

EUROPEAN CURRICULUM VITAE FORMAT



PERSONAL INFORMATION

Surname(s) / First name(s)	Martinović Maja
Nationality(-ies)	Croatian
Identification number from Records of Scientific Workers	287025

WORK EXPERIENCE

• Dates (from – to)	2018. – today
Name and address of employer	Croatian Radiotelevision, Prisavlje 3, 10000 Zagreb, Croatia
Type of business or sector	Media, public broadcasting
Occupation or position held	President of the Audit Committee
Main activities and responsibilities	Oversight of the financial reporting process, selection of the independent auditor, and receipt of audit results both internal and external. The Committee assists the Supervisory board fulfill its corporate governance and overseeing responsibilities in relation to an entity's financial reporting, internal control system, risk management system and internal and external audit functions. Its role is to provide advice and recommendations to the Supervisory board.

Dates (from – to)	2017. – today
Name and address of employer	Croatian Radiotelevision, Prisavlje 3, 10000 Zagreb, Croatia
Type of business or sector	Media, public broadcasting
Occupation or position held	Vice President of the Supervisory Board
Main activities and responsibilities	Advising and supervising the Management Board in the performance of its business management duties. Review of the annual financial statements taking into account the audit reports submitted by the auditor. Supervising the general affairs of the company, and assisting the Management Board by providing advice. Preparing final report for the Croatian parliament.

Dates (from – to)	2017. – today
Name and address of employer	Sheffield Hallam University, Howard Street, Sheffield, S1 1WB and Zagreb School of Economics and Management, Jordanovac 110, 10000 Zagreb, Croatia
Type of business or sector	Higher education
Occupation or position held	Doctorate in Business Administration (DBA) Programme Leader, Professor
Main activities and responsibilities	Co-ordination of SHU DBA program in cooperation with ZSEM. Leading the module Research Design in Business and Management.

• Dates (from – to)	2016. – today
Name and address of employer	Agency for Science and Higher Education (ASHE), Donje Svetice 38, 10000 Zagreb, Croatia
Type of business or sector	Higher education
Occupation or position held	Member of the Accreditation Council
Main activities and responsibilities	An expert body of the Agency for Science and Higher Education (ASHE) which assures the quality of science and higher education in the Republic of Croatia by accrediting new higher education and scientific institutions and programmes, auditing and re-accrediting the existing institutions and implementing other procedures aimed at evaluating various segments of the higher education and research sector. The composition, tasks and other issues related to the Council activities are regulated by the ASHE Statute.

• Dates (from – to)	2016. – today
Name and address of employer	Luxembourg School of Business, 19 Rue Eugene Ruppert, L-2453, Luxembourg

Type of business or sector	Higher education
Occupation or position held	Professor; Member of the Quality Committee
Main activities and responsibilities	Teaching and mentoring MBA students; Implementation and management of the quality assurance within AOL process; Working in the Quality Committee.
• Dates (from – to)	2012. – today
Name and address of employer	ZSEM – Business Academy, Jandričeva 12, 10000 Zagreb, Croatia
Type of business or sector	Organization of professional seminars, trainings, programs and conferences
Occupation or position held	Member of the Supervisory Board
Main activities and responsibilities	Supervising the management. Consultation in the fields of creation and realization of the business plans. Review of the annual financial statements.
• Dates (from – to)	2007. – today
Name and address of employer	Zagreb School of Economics and Management, Jordanovac 110, 10000 Zagreb, Croatia
Type of business or sector	Higher education
Occupation or position held	Associate Dean
Main activities and responsibilities	President of the MBA Program Committee; leading the body in charge of coordination of the activities related to professors, students, and internal processes.
• Dates (from – to)	2005. – today
Name and address of employer	Zagreb School of Economics and Management, Jordanovac 110, 10000 Zagreb, Croatia
Type of business or sector	Higher education
Occupation or position held	Professor - permanent appointment; the Chair of Department of Marketing and Tourism
Main activities and responsibilities	Research, teaching and mentoring in Marketing (courses: Principles of Marketing, Marketing Management, Product Management, and Marketing Strategy – Markstrat).
• Dates (from – to)	2009. – 2012.
Name and address of employer	Sarajevo Graduate School of Business in cooperation with Texas A&M University-Commerce and Burch University, Sarajevo, Bosnia and Herzegovina
Type of business or sector	Higher education
Occupation or position held	Professor
Main activities and responsibilities	Teaching and mentoring MBA students (courses: Marketing Seminar and Marketing Management).
• Dates (from – to)	2007. – 2008.
Name and address of employer	Barcelona Management Institute, Barcelona, Spain
Type of business or sector	Higher education
Occupation or position held	Professor
Main activities and responsibilities	Teaching and mentoring MBA students (course Going to Market).
• Dates (from – to)	2000. – 2005.
Name and address of employer	Matrix Croatica Publishing Company, Ul. Matice hrvatske 2, Zagreb
Type of business or sector	Book publishing and distribution
Occupation or position held	Sales and marketing manager
Main activities and responsibilities	Managing retail and wholesale outlets; managing marketing activities of the company.
• Dates (from – to)	1994. – 2000.
Name and address of employer	Metalko SSInternational d.o.o., Zagreb, Hrvatska
Type of business or sector	Retail and wholesale of metal products and parts
Occupation or position held	Marketing manager
Main activities and responsibilities	Organizing and monitoring of the company's international marketing activities.

EDUCATION

Date	20/03/2007.
Place of education	Zagreb, Croatia
Name and type of organisation providing education	Faculty of Economics and Business - Zagreb
Title or qualification awarded	Ph.D, field: economics; branch: management.

Date	2005.
Place of education	Barcelona, Spain
Name and type of organisation providing education	IESE Business School – Universidad de Navarra
Title or qualification awarded	International Faculty Development Program (IFDP).

Date	30/06/2000.
Place of education	Zagreb, Croatia
Name and type of organisation providing education	Faculty of Economics and Business - Zagreb
Title or qualification awarded	M.Sc., postgraduate study program in <i>Marketing Theory and Politics</i> .

Date	18/12/1993.
Place of education	Zagreb, Croatia
Name and type of organisation providing education	Faculty of Economics and Business - Zagreb
Title or qualification awarded	BS in economics - area of economic cybernetics.

TRAINING

Year	March 2018.
Place of training	Baltimore, Maryland, USA
Name and type of organisation providing training	AACSB International
Principal subjects/Occupational skills covered	AACSB Assessment and Impact Conference

Year	May 2016.
Place of training	Indianapolis, Indiana, USA
Name and type of organisation providing training	AACSB International
Principal subjects/Occupational skills covered	Redesigning the MBA: A Curriculum Conference

Year	October 2015.
Place of training	Prague, Czech Republic
Name and type of organisation providing training	University of Economics
Principal subjects/Occupational skills covered	EQUIS Accreditation Seminar

Year	May 2015.
Place of training	Zagreb
Name and type of organisation providing training	PJR Consulting
Principal subjects/Occupational skills covered	Seminar „PJR Academy – execution of the structural funds projects“

Year	May 2015.
Place of training	Zagreb

Name and type of organisation providing training	PJR Consulting
Principal subjects/Occupational skills covered	Development program 2014-0147 (Public procurement in the EU projects)

Year	May 2015.
Place of training	Luxembourg
Name and type of organisation providing training	Luxembourg School of Business
Principal subjects/Occupational skills covered	Seminar „Negotiating for Success: Tools, Techniques and Strategies“

Year	March 2015.
Place of training	Cambridge, MA, USA
Name and type of organisation providing training	Harvard University
Principal subjects/Occupational skills covered	21st Century Academic Forum Conference, Teaching, Learning, and Research in the „Just Google It“ Age

Year	February 2014.
Place of training	Zagreb, Croatia
Name and type of organisation providing training	Agency for Science and Higher Education (ASHE)
Principal subjects/Occupational skills covered	Quality assurance auditor in higher education – ASHE certificate

Year	March 2014.
Place of training	Cambridge, MA, USA
Name and type of organisation providing training	Harvard University
Principal subjects/Occupational skills covered	21st Century Academic Forum Conference at Harvard, Teaching, Learning, and Research in the 21st Century

Year	March 2014.
Place of training	New Orleans, Louisiana, USA
Name and type of organisation providing training	AACSB International
Principal subjects/Occupational skills covered	Assessment Conference: Quality Through Effective Curricula Management

Year	June 2013.
Place of training	Paris, France
Name and type of organisation providing training	StratX Simulations
Principal subjects/Occupational skills covered	Markstrat Onsite Training and Certificate

Year	May 2013.
Place of training	Tallinn, Estonia
Name and type of organisation providing training	ENQA
Principal subjects/Occupational skills covered	Project “Transparency of European higher education through public quality assurance reports” (EQArep)

Year	March 2013.
Place of training	Phoenix, Arizona, USA
Name and type of organisation providing training	AACSB International

Principal subjects/Occupational skills covered	Assessment Conference: Quality Through Effective Curricula Management
Year	October 2012.
Place of training	Barcelona, Spain
Name and type of organisation providing training	ESADE
Principal subjects/Occupational skills covered	AACSB Europe Annual Conference
Year	March 2012.
Place of training	Houston, Texas, USA
Name and type of organisation providing training	AACSB International
Principal subjects/Occupational skills covered	Quality management and Assessment of learning - Applied Assessment Seminar
Year	March 2010.
Place of training	New York City, New York, USA
Name and type of organisation providing training	AACSB International
Principal subjects/Occupational skills covered	Quality management and Assessment of learning - Applied Assessment Seminar
Year	December 2008.
Place of training	Dallas, Texas, USA
Name and type of organisation providing training	AACSB International
Principal subjects/Occupational skills covered	Quality management and Assessment of learning - Applied Assessment Seminar
Year	February 2008.
Place of training	Frankfurt, Germany
Name and type of organisation providing training	AACSB International
Principal subjects/Occupational skills covered	Quality management and Assessment of learning - Assessment Seminar
Year	May 2004.
Place of training	Zagreb, Croatia
Name and type of organisation providing training	Zagreb School of Economics and Management & The William Davidson Institute – University of Michigan Business School
Principal subjects/Occupational skills covered	General Management Program

PERSONAL SKILLS AND COMPETENCIES

Mother tongue(s)	Croatian
Other language(s)	
Language	English
Speaking	Proficient user
Writing	Proficient user
Understanding (listening and reading)	Proficient user

SOCIAL SKILLS AND COMPETENCIES	Communication and presentation skills; teamwork competencies.
ORGANISATIONAL SKILLS AND COMPETENCIES	<ul style="list-style-type: none"> • Coordinator of the program Business administration in the project „Quality improvement of ZSEM study programs in The Croatian Qualifications Framework“, (2015.-2016.) • Chair of the external Quality Assurance Audit Committee for Croatian Agency for Science and Higher Education (ASHE), Polytechnics Slavonski Brod, Croatia, (2015-2016.) • Chair of the external Quality Assurance Audit Committee for Croatian Agency for Science and Higher Education (ASHE), International School of Social and Business Studies Celje, Republic of Slovenia, (2015.-2016.) • Quality assurance auditor in higher education – Certificate of Agency for Science and Higher Education Croatia (2014. – today) • Executive Vice President of CROATIAN EMPLOYERS' ASSOCIATION (2011. – 2016.) • President of the Quality Board at the ZSEM (2010. – 2019.) • Project manager of Assessment of Learning (AOL) at ZSEM (2008. – today) • Very good organizational skills; time management; experience in event management.
TECHNICAL SKILLS AND COMPETENCIES	Good command of Microsoft Office tools (Word, Excel and PowerPoint); Internet.

OTHER SKILLS AND COMPETENCIES

- Higher Research Associate in the field of social sciences - field of economics 10/07/2019.
- Research Associate in the field of social sciences - field of economics 03/05/2013.
- Docent (Associate professor) in the field of social sciences, scientific field of economics, scientific branch of Marketing, Faculty of Economics, University of Rijeka, 25/11/2013.
- Business School Professor - permanent, election to the position in the field of social sciences, field of economy, branch of marketing, 12/07/2012.
- ASHE educator in the field of functional system of internal quality assurance - for the members of higher education institution's external audit (2017. – today)
- From 2007 to date was mentoring about 110 BA and 50 MBA theses at the Zagreb School of Economics and Management.
- Translation of six books (from English to Croatian language) - field of Marketing.
- Editor of five books within the field of marketing (one of them is The Strategic Marketing Management - a textbook for the MBA degree programs).
- Reviewer of the Marketing Education Review Journal, The Journal for the Scholarship of Teaching and Education Marketing, Iranian Journal of Management Studies and renewed life.
- Cooperation with Croatian economists and the drawing up of business programs, feasibility studies and projects of market research and brand creation.
- Published over 70 business cases from the Croatia and region.
- Taught courses in brand building and marketing communications aimed at executive managers (in cooperation with The William Davidson Institute - University of Michigan Business School).
- Lecturing at various conferences for managerial trainings.
- Consultant work and training managers of many institutions in Croatia and the region. Some of them: Ericsson Nikola Tesla, GfK International, OTP Bank, Health Insurance, KBC Zagreb, Konzum d.o.o., Navy Association, Collective Ltd., Long-techno doo, Ecolog DOOEL - Tetovo, Platinum Ltd., PZU clinic for ophthalmology Light, Megamix, N Trade Ltd., Sparkasse Bank Polyclinic Aviva, BioGnost Ltd., Naftalan, etc.

DRIVING LICENCE(S)

Category B

ADDITIONAL INFORMATION

- Publishes scientific papers in marketing and quality management in education and exhibits at professional and scientific meetings and conferences.
- Reviewer and head of several international scientific conferences within her field.
- Keynote speaker of the AACSB annual conference on quality management in higher education and the models of quality management. Speaker at conferences at Harvard University.
- She has won two international awards for scientific work.
- She has written several books as well as book chapters:
Martinovic, M. : "Marketing in Croatia - 55 business cases", 2012, MATE doo, Zagreb;
Kotler, P., Keller, K.L., Martinovic, M. : "Marketing Management", 2014, MATE doo, Zagreb.
- Memberships: IESE Alumni Association, CROMAR (Croatian Marketing Association), Matrix Croatica, Croatian Reading Association.