




PERSONAL INFORMATION


Marina Perišić Prodan



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Identification number from Records of Scientific Workers: 309626

WORK EXPERIENCE

2018 - Assistant Professor

University of Rijeka, Faculty of tourism and hospitality management
[Business](#) [Higher education](#)

2015 - 2018 Senior Assistant

University of Rijeka, Faculty of tourism and hospitality management
[Business](#) [Higher education](#)

2008 - 2015 Assistant

University of Rijeka, Faculty of tourism and hospitality management
[Business](#) [Higher education](#)

2008 - 2008 Traffic Department Manager

Autotrans d.o.o. Rijeka
[Business](#) [Passenger transport](#)

2004 - 2008 IT Officer

Autotrans d.o.o. Rijeka
[Business](#) [Passenger transport](#)

2003 - 2004 Financial Officer

Autotrans d.o.o. Rijeka
[Business](#) [Passenger transport](#)

2002 - 2003 Aspirant

Autotrans d.o.o. Rijeka
[Business](#) [Passenger transport](#)

2000 - 2002 Student Assistant in Informatics

University of Rijeka, Faculty of Tourism and Hospitality Management
[Business](#) [Higher education](#)

EDUCATION

- 2015 **PhD Academic Degree in Economics Sciences**
University of Rijeka, Faculty of Tourism and Hospitality Management
- 2007 **MSc Academic Degree in Economics Sciences**
University of Rijeka, Faculty of Tourism and Hospitality Management
- 2002 **BSc in Economy**
University of Rijeka, Faculty of Tourism and Hospitality Management

PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)

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

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

Organisational / managerial skills

Organizational skills acquired by participating in organizing conferences, lifelong learning programs and postgraduate scientific studies:

- Member of the organizing committee of 24th Biennial International Scientific Congress Tourism & Hospitality Industry, 2018
- Chair of Seminar for tourists guide, for the area and tourist units of Primorje-Gorski kotar, Lika-Senj, Krapina-Zagorje & Istrian Counties at the Faculty of Tourism and Hospitality Management (2018 -)
- Secretary of Seminar for tourists guide, for the area and tourist units of Primorje-Gorski kotar, Lika-Senj, Krapina-Zagorje & Istrian Counties at the Faculty of Tourism and Hospitality Management (2017 -)
- Secretary of Seminar for head of tourist office at the Faculty of Tourism and Hospitality Management (2017 -)
- Secretary of the Postgraduate Scientific Study "Management in Contemporary Hospitality", Faculty of Tourism and Hospitality Management (2009)

Managerial skills acquired through the operation of the traffic department manager Autotrans d.o.o. Rijeka (2008)

Digital skills

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

Driving licence B

PARTICIPATION IN PROJECTS

Scientific Projects	<p>„The impact of tourist experience co-creation on tourists' satisfaction and perceived quality of life“, (2016 - 2018), Head of the project Dina Lončarić, PhD, Associate Professor, University of Rijeka, Faculty of Tourism and Hospitality Management, researcher</p> <p>„Supply Chain Management in Hospitality“, (2015 - 2017), Head of the project Edna Mrnjavac, PhD, Full Professor Tenured, University of Rijeka, Faculty of Tourism and Hospitality Management, researcher</p> <p>„Managing Logistics Processes in Tourist Destinations“, (2009 -2011), Head of the project Edna Mrnjavac, PhD, Full Professor Tenured, Ministry of Science, Education and Sport of the Republic of Croatia, researcher</p> <p>„Advancing marketing approach in business through value co-creation“, (2019 -), Head of the project Jasmina Dlačić, PhD, Associate Professor, University of Rijeka, Faculty of Economics and Business, researcher</p>
EU Projects	<p>„Future-proof your classroom: teaching skills 2030 – Teaching 2030“, (2017 - 2020), Head of the project Dina Lončarić, PhD, Associate Professor, Erasmus+, KA2 - Cooperation for Innovation and the Exchange of Good Practices, researcher</p>
Professional Projects	<p>RP T2 Marketing plan - promotion of cultural tourist destination and tourist product Mala barka (2018), Head of the project Dora Smolčić Jurdana, PhD, Full Professor, University of Rijeka, Faculty of Tourism and Hospitality Management, member of the expert team</p> <p>Marketing plan Arca Adriatica (2020) - Head of the project Dora Smolčić Jurdana, PhD, Full Professor, University of Rijeka, Faculty of Tourism and Hospitality Management, member of the expert team</p>
Student Projects	<p>Attitudes of the young in sharing economy: research of intentions to use Airbnb while planning a trip, University of Rijeka, Faculty of Tourism and Hospitality Management, 2019, mentor</p>
TRAINING	<p>Workshop: Digital Marketing, Fabula d.o.o., 2020.</p> <p>Workshop: How to reach new customers?, Lider media d.o.o., 2020.</p> <p>Workshop: Digital Marketing - ONILINE, Mirakul d.o.o., 2020.</p> <p>Workshop: Application of teaching methods and evaluation methods in line with learning outcomes, Faculty of Humanities and Social Sciences, Zagreb and Faculty of Tourism and Hospitality Management, Opatija, 2019.</p> <p>Workshop: Applied Econometrics Course – 11th generation: Partial Least Square – Structural Equation Modeling, Faculty of Economics and Business, Zagreb and Faculty of Tourism and Hospitality Management, Opatija, 2019.</p> <p>Workshop: Case method: Why you should use cases in classroom Faculty of Tourism and Hospitality Management, Opatija, 2019.</p> <p>Workshop: Supervising doctoral students, Durham University and Faculty of Tourism and Hospitality Management, Opatija, 2019.</p> <p>Workshop: Collaborative assessment of teaching (peer-review), University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, 2018.</p> <p>Workshop: Defining learning outcomes and aligning with other elements of the curriculum: a curriculum-competency approach in higher education, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, 2018.</p> <p>Online marketing, University of Rijeka, Faculty of Economics and Business, Rijeka, 2018</p> <p>E-course development using Moodle, CARNet, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, 2016</p> <p>Statistical methods applied in research studies, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, 2016</p> <p>Doctoral Colloquium at the 24th Cromar Congress: Marketing theory and practice – Building bridges and fostering collaboration, 22-24 October, University of Split, Faculty of Economics, Split, 2015</p> <p>UniSTAT 1: Preparation of data based on descriptive and inferential analysis, IT Academy, University of Rijeka, Faculty of Engineering, Rijeka, 2010</p> <p>UniSTAT 2: Basics of variance and regression analysis, IT Academy, University of Rijeka, Faculty of Engineering, Rijeka, 2010</p> <p>E-learning in Teaching, IT Academy, University of Rijeka, Faculty of Engineering, Rijeka, 2010.</p> <p>„Competition Law and State Aid in the EU“, University of Rijeka, Faculty of Law, Rijeka, 2009.</p> <p>Training program in Accounting, Associate-degree college, Rijeka, 1999.</p>

MEMBERSHIPS

CROMAR – Croatian Marketing Association

PUBLISHED
SCIENTIFIC PAPERS<https://bit.ly/2YGx5G8>