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Dubravka Sinčić was born on August 24, 1971, in Osijek, where she completed primary and secondary school (high school), as well as a parallel primary and secondary music school (violin). She graduated from the Faculty of Economics at the J. J. Strossmayer University of Osijek, obtained her master's degree in international scientific postgraduate study MBA – Business Management, and earned her doctorate within the EDAMBA doctoral program, both at the Faculty of Economics at the University of Zagreb. As part of her doctoral studies, she refined her skills at the University of Southern Denmark (Denmark). Since her employment at the Faculty of Economics at the University of Zagreb, she has participated in teaching at all study levels (undergraduate, graduate, postgraduate, and doctoral), and for several years was a visiting professor at the Wirtschaftsuniversität (WU) Wien and the Faculty of Economics at the University of Split. She has given lectures at the University of British Columbia, Sauder Business School. She teaches at the IECD Bled School of Management. The areas she deals with in teaching and research are Marketing Management, Business-to-Business (B2B) Marketing, Sustainable Marketing, and Artificial Intelligence in Marketing. She actively participates as a participant and/or reviewer at scientific conferences and reviews articles for prestigious international journals. She has given several invited lectures at scientific conferences and has led panels and sessions.

Dubravka Sinčić has participated in numerous scientific research projects. As a researcher, she has participated in projects of the Ministry of Science and Technology titled 'Modeling and Simulation in Business Economics,' 'Methods and Models for Decision-Making Support,' 'Strategy for Developing the Image of the Republic of Croatia in the EU Accession Process,' and 'Marketing System for Competitive Advantage of the Supply of Ecological Products in Croatia.' She has been involved as a researcher in projects of the University Development Fund titled 'Development of Project Management Methodology for E-Course Implementations' and 'Development of Reputation Management Models for the Faculty of Zagreb University.' She was the deputy leader of the professional project "Information Center for Business Economics," the project leader of the University Development Fund Support for Research 2 "Developing a Methodology for Determining the Purchasing Decision-Making Style of Organizational Buyers," and the co-coordinator of the Croatian team on the EU HORIZON 2020 project "Strenght2Food – Strengthening European Food Chain Sustainability by Quality and Procurement Policy Activity." She participated as a researcher in the project of the Croatian Foundation "Contribution of Internal Communication to

Organizational Success", and she led the project "Determining Decision-Making Styles in Organizational Purchasing When Selecting Services", funded by the Ministry of Science and Education - Support for Research. She is currently participating as a researcher and a member of the management team in an international project funded by the Polish National Science Center NAWA_DIGIT: People and algorithms in organizations: competencies to work in the digital environment.

She was the Head of the Department of Marketing at the Faculty of Economics, University of Zagreb for 5 years. She has been a member of the Faculty Council for multiple terms. She was the chairperson of the Committee for the Improvement of Teaching and the chairperson of the Ethics Committee of the Faculty of Economics, University of Zagreb, as well as a member of several faculty committees and bodies, and a member of the Working Group for the development of the Quality Assurance System Strategy of the University of Zagreb. She was the secretary of the MBA postgraduate program (managed by Prof. Dr. Mire Marušić).

The head of the specialist postgraduate study "Business (B2B) Marketing", she is also the head of the Bachelor Degree in Business (BDIB – undergraduate study in English) as well as the Master's study programme in Marketing (graduate study in English). She is a recipient of the "Dr. Mijo Mirković" award (in 2001 and 2020) and the "Fedor Rocco" award (in 2017). She is a member of the editorial boards of the journal ZIREB – Zagreb International Review of Economics and Business and Ekonomski pregled. She is the vice-president and a member of the Main Board of the Croatian Marketing Association CROMAR and a member of the international marketing association EMAC. She was a member of the Management Board of the Alumni Association of EFOS (Faculty of Economics of J. J. Strossmayer University in Osijek).

She actively participates as a researcher or consultant in practice. Her specialty is guiding organizational processes aimed at change or strategic planning, particularly scenario planning, which she has been involved in for 25 years, successfully leading the processes of developing future scenarios for specific industries in a dozen Croatian and international companies and organizations. By the decision of the President of the Republic of Croatia, Mrs. Kolinda Grabar-Kitarović, she was appointed head of the Working Group for the Development of the Identity and Brand of the Republic of Croatia on November 5, 2018, which developed and presented guidelines for a comprehensive positioning of the Republic of Croatia in both domestic and international contexts to the Government of the Republic of Croatia.