

Ana Pušić, PhD

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Gender female | Nationality Croatian

WORK EXPERIENCE

October 2018. Assistant at the Department of Economics and Business Economics, University of Dubrovnik

September 2017 – August 2018 Lecturer and Marketing Assistant at Helen Doron LC Dubrovnik

February 2018 - April 2018. External associate of the University of Dubrovnik, in the summer semester on the course "Strategic Marketing Management"

December 2017 - February 2018 External associate on the courses: "Marketing channels", "Business economics in an international environment" and "Process quality management and audit in the hotel industry"

EDUCATION AND PROFESSIONAL DEVELOPMENT

2023 Completed the postgraduate PhD study programme Economics and Business Economics at the University of Zagreb

2017

- Completed two years graduate study in Business Economics: Marketing, University of Dubrovnik
- Obtained international license in teaching English language following Helen Doron English learning method

2015 Completed three years undergraduate study in Economics, University of Dubrovnik

PERSONAL SKILLS

Mother tongue Croatian

| Other languages | UNDERSTANDING | | SPEAKING | | WRITING |
|-----------------|---------------|---------|--------------------|-------------------|---------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| English | C2 | C2 | C2 | C2 | C2 |
| German | A2 | A2 | A2 | A2 | A2 |

Driving license B category

Digital competence

- Smart PLS
- SPSS
- Qualtrics
- Nvivo
- MS Office

RESEARCH PROJECTS

- Booming digital literacy skills among adult education (BOOMER) - Erasmus+ project financed by the Agency for Mobility and EU Programmes (September 2022 - September 2024)
- Enhancing Skills for Sustainable and Eco-Friendly Tourism (ESSEFT) - Erasmus + project financed by the European Union (December 2021 –)
- United Generations - financed by the European Social Fund (May 2021 – May 2022)
- Excellence and efficiency in higher education in the field of economics (E4) - financed by the European Social Fund (March 2021 – March 2022)

PUBLICATIONS

- Pušić, A. (2023). Defining the model of an improved concept of product and service origin for successful brand management to Generation Z (Dissertation). Zagreb: University of Zagreb, Economics. Preuzeto s <https://urn.nsk.hr/urn:nbn:hr:148:736525>
- Mandić, M., Pušić, A. & Radman, V. (2023) Research on generation Y satisfaction with banking services in Croatia. In: Družić, G. & Sertić, M. (ur.)Conference proceedings of the 4th International conference on the economics of decoupling (ICED).

- Vranešević, T., Pušić, A., & Mandić, M. (2022) The Role of Brand Origin in The Product Attitude Formation Process Among Consumers Belonging to Generation Z // Proceedings of FEB Zagreb 13th International Odyssey Conference on Economics and Business. Dubrovnik, Croatia
- Pušić, A. & Vojvodić, K. (2021) To be or not to be cancelled: tackling the challenges of cancel culture in brand management. In: Proceedings of 27th CROMAR Congress. Osijek, Croatia, 227-246.
- Vojvodić, K., Martinović, M., & Pušić, A. (2020). The relevance of business negotiation in building competitive advantage for Croatian micro enterprises. *InterEULawEast: Journal for the International and European Law, Economics and Market Integrations*, 7(1), 47–63.
- Martinović, M., Vojvodić, K., & Pušić, A. (2020). Cultural aspects of Croatian managers' business negotiation. *Journal of the Polytechnic of Rijeka*, 8(1), 103–119.
- Martinović, M., Vojvodić, K., & Pušić, A. (2019) Managing change in the negotiating context // Trade perspectives 2019 Business model innovations in domestic and international trade. Zagreb, Croatia, 279-290.
- Vojvodić, K., Martinović, M., & Pušić, A. (2019) Compromise or else: Managing conflicts in the negotiation process // Economic and Social Development 40th International Scientific Conference on Economic and Social Development / Beker, V. ; Lackovic, A. ; Pavelin, G. (ed.). Buenos Aires, str. 37-46.
- Vojvodić, K., Martinović, M. & Pušić, A. (2019) How Croatian Managers Negotiate: Investigating the Relationship Between Managers' Personal Characteristics and Negotiation Tactics. In: Tipurić, D. & Hruška, D. (ed.) 7th International OFEL Conference on Governance, Management and Entrepreneurship: Embracing Diversity in Organisations.
- Pušić, A. (2017) 'Business negotiations in the Republic of Croatia and other European Union countries', Thesis, Department of Economics and Business Economics, Dubrovnik

OTHER INFORMATION

- Member of the Committee for Internal Quality Assurance and Improvement System at the Department of Economics and Business Economics, University of Dubrovnik
- Member of the Expert Council of the Department of Economics and Business, University of Dubrovnik