

## PERSONAL INFORMATION

**Barbara Puh**

 Lapadska obala 7, 2000 Dubrovnik, Croatia

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 [barbara.puh@unidu.hr](mailto:barbara.puh@unidu.hr)

Sex F | Date of birth 18/08/1981 | Nationality Croatian

## WORK EXPERIENCE

April 2017 – present

**Assistant professor**

University of Dubrovnik, Department of Economics and Business

July 2013. – April 2017.

**Senior Research Assistant**

University of Dubrovnik, Department of Economics and Business

January 2009. – July 2013.

**Assistant**

University of Dubrovnik, Department of Economics and Business

May 2006. – January 2009.

**Junior researcher**

University of Dubrovnik, Department of Economics and Business

March 2006. – May 2006.

**Clerk**

Travel agency Atlas, Far East Department

## EDUCATION AND TRAINING

June 2006. – March 2013.

**Doctoral study (Ph.D. degree obtained)**

University of Split, Faculty of Economics, Business and Tourism

Replace with EQF  
(or other) level if  
relevant

October 2000. – February 2005.

**Graduate in Economics (Course Tourism - mag.oec.)**

University of Split, Faculty of Tourism and Foreign Trade

## PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1/C2	C1/C2	C1/C2	C1/C2	C1/C2
Replace with name of language certificate. Enter level if known.					
Italian	A1/A2	A1/A2	A1/A2	A1/A2	A1/A2
Replace with name of language certificate. Enter level if known.					

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
[Common European Framework of Reference for Languages](#)

Communication skills ▪ good communication skills gained through my experience in working with students

Organisational / managerial skills ▪ good organisational skills gained through participation in conference and other venues organisation  
 ▪ leadership (through working with students)

Job-related skills ▪ good presentation skills gained through lecturing and participation at conferences and workshops

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

Levels: Basic user - Independent user - Proficient user  
[Digital competences - Self-assessment grid](#)

Replace with name of ICT-certificates

- good command of MS Office (Word, Excel, Powerpoint)
- good command of statistics package (SPSS)

Driving licence B

ADDITIONAL INFORMATION



- Publications** Author and co-author of papers :  
([https://www.bib.irb.hr/pretraga?operators=and|Puh,%20Barbara%20\(288752\)|text|author](https://www.bib.irb.hr/pretraga?operators=and|Puh,%20Barbara%20(288752)|text|author) )
- Projects** „Herit data” (February 2018. - present)  
„ Excellence and Efficiency in Higher Education in the Field of Economics - E4 ”  
(February - July 2020)  
„ Rural Educational, Cultural-Ethnographic Tourist Attraction “(January 2017- January 2020)  
„ Tourism Development Strategy and Provisions on Cruise Tourism in the City of Dubrovnik - Phase I”  
(2015-2016)  
„ Dubrovnik European Capital of Culture 2020.” (2015)  
Demand market research for sustainable development of Dubrovnik - characteristics of tourists,  
excursionists and visitors from cruise ships - consumption and satisfaction with the quality of the offer  
of the city of Dubrovnik " (2014-2015)
- Conferences** Attending domestic and international conferences
- Seminars** Attending professional seminars (Branding, Strategic Brand Management, Econometric Course,  
language syntax “R”)
- Honours and awards**
- Memberships** CROMAR – Croatian Marketing Association
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