

PERSONAL INFORMATION

Ana Čuić Tanković



📍 Primorska 42, B.O, 97, 51410 Opatija (Croatia)

☎ +38551689312

✉ anact@fthm.hr

🔗 <https://www.fthm.uniri.hr/kontakti/86-ana-cuic-tankovic>
<https://bib.irb.hr/lista-radova?autor=343916>
https://www.researchgate.net/profile/Ana_Cuic_Tankovic
<https://portal.uniri.hr/Portfelj/Index/2349>

Sex Female | Date of birth 15/11/1986 | Nationality Croatian, Italian

MBZ: 343916 | CROSBi Profile: 32103 | ORCHID: 0000-0002-4383-684X |

Web of Science ResearcherID I-9211-2016

WORK EXPERIENCE

-
- 12/2018–present **Assistant professor**
University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija (Croatia)
Institute of Tourism, Department of marketing
Lecturer of the courses Business communication in tourism and Integrated marketing communications
Teaching associate of the courses Marketing, Strategic marketing in tourism, Tourism destination marketing
- 02/2017–12/2018 **Postdoctoral researcher and teaching assistant**
University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija (Croatia)
Institute of Tourism, Department of marketing
- 01/2014–02/2017 **Teaching and Research Assistant**
University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija (Croatia)
Institute of Tourism, Department of marketing
- 01/2013–01/2014 **Marketing specialist**
Superius d.o.o., Pula (Croatia)
- 09/2010–12/2012 **Piano Professor**
Music school Ivan Matetić Ronjgov, Pula (Croatia)
- 06/2011–09/2012 **Sales Representative**
Nekretnine d.o.o., Pula (Croatia)
- 09/2008–06/2013 **Piano Professor and Music Workshop**
Italian Union in Pula and Centro Studi di musica classica „Luigi Dallapiccola“, Brtonigla (Croatia)
Service contract
- 2019-present **Head of the Centro studi di musica classica "Luigi Dallapiccola"**
Managing the music courses of the Unione Italiana, section in Rijeka, Pula, Brtonigla and Koper
Service contract

MEMBERSHIP IN BOARDS

- 10/2018–present **Unione Italiana, Rijeka**
Member of the Management Board and Head of the Entrepreneurship and Communication Sector (*membro Giunta esecutiva e titolare settore Imprenditoria e comunicazione*)
- 11/2018– present **Edit, Rijeka**
Member of the supervisory board
- 10/2019– present **Dječji vrtić - Scuola dell'infanzia Rin Tin Tin, Pula-Pola**
Member of the supervisory board

EDUCATION

- 2011–2016 **Doctor of Philosophy (Ph.D.)**
University Juraj Dobrila in Pula, Pula (Croatia)
Doctoral programme in Economics
Doctoral Thesis: Congruency of Music and Corporate Identity in Building the Corporate Image of Organizations
Mentor: Marijan Cingula, Ph.D., Full Professor, EFZG, University of Zagreb
Co-mentor: Lorena Bašan, Ph.D., Associate Professor, FMTU, Opatija, University of Rijeka
▪ Courses: Methodology of Scientific Research, Economic Philosophy, Management Theory, Integrated Communications in Marketing, Entrepreneurial Management
- 2008–2010 **Master of Economics (M. Econ.)**
Faculty of Economics and Tourism "Dr. Mijo Mirković", Pula (Croatia)
Field of Study: Management and Entrepreneurship
Average rating: 4.94 / 5
Graduate thesis: Approaches and Theories of Corporate Strategy Formulation, mentorship Marli Gonan Božac, Ph.D., Full Professor
- 2008–2011 **Master of Music - Piano (Dottoranda magistrale in pianoforte)**
Conservatorio di musica classica „G. Tartini“, Triest (Italy)
Graduate degree in Piano Performance (Biennio interpretativo di II livello)
Concert and thesis: „L'interpretazione esecutiva del „Quaderno musicale di Annalibera“ di Luigi Dallapiccola“
Mentors: M. Massimo Gon i dott. M. Paolo Bidoli
- 2005–2008 **Bachelor of Economics (BEcon.)**
University Juraj Dobrila in Pula, Department of Economics and Tourism "Dr. Mijo Mirković", Pula (Croatia)
Field of Study: Management and Entrepreneurship
Average rating: 4.76 / 5
Undergraduate thesis: Music and Marketing, Mentor Ariana Nefat, Ph.D., Associate Professor

2005–2008 **Bachelor of Music - Piano (Maestro in pianoforte)**
Conservatorio di musica classica „G. Tartini“, Triest (Italy)
Field of study: Piano performance
Piano recital, chamber music and concert for piano and orchestra
Graduate grade: 10L / 10 (sum of cum laude), M.o Massimo Parovel
Mentor: M.o Massimo Gon

2001–2005 **High school education**
Scuola media superiore italiana „Dante Alighieri“, Pula (Croatia)
General gymnasium (*Liceo generale*) with enhanced teaching in mathematics
Exonerated from the maturity test due to excellent success and exemplary behaviour

TRAINING

3/09/2021 **Academic writing and research for mentors (Selma Kadić-Maglajić)**
Copenhagen Business School and Faculty of Tourism and Hospitality Management

3/09/2021 **Selection from multivariate statistical analysis: cluster analysis (Jasna Horvat, Josipa Mijoč)**
Faculty of Tourism and Hospitality Management, and Faculty of Economics, Osijek

3/05/2021-16/06/2021 **Corso di formazione per project management in EU**
Euroservis s.r.l.

31/05/2021 **Risolvere i conflitti (Luana Poleis)**
Unione Italiana

29/05/2021 **Multivariate statistical analysis (Jasna Horvat, Josipa Mijoč)**
Faculty of Tourism and Hospitality Management, and Faculty of Economics, Osijek

28/05/2021 **Questionnaire design (Jasna Horvat, Josipa Mijoč)**
Faculty of Tourism and Hospitality Management, and Faculty of Economics, Osijek

26/05/2021 **LinkedIn: come creare rete e contatti utili per il tuo business (Pietro Montaldo)**
Unione Italiana e Third Floor, Torino

24/05/2021 **Youtube e TikTok: come il video aiuta la tua azienda (Pietro Montaldo)**
Unione Italiana e Third Floor, Torino

19/05/2021 **Facebook Ads: come gestire le inserzioni a pagamento su FB e Instagram (Marta Pettolino, Pietro Montaldo)**
Unione Italiana e Third Floor, Torino

12/05/2021 **Instagram: come comunicare con le immagini e gli hashtag (Marta Pettolino)**
Unione Italiana e Third Floor, Torino

05/05/2021 **Facebook: come gestire la tua pagina e creare la tua identità aziendale (Marta Pettolino)**
Unione Italiana e Third Floor, Torino

- 28/04/2021 **Comunicare sui social: tra psicologia e strategia di marketing** (Marta Pettolino)
Unione Italiana e Third Floor, Torino
- 21/04/2021 **Le parole ci salvano? Comunicare in un mondo che cambia** (Luana Poleis)
Unione Italiana
- 10/04/2021 **How to improve article acceptance rate and publish quicker: a guide to getting published**
Emerald Publishing
- 09/11/2020 **Scientific communication workshop** (Vedrana Šimičević)
University of Rijeka
- 24/10/2020-27/10/2020 **Scientific information management tools**
University Library of Rijeka
- 07/10/2020 **Publishing in Top SSCI Journals and Get Recognition For Your Research**
Emerald Publishing
- 07/2018 **Workshop: Collaborative assessment in teaching (peer-review)**, (Sanja Smojver-Ažić)
Faculty of Tourism and Hospitality Management
- 05/2018 **Workshop: Defining learning outcomes and aligning them with other elements of the teaching process: Curriculum-Competitive Approach in Higher Education** (Siniša Kušić)
Faculty of Tourism and Hospitality Management
- 05/2017 **PhD workshop: Challenges to scientific publishing, 4th International Scientific Conference ToSEE 2017**, (Selma Kadić-Maglajlić, Marko Grünhagen)
Faculty of Tourism and Hospitality Management
- 06/2016–07/2016 **Course: Statistical methods in the research work**, (Jasna Horvat, Josipa Mijoč)
University of Rijeka and University of Osijek
- 11/2016–12/2016 **Course: Creating an eLearning course in Moodle**, (Josipa Matotek)
CARNet and University of Rijeka, Faculty of Tourism and Hospitality Management
- 02/2014 **Workshop: Quantitative Methods of Research in Tourism**, (Tea Baldigara, Ana Štambuk)
Faculty of Tourism and Hospitality Management
- 02/2014 **Workshop: Scientific Methodology for Research in Marketing of Sustainable and Eco Tourism**, (Sonja Sibila Lebe, Borut Milfelner)
University of Rijeka and University of Maribor

PERSONAL SKILLS

Mother tongue(s) Croatian, Italian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C1
German	B1	A2	A2	A2	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills

- Excellent communication skills in the internal and external environment of organizations and institutions
- Exceptional knowledge in intercultural business communication and cultures
- Oral presentation at international scientific and professional conferences

Organisational / managerial skills

- Exceptional skills and competencies in organizing teaching activities at all levels of elementary and higher education
- motivation of team's member, empathy and ability to find the most advanced skills of students and associates in creating the team's balance
- creativity, reliability and assertiveness
- ability and experience in organizing various events
- quickly finding business solutions
- empowered leadership and motivation of different teams and students
- Skilful adaptation in dynamic business conditions

Digital skills

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

Digital skills - Self-assessment grid

Knowledge and experience with the following software packages: Microsoft Office, SPSS, Smart PLS, IBS Amos, NVivo.

Driving licence B

ADDITIONAL INFORMATION

Scientific projects

- Communication Skills of Tourism Employees: Self-Evaluation, Soft Skills, Self-Esteem and Entrepreneurship Intention, ZIP UNIRI 116-4-19, *project leader*

Students' scientific projects

- Management response strategies to a negative online review and their impact on potential guests' trust and booking intention (2018)- *mentor*

- Professional projects**
- Marketing Plan RP T2 - Promotion of cultural tourism destination and tourist product *Mala Barka*, Head: Dora Smolčić Jurdana, PhD, University of Rijeka, FMTU (2018) - *member of a professional team*
 - Strategic Tourism Development Plan of Kvarner with Strategic and Operational Marketing Plan 2016-2020. (Gorski Kotar section), Heads: Dora Smolčić Jurdana, PhD, Branko Blažević, PhD, University of Rijeka, FMTU, Opatija and Institute for Tourism (2016) - *project associate*
 - National Beach Management and Management Program, Head: Dragan Magaš, PhD, University of Rijeka, FMTU, Opatija and the Ministry of Tourism (2014) - *project associate*
- EU Projects**
- Riviera4Season2 - Common heritage for joint international promotion 365 days of green tourism on Opatija and Portoroz Riviera, Interreg Slovenia - Croatia 2014-2020 - *researcher on the project*
- Honours and awards**
- Academic year 2010/2011, *Nacional* under the auspices of the President of the Republic of Croatia, **Top scholarship for Top Students**, selected from the top 30 students from all the University of the Republic of Croatia
 - Academic Year 2008/2009 and 2009/2010, *Nacional* under the auspices of the President of the Republic of Croatia, Selected among the 100 Best Students from all Universities of the Republic of Croatia
 - 2010, Fondazione Filantropica ANANIAN, Trieste, **Award for Excellence**
 - Academic year 2008/2009, University of Juraj Dobrila in Pula, Department of Economics and Tourism "Dr. Mijo Mirković", **Rector's Award**, Third year of undergraduate university study, the best student of all-year undergraduate and graduate studies
 - 2009., CROMAR Marketing Association, **First Prize for Marketing Undergraduated Thesis**, during the period 2007-2009 years
 - Academic year 2006/2007, University of Rijeka, Faculty of Economics and Tourism "Dr. Mijo Mirković", **Dean's Award**, First Year of Undergraduate University Study, Best Student
 - 2000 to present, More national and international awards for piano performance, competition for children's compositions, choir conduction and a CD released.
- Scholarships for excellence**
- Academic Year 2011-2014, Italian Union, Popular University of Trieste, Scholarship for post-graduate studies
 - Academic Year 2006/2007 - 2007/2008, City of Pula, Scholarship for excellent students
 - Academic Year 2008/2009 - 2009/2010, Republic of Croatia, Scholarship for Excellent Students (Category A)
 - Academic Year 2005/2006, 2009/2010, Italian Union, Popular University of Trieste, Borsa studio per eccellenza (Scholarship for excellence)
- Student's awards (mentorship)**
- *Istrian Tourism Competition 2018*. (Startup Association), **3rd prize**, students: Ivana Jurišić and Srđan Čurčić, Business Case: AZZRI (May-June 2018)
 - *Kupujmo Hrvatsko* (Croatian Chamber of Commerce), **1st prize**, students: Marijela Begović, Diana Cokarić, Jelena Kapeš and Ivana Vrdoljak, Comentor with Lorena Bašan, PhD, (May-June 2018)
 - *Regional Case Study*, **8th place**, students: Karla Keča, Antonia Škravan, Ivana Prizmić, Business case: Lumenart (December 2017 - January 2018)
 - *Istrian Tourism Competition 2017* (Startup Association), **2nd place**, students: Karla Keča and Jelena Kapeš, Business case: Uniline (May-June 2017)
- Memberships**
- Member of the Organizing Committee of the International Scientific Conference Tourism in Southern and Eastern Europe, Opatija (4-6 May 2017), Faculty of Tourism and Hospitality Management
 - Member of Cromar - Croatian Marketing Association

Volunteering and social work

- Bethlehem-Pula, President of the Association (2015-2016)
- Music leader of Grupa Oton (2003- Today)

Publications

Google Scholar: <https://scholar.google.hr/citations?user=yjx8OdkAAAAJ&hl=hr>

Crosbi: <https://bib.irb.hr/lista-radova?autor=343916>

Other

Married, mother of four children