


## PERSONAL INFORMATION

## Dina Lončarić



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## WORK EXPERIENCE

2017. – present **Associate professor**  
University of Rijeka, Faculty of Tourism and Hospitality Management  
**Sector** HEI
2014. – 2020. **Vice dean for development**  
University of Rijeka, Faculty of Tourism and Hospitality Management  
**Sector** HEI
2012. – 2017. **Assistant professor**  
University of Rijeka, Faculty of Tourism and Hospitality Management  
**Sector** HEI
2007. – 2012. **Professor of higher education, Head of entrepreneurship studies, Head of Lifelong Learning**  
Polytechnic of Rijeka  
**Sector** HEI
1993. – 2006.. **Teacher of economic subjects**  
Secondary school of economics Mijo Mirković Rijeka  
**Sector** secondary education
1993. – 1993. **Teacher of economic subjects**  
Secondary school dr. Antun Barac Crikvenica  
**Sector** secondary education
1992. – 1993. **Teacher of economic subjects**  
Naval school Bakar  
**Sector** secondary education
1990. – 1991. **Sales officer**  
HTP "Jadran" Crikvenica  
**Sector** hospitality industry
- 1982., 1983, 1984. 1986.  
(sezonsko zapošljavanje) **Receptionist**  
HTP "Jadran" Crikvenica

Sector: hospitality industry

EDUCATION AND TRAINING

- 2008 **PhD in Economics**  
University of Rijeka, Faculty of Economics
- 2003 **Master of Science**  
University of Rijeka, Faculty of Economics
- 1990 **Bachelor in Economics**  
University of Rijeka, Faculty of Economics

PERSONAL SKILLS

Mother tongue(s): Croatian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B1	B1	B1
German	C1	C2	B2	B2	B2

**Communication skills** ▪ communication and presentation skills acquired in teaching and project work, preference for teamwork, openness to new ideas

**Organisational / managerial skills** ▪ organisational skills (head of the study, vice dean), propensity to teamwork, responsibility

**Job-related skills** ▪ market research and analysis, strategic planning, marketing planning

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

ADDITIONAL INFORMATION

- Scientific projects**
- „Važnost kreiranja marke proizvoda baziranih na prirodnim i tradicionalnim resursima“, (uniri-drustv-18-163), 2019.-2022., članica istraživačkog tima
  - „Unaprjeđenje marketinškog pristupa poslovanju kroz sukreiranje vrijednosti“ (uniri-drustv-18-235-1399), 2019.-2022.
  - ZIP-UNIRI-130-8-20 „Exploring co-creation in services“, 2020-2022, članica istraživačkog tima
  - ZP UNIRI 2/16 „Co-creating tourist experience and its impact on tourist satisfaction and perceived quality of life“, (2016. – 2018.), project manager
  - ZP UNIRI 3/15 “Identifying economic and social determinants of tourist expenditure in order to overcome destination's seasonality”, (2015 – 2017.), researcher
  - Researcher on the project “Strategic marketing – creating identity of a competitive economy“, University of Rijeka, (2014. – 2014.)
  - "Strategic marketing - creating identity of a competitive economy" (code 081-1151212-1454) (2007-2013)
  - "Transformation by Marketing Management" (code 00810089), Scientific project of the Ministry of Science, Education and Sport
- EU projects**
- AdriAquaNet – Enhancing Innovation and Sustainability in Adriatic Aquaculture, INTERREG V–A Italija-Hrvatska 2014. –2020
  - TEACHING 2030 – Future-proof your classroom: teaching skills 2030 (code: 2017-1-AT01-KA203-034984), project manager
  - "HISTUR - Tourism as a common cultural heritage of the coastal part of the Istrian peninsula - European Territorial Cooperation Slovenia - Croatia (March 2014 to September 2015), researcher
- Commercial (professional) projects**
- Marketing plan of the tourist product Arca Adriatica, Kvarner Tourist Bord (2020.)
  - Tourism Development Strategy of the City of Rab until 2030, City of Rab (2019)
  - Kvarner Tourism Development Strategic Plan with Strategic and Operative Marketing Plan for the period 2016 – 2020, 2016 (Researcher)
  - The strategy of religious tourism development in the city of Rijeka (2015)
  - The regional program of beach management and planning in the Primorje – Gorski Kotar County (2014-2015)
  - The regional program of beach management and planning in the Šibenik – Knin county (2014)
  - The action plan for improving the supply and valorisation of the Adriatic beaches (2013)
  - The national program of beach management and planning (2013th-2014th)

## TRAINING

- Teaching competencies in higher education: Quality assurance in higher education, University of Rijeka, Faculty of Philosophy in Rijeka, Center for Teacher Education, 2019-2020.
- Application of teaching methods and evaluation methods harmonized with learning outcomes, Faculty of Management in Tourism and Hospitality, 2019.
- Supervising doctoral students, Faculty of Management in Tourism and Hospitality, 2019.
- Case Method: Why you should use cases in classroom ?, Faculty of Tourism and Hospitality Management, 2019.
- Branding of higher education institutions is a logical response to the time and environment in which we live, Agency for Science and Higher Education, 2019.
- Collaborative peer-review, Faculty of Tourism and Hospitality Management, 2018.
- Student-centered learning and teaching, Faculty of Management in Tourism and Hospitality, 2018.
- Defining learning outcomes and their harmonization with other elements of the teaching process: curriculum-competence approach in higher education, Faculty of Management in Tourism and Hospitality, 2018.
- Creating E-course through MOODLE system, FMTU and CARNet, Opatija, 2016.
- The training program in the field of preventive measures for fire protection, fire fighting and rescuing people and property endangered by fire, TIM d.o.o., Rijeka, Opatija, 2015.
- Quality management system according to ISO 9001:2015, SGS Adriatica d.o.o., Zagreb – Opatija, Opatija, 2015.
- Market research colloquium, Institut za inovacije, Zagreb, 2013.
- 3rd module training - "Positioning, branding and revenue management", SDA Bocconi School of Management i UPUHH, Poreč, 2013.
- E-learning Academy, A course for E-learning course design, CARNet, Zagreb, 2011./2012.
- UniSTAT 1: Preparing data with the basics of descriptive and inferential analysis, IT Academy, University of Rijeka, Rijeka
- UniSTAT 2: Basics of variance analysis and regression analysis, IT Academy of the University of Rijeka, Rijeka
- UniSTAT 3: More complex statistical models with interactions and introduction to multivariate analysis, IT Academy of the University of Rijeka, Rijeka
- „Improving the quality of education for entrepreneurship" and "State incentives for the economy", Agency for Vocational Education, Rijeka, 2006.
- Entrepreneurship, School of economics and County Professional Council of Teachers – County of Split-Dalmatia, Split, 2006.
- Economics, School of economics Mijo Mirković Rijeka and County Professional Council of Teachers, 2004.
- Entrepreneurship, Institute for Education of the Republic of Croatia, Zagreb, 2004.
- Business and Accounting, The Ministry of Education and Sports, Institute for Educational Development, Rijeka, 2001.
- Accounting, The Ministry of Education and Sports, Institute for Educational Development, Rijeka, 2001.
- Pedagogy, Faculty of Philosophy, Rijeka, Department of Pedagogy, Rijeka, 2000.
- Economics, The Ministry of Education and Sports, Directorate for programming, textbooks and Development, Rijeka, in 1998.

## SCIENTIFIC PAPERS

1. Lončarić, D., Cegur Radović, T., Skendrović, P.(2020.): Who attends christmas markets and why? Analysis of visitor structure and motivation for attending two christmas markets in croatia // Ekonomski vjesnik, 33, 1; 101-114
2. Krešić, G. Dujmić, E, Lončarić, D., Buneta A., Liović, N., Zrnčić, S. Pleadin, J. (2020.): Factors affecting consumers' preferences for products from aquaculture // Croatian journal of food science and technology, 12, 2; 287-295 doi:10.17508/CJFST.2020.12.2.17
3. Damnjanović, V., Lončarić, D., Dlačić, J. (2020.): Digital marketing strategy of Accor Hotels; shaping the future of hospitality // Tourism and hospitality management, 26, 1; 233-244
4. Cokarić, D., Lončarić, D., Perišić Prodan, M. (2019.): Uloga društvenih mreža u kreiranju doživljaja gostiju u restoranima // Zbornik radova Veleučilišta u Šibeniku, 3-4 (2019), 7-22
5. Lončarić, D., Perišić Prodan, M., Car, T. (2019.): Impact of Online Students' Engagement on Satisfaction and Loyalty in Higher Education // 48th International Scientific Conference on Economic and Social Development Development – "Managerial Issues in Modern Business" / Przygoda, Mirosław ; Misevic, Petar Machrafi, Mustapha (ur).. Warsaw: Varazdin Development and Entrepreneurship Agency and University North in cooperation with Faculty of Management University of Warsaw, Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Polytechnic of Medimurje in Cakovec, 2019. str. 68-75
6. Lončarić, D., Perišić Prodan, M., Car, T. (2019.) Teaching through social networks in higher education: is there impact on students' engagement? // 49th International Scientific Conference on Economic and Social Development Development – "Building Resilient Society"

- / Dukic, Darko ; Studzieniecki, Tomasz ; Grzanic, Jasmina (ur.). Zagreb: Varazdin Development and Entrepreneurship Agency and University North in cooperation with Faculty of Management University of Warsaw, Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Polytechnic of Medimurje in Cakovec, str. 186-193
7. Lončarić, D., Dlačić, J., Pisnik, A. (2019.), Attracting young travellers to a tourist destination: Exploring Millennials' dreams // 5th International Scientific Conference ToSEE - Tourism in Southern and Eastern Europe 2019 - Conference proceedings / Zadel, Zrinka ; Smolčić Jurdana, Dora (ur.).
  8. Opatija: University of Rijeka, Faculty of Tourism and Hospitality Management Opatija, 2019. str. 405-417 doi:10.20867/tosee.05.54
  9. Lončarić, D., Perišić Prodan, M., Dlačić, J. (2019.): The role of market mavens in co-creating tourist experiences and increasing loyalty to service providers // *Ekonomska istraživanja*, 32, 1; 2252-2268 doi:10.1080/1331677X.2019.1645713
  10. Lončarić, D., Balent, M. (2019.): The impact of ethical ideologies on the judgment of online marketing communications ethics in the tourism market – tourism students' perspective // *Zbornik Veleučilišta u Rijeci / Journal of the Polytechnic of Rijeka*, 7 (2019), 1; 127-147 doi:10.31784/zvr.7.1.5
  11. Lončarić, D., Dlačić, J., Bagarić, L. (2019.): Exploring the relationship between satisfaction with tourism services, revisit intention and life satisfaction // *Economic and Social Development, 41st International Scientific Conference on Economic and Social Development, Book of Proceedings / Tosovic Stevanovic, Aleksandra ; Trifunovic, Dragana ; Maloletko, Alexander (ur.)*.
  12. Belgrade: Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia / Megatrend University, Belgrade, Serbia / University North, Koprivnica, Croatia / Faculty of Management University of Warsaw, Warsaw, Poland / Faculty of Law, Mohammed V University in Rabat, Morocco, 2019. str. 122-132.
  13. Lončarić, D., Dlačić, J., Kos Kavran, A. (2018), „Improving quality of life through co-creating tourist experience – What does experience marketing have to do with it?“, *Ekonomska misao i praksa*, Vol. 13, No. 1, pp. 103-121.
  14. Lončarić, D., Dlačić, J., Perišić Prodan, M. (2018), „What makes summer vacation experience memorable? An empirical study from Croatia“, *Zbornik Veleučilišta u Rijeci*, Vol. 6, No.1, pp. 67-80.
  15. Gjurašić, M., Lončarić, D. (2018), „Internal market orientation and organizational citizenship behaviour in the hospitality industry – A literature review“, *Ekonomska misao i praksa*, Vol. 13, No. 1, pp. 157-176
  16. Lončarić, D., Dlačić, J., (2017), "Planiranje i kupovina putovanja - proces odlučivanja na primjeru obiteljskog odmora", in Slivar, I., Alerić, D., Stankov, U. (Eds.) *Kupovno ponašanje turista, Sveučilište Jurja Dobrile, Fakultet ekonomije i turizma, Pula*, pp. 101-110.
  17. Lončarić, D., Perišić Prodan, M., Dlačić, J. (2017), Co-creating tourist experiences to enhance customer loyalty and travel satisfaction. In: *Proceedings of 4th International Scientific Conference ToSEE - Tourism in Southern and Eastern Europe 2017: "Tourism and Creative Industries: Trends and Challenges"*. Opatija: the University of Rijeka, Faculty of tourism and hospitality management, pp. 321-334.
  18. Smolčić Jurdana, D., Soldić Frleta, D., Lončarić, D. (2017), "New insights into expenditures of hotel guests and private accomodation guests", *Ekonomski vjesnik: časopis Ekonomskog fakulteta u Osijeku*, Vol. 30, No. 2, pp. 415-427.
  19. Lončarić, D., Perišić Prodan, M., Ribarić I. (2016), "The Influence of Visitor's Perceptions of Museum's Website Design on Behavioural Intentions", *Ekonomski vjesnik: časopis Ekonomskog fakulteta u Osijeku*, Vol. XXIX, No. 1, pp. 65 – 79.
  20. Perišić Prodan, M., Lončarić, D., Ribarić, I. (2016): Marketing planning: A key to successful business performance in the hospitality industry. In: *Recent Advances in Energy Environment and Financial Science, Proceedings of the 4th International Conference on Management, Marketing, Tourism, Retail, Finance and Computer Applications (MATREFC '16)*, Venice: WSEAS Press, pp. 37-44.
  21. Kos Kavran, A., Lončarić, D., Dlačić, J. (2016), Augmented reality experiential marketing in tourism. In: *5th International Scientific Symposium "Economy of Eastern Croatia - vision and growth"*. Osijek: Sveučilište J.J. Strossmayer u Osijeku, Ekonomski fakultet, pp. 224-233.
  22. Srnec, T., Lončarić, D., Perišić Prodan, M. (2016), Family Vacation Decision Making Process: Evidence from Croatia. In: *Congress Proceedings of the 23rd Biennial International Congress "Tourism & Hospitality Industry 2016: Trends and Challenges"*. Opatija: Faculty of Tourism and Hospitality Management, pp. 432-445.
  23. Lončarić, D., Ribarić, I., Farkaš, V. (2016), The role of electronic word-of-mouth in the tourism market. In: *Congress Proceedings of the 23 biennial International Congress "Tourism &*

- Hospitality Industry 2016: Trends and Challenges". Opatija: Faculty of Tourism and Hospitality Management, pp. 188-203.
24. Grbac, B., Lončarić, D., Dlačić, J., Žabkar, V., Grünhagen, M. (ur.) (2015)., Marketing insights from a changing environment, Pearson, London
  25. Kraljić, I., Lončarić, D. (2015), Ispitivanje važnosti sadržaja web stranica hotela iz perspektive ciljnog tržišta. In: PILC 2015 4th PAR International Leadership Conference; Change Leadership: Key to Successful Growth. Opatija: Visoka poslovna škola PAR Rijeka, pp. 205-212.
  26. Kraljić, M., Lončarić, D. (2015), "Analiza sadržaja web stranica hrvatskih hotela", Zbornik radova Veleučilišta u Šibeniku, Vol. 9, No. 3-4, pp. 81-94.
  27. Lončarić, D., Lončarić, D., Marković, S. (2015), Health tourism, customer satisfaction and quality of life: The role of specialty hospitals. In: 3rd International Scientific Conference Tourism in Southern and Eastern Europe 2015 (ToSEE 2015): Sustainable Tourism, Economic Development and Quality of Life. Opatija: University of Rijeka, Faculty of Tourism and Hospitality Management, pp. 159.-173.
  28. Lončarić, D. (2015), "Promocija u funkciji unaprjeđenja turizma hrvatskog dijela istarskog primorja - povijesni pregled", in Šuligoj, M. (Ed.), Retrospektiva turizma Istre, Založba Univerze na Primorskom, Koper, pp. 327-358.
  29. Grbac, B., Dlačić, J., Lončarić, D. (2015), Transition Process in SEE Countries and Challenges on B2B Markets - Is Relationship Quality the Answer?. In: Proceedings of the 40th Annual Macromarketing Conference - Marketing as Provisioning Technology: Integrating Perspectives on Solutions for Sustainability, Prosperity, and Social Justice. Chicago: The Macromarketing Society, Quinlan School of Business - Loyola University Chicago, pp. 809-829.
  30. Medarić, Z., Šuligoj, M., Lončarić, D. (2015), Tourism planning in the region of Istria: historical overview and future prospects. In: The 11th International Conference: "Challenges of Europe: Growth, competitiveness and inequality". Split: Faculty of Economics, University of Split, pp. 137- 151.
  31. Lončarić, D., Bašan, L., Gligora Marković, M. (2015), "Information search behaviour - Is there a gap between tourist needs and DMO website performance", in Grbac, B. et al. (Eds.): Marketing insights from a changing environment, Pearson, London, pp. 3-23.
  32. Perišić Prodan, M., Lončarić, D., Ribarić, I. (2016), Modeli upravljanja u funkciji unaprjeđenja marketinga turističke destinacije. In: PILC 2016: PAR International Leadership Conference, Leadership through partnership. Rijeka: Visoka poslovna škola PAR Rijeka, pp. 31 - 43.
  33. Lončarić, D., Radetić, N. (2015), "The Implementation of E-marketing in the Hotel Industry: The Case of Istria County", Zbornik Veleučilišta u Rijeci, Vol. 3, No.1, pp. 15-26.
  34. Lončarić, D., Bašan, L., Jurković, M.(2014), Destination Marketing in Cyberspace: Content Analysis of Croatian DMO Websites. In: PILC 2014: PAR International Leadership Conference - High performing Teams - A Formula For Success. Rijeka: Visoka poslovna škola PAR, pp. 115-121.
  35. Lončarić, D., Čuić Tanković, A., Ramić, M. (2014), Primjena web marketinga u promociji kontinentalne turističke destinacije. In: Društvo i tehnologija 2014. – Dr. Juraj Plenković, Zagreb: Međunarodna federacija komunikoloških društava, Hrvatsko komunikološko društvo, Alma Mater Europaea, pp. 543-552.
  36. Lončarić, D., Bašan, L., Sinković, Lj. (2014), Museum Websites Content as a Mean for Cultural Heritage Promotion and Attracting Visitors: The Case of Istria. In: Recent Advances in Applied Economics, Proceedings of the 6th International Conference on Applied Economics, Business and Development (AEBD '14), pp. 71-78.
  37. Bašan, L., Lončarić, D., Čuić Tanković, A. (2014), "Local Residents as Visitors to Exhibitions: Investigating Motivation and Attitudes towards Traditional Food Festivals". In: Recent Advances in Applied Economics, Proceedings of the 6th International Conference on Applied Economics and Development (AEBD '14). WSEAS Press, pp. 27-33.
  38. Marković, S., Lončarić, D., Lončarić, D. (2014), "Service Quality and Customer Satisfaction in the Health Care Industry - Towards Health Tourism Market", Tourism and hospitality management, Vol. 20, No. 2, pp. 155 – 170.
  39. Grbac, B., Lončarić, D., Dlačić, J. (ur.) (2013): 23rd Cromar congress: Marketing in a dynamic environment - academic and practical insights, Congress proceedings, Fakultet za menadžment u turizmu i ugostiteljstvu, CROMAR, Opatija
  40. Lončarić, D., Bašan, L., Gligora Marković, M. (2013), Importance of DMO Websites in Tourist Destination Selection. In: 23rd CROMAR Congress: Marketing in a Dynamic Environment – Academic and Practical Insights. Opatija: Faculty of Tourism and Hospitality Management, University of Rijeka, CROMAR, pp. 373-385.
  41. Lončarić, D., Bašan, L., Jurković, M. (2013), Website as a Tool of Promotion of Health Tourism Offering in Croatian Specialty Hospitals and Health Resorts. In: 1st International Conference

- on Management, Marketing, Tourism, Retail, Finance and Computer Applications (MATREFC '13). Dubrovnik: WSEAS Press, pp. 265-270.
42. Lončarić, D. (2013), "Typical Regional F&B products with an Impact on Tourism: Case of Croatia", in Hauptfeld, P. (Ed): Power of Origin: Instruments of Sales Promotion with a Focus on Regional F&B Products in Tourism", Fachhochschule Burgenland, Leykam, Graz, pp. 59 - 65.
  43. Lončarić, D., Jurković, M. (2012), Uloga e-učenja u stvaranju konkurentske prednosti institucije visokog obrazovanja. In: Plenković, M., Galičić, V. (ur.): „Društvo i tehnologija – dr. Juraj Plenković“, Zbornik radova sa 19. Međunarodnog znanstvenog skupa, Hrvatsko komunikološko društvo, pp. 61 - 74.
  44. Lončarić, D., Tonković Pražić, I., Dlačić, J. (2012), Personal Values Influence on the Environmentally Friendly Behaviour of Consumers. In: Ferjan, M. Et al. (eds.): Quality. Inovation. Future.: Conference Proceedings of the 31st International Conference on Organizational Science Development, University of Maribor, Faculty of Organizational Sciences, pp. 600. – 609.
  45. Grbac, B., Lončarić, D. (2010), Ponašanje potrošača na tržištu krajnje i poslovne potrošnje: osobitosti, reakcije, izazovi, ograničenja, Ekonomski fakultet Rijeka, Rijeka
  46. Lončarić, D., Šuman, S., Gligora Marković, M. (2010), Upravljanje kvalitetom web sjedišta u funkciji uspješnosti poslovanja. In: Drljača, M. (ur.): "Kvaliteta, konkurentnost, održivost", Zbornik radova, 11. međunarodni Simpozij o kvaliteti, Hrvatsko društvo menadžera kvalitete, Oskar, Centar za razvoj i kvalitetu, Zagreb, pp. 309. – 319
  47. Lončarić, D., Tonković, I. (2010), Marketing Management in the System of Croatian Polytechnics. In: Kern, T. et al (eds.): People and Organization: Conference Proceedings of Invited Lectures and Abstract, 29th International Conference on Organizational Science Development, University of Maribor, Faculty of Organizational Sciences, pp. 809. – 817.
  48. Lončarić, D., Šuman, S., Gligora Marković, M. (2010), Web Site Quality: Users vs. Professionals' Perspective. In: Kudlaček, J. et al. (eds.): International Conference on Innovative Technologies IN TECH 2010, Prag, pp. 350-353.
  49. Lončarić, D. (2009), „Društveno odgovorne marketinške odluke – razvoj mjerne ljestvice“, Tržište, Vol. XXI, 1, 2009., pp. 7 – 23.
  50. Grbac, B., Lončarić, D. (2009), „Ethics, Social Responsibility and Business Performance in a Transition Economy“, EuroMed Journal of Business, Vol. 4, 2009, Issue 2, pp. 143 – 158.
  51. Lončarić, D. (2009), Determinants of socially responsible marketing decisions, in: 2nd Annual EuroMed Conference of the EuroMed Academy of Business, October 26-28, EuroMed Research Business Institute, University of Salerno, Italy, 2009. Vrontis, D., Weber, Y., Kaufmann, R., Tarba, S (ur.), EuroMed Press , pp. 960 - 968.
  52. Lončarić, D., Dlačić, J., Tonković, I. (2009), The Impact of Personality Traits on Environmentalism: Evidence from Croatia, Proceedings of 8th International Conference on "Challenges of Europe: Financial Crisis and Climate Change ", University of Split, Faculty of Economics, Split
  53. Lončarić, D. (2009), Strateško upravljanje marketingom u funkciji unapređenja kvalitete života. In: Leko Šimić, M. (ed.): Marketing – a factor of sustainable development, XXI. CROMAR Congress, University of J. J. Strossmayer Osijek, Faculty of Economics Osijek, CROMAR, Osijek
  54. Grbac, B., Lončarić, D., Vujičić, M. (2009), Marketing in the Function of Encouragement of Socially Suggested Behaviour, In: Mastorakis, N. et al. (ed.): Computers and Simulation in Modern Science, World Multiconference on Applied Economics, Business and Development (AEBD'09), La Laguna, Tenerife, July 1-3. 2009, WSEAS, University of La Laguna, Spain, pp. 148. – 153.
  55. Grbac, B., Lončarić, D. (2007), Marketing paradigms for emerging economies, In: Conference proceedings - 7th International Conference on "Enterprise in Transition", Faculty of Economics in Split, pp. 1-12.
  56. Grbac, B., Lončarić, D. (2004), Marketing Decisions: Transitional Economies Perspective. In: Byles, C.M. (Ed.), Proceedings of the Association for Global Business and the International Academy of Linguistics, Behavioral and Social Sciences, 16th Annual Meeting, Cancun, Mexico, November 18-21, 2004, paper 14, 1-10.
  57. Lončarić, D. (2003), The Impact of Job Satisfaction on Overall Life Satisfaction: The Case of Croatia. In: Collection of Papers from 22nd International Scientific Conference on Development of Organizational Sciences "Management and organization development", Modern Organization, Kranj, Portorož, pp. 393. – 401.
  58. Grbac, B., Lončarić, D. (2003), Marketer's and Marketing Strategy Implementation: New Organizational Culture for Transformation Process. In: Papanikos, Gregory T., Veloutsou, Cleopatra (Eds.), Global Issues of Business: Selected Papers from the 1st International Conference on Business Economics, Management and Marketing, Athens Institute for Education and Research (ATINER), Athens, pp. 381-391.