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EDUCATION

2011	Ph.D. in Economics (Marketing) Faculty of Economics & Business, University of Zagreb, Croatia
2006	M.Sc. in Economics (Marketing) Faculty of Economics & Business, University of Zagreb, Croatia
2002	B.Sc. in Economics (Marketing) Faculty of Economics & Business, University of Zagreb, Croatia

TRAINING

2012	IFP-International Faculty Program (case study method; case writing; career development) IESE Business School, University of Navarra, Barcelona, Spain
2009	Advanced Pedagogical Skills Course (tailor-made program for teaching assistants) Faculty of Philosophy, University of Zagreb, Croatia
2003	Pedagogical Skills Course (tailor-made program for teaching assistants) Faculty of Philosophy, University of Zagreb, Croatia

ACADEMIC CAREER DEVELOPMENT AND PROFESSIONAL WORK EXPERIENCE

2013-present	Assistant Professor at the Marketing Department Faculty of Economics & Business, University of Zagreb, Croatia
2011-2013	Senior Teaching and Research Assistant at the Marketing Department Faculty of Economics & Business, University of Zagreb, Croatia
2003-2011	Teaching and Research Assistant at the Marketing Department Faculty of Economics & Business, University of Zagreb, Croatia

TEACHING EXPERIENCE AT UNIVERSITY OF ZAGREB

2003-present	Principles of Marketing, Product Management (bachelor courses at Faculty of Economics & Business)
2008-present	Marketing Management, Internet Marketing (bachelor courses at Faculty of Economics & Business)
2009-present	Digital Marketing, Marketing Simulations-MARKSTRAT (Marketing Management Executive Education Program at Faculty of Economics & Business)
2010-present	Services Marketing, Brand Management (master courses at Faculty of Economics & Business)
2014-2017	Design Management (master course at Faculty of Architecture, School of Design)

TEACHING EXPERIENCE AT FOREIGN UNIVERSITIES

2016-present	Digital Marketing Communication (visiting professor) Faculty of Economics, Vilnius University
2015-present	Digital and Social Media Marketing (visiting professor) ISM University of Management and Economics
2014-present	Digital and Social Media Marketing (course head & lecturer) Ljubljana Summer School, Faculty of Economics, University of Ljubljana
2014-2015	Business Communication Strategy (guest lecturer) Faculty of Business Administration, Corvinus University of Budapest
2014-2015	Marketing Planning; Retail Marketing (guest lecturer) Faculty of Economics and Business Administration, Babes Bolyai University
2013-2015	Digital marketing (co-lecturer) Faculty of Economics, University of Ljubljana
2013-2015	Online and Digital Marketing (guest lecturer) Faculty of Business Administration, Corvinus University of Budapest

OTHER SCIENTIFIC AND PROFESSIONAL ACTIVITIES

- EMAC (European Marketing Academy) National Representative for Croatia, 2014-2018
- Member of European Marketing Academy - EMAC (www.emac-online.org) and Croatian Marketing Association - CROMAR (www.cromar.hr)
- Technical Editor of the scientific journal Market-Tržište (www.efzg.unizg.hr/market)
- Member of the Editorial Board of the scientific journal Forum on Economics and Business (Közgazdász Fórum)
- Member of the Scientific Committee of the International Conference: Marketing - from Information to Decision– MID (<https://econ.ubbcluj.ro/mid/>), Cluj-Napoca, Romania, 2015-2016
- Member of the Scientific Committee of the International Conference on Economics and Business Management – ICEBM (www.econ.ubbcluj.ro/icebm/), Cluj-Napoca, Romania, 2015
- Reviewer for the scientific journals Market-Tržište, Economic and Business Review-EBR (<http://www.ebrjournal.net/>), and Economic Review-Ekonomski pregled (hrcak.srce.hr/ekonomski-pregled?lang=en)
- Co-chair of the Organizing Committee, International Scientific Conference "Marketing Theory Challenges in Transitional Societies", Zagreb, Croatia, 2008
- Member of the Organizing Committee, International Scientific Conference "Marketing Theory Challenges in Transitional Societies", Maribor, Slovenia, 2009

RESEARCH INTERESTS

Digital Marketing, Consumer Empowerment, Services Innovation, Brand Management, Country Image

CONSULTING ACTIVITIES

- Marketing strategy (sectors: hospitality industry, media/publishing, local government, tourism organizations, retail, banking)
- Brand management (sectors: hospitality industry, media, local government, tourism organizations, insurance, sport events)
- Digital marketing (sectors: hospitality industry, media, local government, tourism organizations)
- Marketing decision-making (sectors: banking, IT)
- In-house trainings (sectors: banking, retail, pharmaceuticals)

LANGUAGES

Croatian	mother tongue
English	proficient (C2) in understanding, speaking and writing

PUBLICATIONS

Full bibliography available at <http://bib.irb.hr/lista-radova?autor=257542&lang=EN>

Selected journal papers

- Anić, I. D., Škare, V., Kursan Milaković, I. (2016) Determinants and behavioural consequences of online privacy concerns among young consumers in Croatia. *Economic Review*, 67(5), 377-398.
- Rašković, M., Ding, Z., Škare, V., Ozretić Došen, Đ., Žabkar, V. (2016) Comparing consumer innovativeness and ethnocentrism of young-adult consumers. *Journal of Business Research*, 69(9), 3682–3686.
- Škare, V., Gospić, D. (2015) Dynamic pricing and customers' perceptions of price fairness in the airline industry. *Tourism*, 63(4), 515-528.
- Škare, V. (2011) Do we need a new framework for managing Internet marketing activities?. *Tržište/Market*, 23(2), 263-279.
- Ozretić Došen, Đ., Škare, V., Škare, T. (2010) Measuring Health Care Service Quality by Using SERVQUAL. *Revija za socijalnu politiku*, 17(1), 27-44.
- Ozretić Došen, Đ., Škare, V., Krupka, Z. (2008) The Overall Image Of Slovenia Among Croatian Students Of Business And Economics. *Our Economy*, 54(5/6), 95-102.
- Ozretić Došen, Đ., Škare, V., Krupka, Z. (2007) Assessments of country of origin and brand cues in evaluating a Croatian, western and eastern European food product. *Journal of Business Research*; 60(2), 130-136.

Selected book chapters

- Ozretić Došen, Đ., Škare, V., Krupka, Z., (2011) Celebrity Endorsement in Brand Management in Croatia, In: Marinov, M., Marinova S. (Eds) *The Changing Nature of Doing Business in Transition Economies*. London: Palgrave Macmillan, 214-224.
- Krupka, Z., Previšić, J., Škare, V., (2008) The Influence Of Ownership And Management Function Relations On The Autonomy Of The Subsidiaries In Croatian Group Of Companies. In: Grbac, B., Meler, M. (Eds) *Marketing u društvu znanja-Marketing in a knowledge based society*. Rijeka: Ekonomski fakultet & CROMAR, 179-191.

Selected conference proceedings

- Škare, V., Ozretić Došen, Đ., Komarac, T., Mikulić, J. (2015) Towards understanding consumers' acceptance of location-based services in mobile applications // 6th EMAC Regional Conference Marketing Theory Challenges in Emerging Markets: Convergence and Divergence in the New Europe: / Vienna University of Economics and Business (WU Vienna), September 16-18, 2015
- Komarac, T., Ozretić Došen, Đ., Škare, V. (2014) Museum marketing and virtual museums in 21st century: Can museums survive without it? // 5th EMAC Regional Conference - Marketing Theory Challenges in Emerging Markets / Maja Szymura-Tyc (Ed.). Katowice : University of Economics Katowice, 105-112
- Škare, V., Ozretić Došen, Đ. (2012) How innovative are electronic services? An empirically-based typology // 3rd EMAC CEE Regional Conference Marketing Theory Challenges in Emerging Societies / Maričić, B., Ognjanov, G. (Eds). Beograd : Faculty of Economics, University of Belgrade - Publishing Centre, 203-209.

- Ozretić Došen, Đ., Pleli, N., Škare, V. (2011) The influence of economic and political environment on print advertising investments in Croatia // 2nd EMAC Regional Conference Marketing Theory Challenges in Emerging Societies : Conference Proceedings / Munteanu, C., (Ed). Alexandru Ioan Cuza University of Iasi, 191-197.
- Ozretić Došen, Đ., Previšić, J., Krupka, Z., Škare, V., Komarac, T. (2011) The overall image of Turkey among Croatian citizens // Eurasia Business and Economic Society Conference (EBES 2011) : Program and Abstract Book. Istanbul : Sazak Ofset, 1244-1262.

RESEARCH PROJECTS

- "Extended model of online Privacy Concern (PRICON)"; commissioned by Croatian Science Foundation's Research Projects Programme (project code: 7913, July 2014-November 2017) - member of the research team
- "Market Research in the Function of Special Interest Tourism Development in Croatia"; commissioned by Ministry of Science, Education and Sports of the Republic of Croatia (project code: 067-0672288-2492, January 2007-present) - member of the research team
- "Image-development Strategy for Republic of Croatia"; commissioned by Ministry of Science, Education and Sports of the Republic of Croatia (project code: 0067020, May 2003-December 2006) - member of the research team