online course)
Lecturer/s	Josipa Matotek prof. mat. i inf. (Faculty of Civil Engineering Osijek)
Dates	06/2016- 07/2016
Institution	University of Osijek, Faculty of Economics; University of Rijeka, Faculty of Tourism and Hospitality Management
Programme	Statistical methods in research, PhD workshop
Lecturer/s	prof. dr. sc. Jasna Horvat; doc. dr. sc. Josipa Mijoč (University of Osijek, Faculty of Economics)
Dates	22.-23.10.2015.
Institution	Faculty of Economics, Association CROMAR
Programme	Doctoral colloquium
Lecturer/s	doc. dr. sc. Dario Miočević, dr.sc. Ružica Brečić
Dates	30. 09.2015.
Institution	Institute of innovation, Zagreb
Programme	Pre-conference workshop on Partial Least Squares Structural Equation Modelling (PLS-SEM)
Lecturer/s	prof. Joe Hair
Dates	15.-16.05.2015.
Institution	University of Rijeka, Faculty of Tourism and Hospitality Management
Programme	Phd workshop „Efficient Thesis Writing and Presenting“

Lecturer/s	prof. dr. sc. Vesna Žabkar, dr. sc. Jasmina Dlačić
Dates	08.-09.09.2014.
Institution	University of Rijeka, Faculty of Economics Rijeka
Programme	Introduction to Multivariate Analysis
Lecturer/s	Prof. dr. Wolfgang Karl Hardle
Dates	11.-15.08.2014.
Institution	Utrecht University, Faculty of Social and Behavioural Sciences (UU)
Programme	Survey Research: Design, Implementation, and Data Processing
Lecturer/s	Prof. dr. E.D. de Leeuw
Dates	18.-22.08.2014.
Institution	Utrecht University, Faculty of Social and Behavioural Sciences (UU)
Programme	Survey Research: Statistical Analysis and Estimation
Lecturer/s	Prof. dr. E.D. de Leeuw
Dates	05.-14.05.2014.
Institution	University of Rijeka, Center for Learning and Teaching Support of the University of Rijeka (CUP)
Programme	Setting up an e-learning course in the MudRi environment and the basics of multimedia
Lecturer/s	Marta Žuvić-Butorac, Damir Nemčanin, Zoran Nebić
Dates	21.-22.02.2014.
Institution	University of Rijeka, Faculty of Tourism and Hospitality Management
Programme	The methodology of scientific research in the marketing of sustainable and eco-tourism
Lecturer/s	Dr. sc. Sonja Sibila Lebe, Dr. sc. Borut Milfelner
Dates	09/2012 – 06/2013
Institution	National Education Institution Rijeka
Programme	Basics of German language
Lecturer/s	Ksenija Sirotnjak
Dates	09/2009 – 06/2012
Institution	National Education Institution Rijeka
Programme	Italian Language Course A2-B1
Lecturer/s	Eda Devčić
Dates	17.-19.02.2011.
Institution	Oikos Zagreb - University of Zagreb, Faculty of economics and business
Programme	Financial Academy
Dates	04/2011– 11/2011
Institution	Croatian Employers' Association (CEA), Rijeka
Programme	Business school for students 2011.
Dates	03/2011 – 10/2011
Institution	Callegari – Italian school for fashion and design, Rijeka
Programme	Training program for independent entrepreneurs
Dates	10/2007 –06/2009
Institution	Interlang, Rijeka
Programme	Italian language course (A1-A2)
Dates	10/2003 –06/2006
Institution	Linguae, Rijeka
Programme	English language course (B1-C1)
OTHER ACTIVITIES	
Date	2017
Activity	secretary of the 4th International Scientific Conference Tourism in Southern and Eastern Europe – ToSEE 2017
Date	academic year 2007/2008 – 2010/2011
Student assistant	Courses: Statistics, Business statistics, Guest Satisfaction Measurement, Service Quality Measurement
Mentor	Prof. dr. sc. Suzana Marković

PERSONAL SKILLS

Mother tongue Croatian

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction		Listening
English	C1	C1	B2	English	C1
Italian	B1	B1	B1	Italian	B1
German	A2	A2	A1	German	A2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills

Good communication and presentation skills acquired during education and work experience

Organizational skills

Ability to set priorities during the work, the result orientation, sense of organization and leadership, dedication and conscientiousness in carrying out the given tasks, team spirit, optimism, adaptability and flexibility

Digital skills

SELF-ASSESSMENT				
INFORMATION PROCESSING	INFORMATION PROCESSING	INFORMATION PROCESSING	INFORMATION PROCESSING	INFORMATION PROCESSING
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

Knowledge and experience in the following software packages: Microsoft Office, SPSS, Smart PLS

Other skills and knowledge

Running (participation in marathons and half marathons)

Driving licence

B

ADDITIONAL INFORMATION

Scientific project

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
Project leader: Jelena Mušanović, PhD - team member (10/2019-10/2021)

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 (2015-2017)

Professional projects

Strategic Tourism Development Plan of Kvarner with the Strategic and Operational Marketing Plan 2016-2020., University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija; Institute of tourism
Project leaders: prof.dr.sc. Dora Smolčić Jurdana, prof.dr.sc. Branko Blažević, - associate on the project (2016)

Honours and awards

Dean's Annual Award, 2nd year (2008)
Dean's semester Award, winter semester 2nd year (2007)

Scholarships

University scholarships for the academic year 2010/2011

Memberships

2014 - 2017

Quality Assurance Board at the Faculty of Tourism and Hospitality Management - an associate representative, a member of the Committee

2015 - 2018

Croatian Marketing Association (CROMAR) - member

2016 -

International Federation for IT and Travel & Tourism - member

Reviewer (international scientific journals)

International Journal of Wine Business Research (Q1)
Tourism Review (Q2)
Tourism: An International Interdisciplinary Journal