

**LIFELONG LEARNING PROGRAMME DESCRIPTION FORM**  
**Professional development programmes based on an accredited study programme**

<b>GENERAL INFORMATION ABOUT THE LIFELONG LEARNING PROGRAMME</b>	
<i>Programme Title</i>	International marketing
<i>Programme Type</i>	Professional development programme based on an accredited study programme
<i>Programme Area (scientific/artistic)</i>	Social sciences, Economics
<i>Programme Level (if applicable)</i>	Master
<i>Programme Volume (ECTS credits)</i>	6 ECTS
<i>Programme Duration</i>	30 hours
<i>Programme Holder</i>	Faculty of Economics and Business, University of Rijeka
<i>Programme Provider(s)</i>	Faculty of Economics and Business, University of Rijeka
<i>Programme Leader</i>	Ivana First Komen, PhD, Full professor of Marketing

**1. INFORMATION ABOUT THE ACCREDITED STUDY PROGRAMME ON WHICH THE LIFELONG LEARNING PROGRAMME IS BASED**

*1.1. Name of the Study Programme*

Graduate studies in Business, major: International Business (in english)

*1.1.1. Link to the Curriculum of the Study Programme*

[https://www.efri.uniri.hr/en/graduate\\_study\\_program\\_international\\_business/254](https://www.efri.uniri.hr/en/graduate_study_program_international_business/254)

*1.2. Level of the Study Programme According to CROQF*

7.1 sv

*1.3. Area of the Study Programme (scientific/artistic)*

Social sciences, Economics

*1.4. Holder of the Study Programme*

Faculty of Economics and Business, University of Rijeka

*1.5. Provider(s) of the Study Programme*

Faculty of Economics and Business, University of Rijeka

**2. DESCRIPTION OF THE LIFELONG LEARNING PROGRAMME**

### 2.1. Reasons for Launching the Programme

In today's rapidly evolving business landscape, the ability to navigate international marketing strategies has become essential for long-term success. Responding to UNIRI's initiative and the needs of the YUFE *Skills of the Future* program, the course *International Marketing* is now offered as a lifelong learning opportunity.

### 2.2. Learning Outcomes at the Programme Level

1. Explain the impact of the international marketing environment on the strategic decisions of business entities.
2. Create and present an international marketing plan.
3. Choose marketing mix strategies for the international market.

### 2.3. Admission Requirements for the Programme

Bachelor degree

### 2.4. List of Courses and/or Modules (if applicable) with Number of Teaching Hours and ECTS Credits (Table 1.)

LIST OF COURSES/MODULES						
MODULE	COURSE	COURSE HOLDER	L	E	S	ECTS
	International marketing	Ivana First Komen , PhD	20		10	6

**Note: For each course, it is necessary to attach the course description from the existing accredited study programme.**

**If the mode of delivery for a course (such as online or hybrid teaching) differs from what is stated in the accredited study programme, Table 2 must be completed for that course.**

### 2.5. Programme Structure, Attendance Schedule, and Participant Obligations

Classes will be scheduled during 6 afternoons, once a week over a 2-month period. The schedule will be available at least one month before the start of the program.

Participants are obliged to prepare for the classes according to the instructions and attend classes as they will be assessed throughout the course via continuous assessment and group assignments.

### 2.6. Programme Completion Requirements

To successfully complete the course, participants must achieve a) at least 50% on each learning outcome (LO), b) 50% of the total points for continuous assessment and group assignment, and c) 50% of the total course points.

### 2.7. Method for Monitoring Programme Quality and Success (Link to Applicable Procedures)

Anonymous attendees' evaluations are collected at end of the program. During the program, quality evaluations are done through periodical interviews and communication with attendees. Special attention is given to their dissatisfaction and elements that could improve the teaching process.

### Annex 1. Material and Human Resources Requirements for Programme Delivery

### Annex 2. Financial Plan

Table 2. Explanation and Description of Changes in the Mode of Course Delivery

(Table 2 must be completed for any course where the mode of delivery differs from that described in the accredited study programme.)

GENERAL INFORMATION ABOUT THE COURSE FROM THE ACCREDITED STUDY PROGRAMME		
Course Title		
Mode of Course Delivery According to the Course Description from the Accredited Study Programme		
Classroom Teaching	Online Teaching	Hybrid Teaching
<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> fieldwork <input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and online resources <input type="checkbox"/> laboratory work <input type="checkbox"/> mentorship <input type="checkbox"/> other _____	<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and online resources <input type="checkbox"/> mentorship <input type="checkbox"/> other _____	<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> fieldwork <input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and online resources <input type="checkbox"/> laboratory work <input type="checkbox"/> mentorship <input type="checkbox"/> other _____
EXPLANATION AND DESCRIPTION OF CHANGES IN THE MODE OF COURSE DELIVERY		
1.1. Justification for Delivering the Course Online or in a Hybrid Mode		
1.2. Justification of the Conditions for Delivering the Course Online or in a Hybrid Mode (Availability of Distance Learning Systems, Infrastructure, etc.)		
1.3. Planned Changes in the Mode of Course Delivery		
Classroom Teaching	Online Teaching	Hybrid Teaching
<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> fieldwork <input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and online resources <input type="checkbox"/> laboratory work <input type="checkbox"/> mentorship <input type="checkbox"/> other _____	<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and online resources <input type="checkbox"/> mentorship <input type="checkbox"/> other _____	<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> fieldwork <input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and online resources <input type="checkbox"/> laboratory <input type="checkbox"/> mentoring <input type="checkbox"/> other _____
1.4. Explanation of the Mode of Course Delivery (if necessary – for example, for courses that include fieldwork and/or laboratory work)		

## Annex 1. MATERIAL AND PERSONNEL REQUIREMENTS FOR PROGRAMME IMPLEMENTATION

### 1. MATERIAL REQUIREMENTS

#### 1.1. Buildings

Programme is conducted online.  
Lecturers of this programme have been teaching in different courses online from home or from the Faculty of Economics and Business in Rijeka, so they have the necessary equipment (wi-fi, laptops, cameras...)

#### 1.2. Rooms (add rows to the table, if needed)

Type	Number of workplaces/seats for students	Equipment
Lecture room	-	-
Computer lab	-	-
Laboratory	-	-

#### 1.3. Teaching bases (workplaces) for practical teaching

-

#### 1.4. Description of other material requirements

(Necessary for the achievement and evaluation of the learning outcomes that were not previously stated, such as a virtual environment for online teaching, adequate library resources,...)

Teams, Merlin, Sokrative

#### 1.5. Optimum number of students

10 (min. 8; max. 15)

## 2. PERSONNEL REQUIREMENTS

Table: List of lecturers and associates participating in the implementation of the lifelong learning programme.

First and last name	Academic position	Field	Course / Topic of presentation
Ivana First Komen	Full professor	Marketing	International marketing
Nina Grgurić Čop	Post-doctoral	Marketing	International marketing

CVs (in EU format) of the lecturers who are participating in the programme implementation must be submitted.

If the lecturer is not an employee of the institution that is proposing the programme, the following written statements must be attached to the CV:

1. Statement that the lecturer is prepared to conduct the course.
2. Letter of permission from the head of the higher education institution where the lecturer is employed, indicating the courses and the period for which the permission is issued.

## Annex 2. FINANCIAL PLAN

	REVENUE	SUM
1.	<b>Government</b>	
1.1.	Ministry of Science and Education budget	
1.2.	Other competent ministries and government institutions	
1.3.	Local and regional self-government units	
1.4.	Vouchers	
2.	<b>Own source revenues</b>	<b>4300,00</b>
2.1.	Scholarships	
2.2.	Research projects	
2.3.	Publishing activities	
2.4.	Other activities	
3.	<b>EU projects</b>	
4.	<b>Donations</b>	
5.	<b>Other</b>	
6.	<b>TOTAL (1+2+3+4+5)</b>	<b>4300,00</b>

	EXPENDITURE	SUM
1.	<b>Operating expenditures</b>	<b>3498,50</b>
1.1.	Salaries, fees, and compensation	<b>2446,50</b>
1.2.	Daily allowance, travel expenses, food, and accommodation	
1.3.	Administrative costs	<b>20,00</b>
1.4.	Operating expenses (materials, energy, expenditure for services, and other expenditures)	
1.5.	Financial expenses (interests and other financial expenses)	
1.6.	Subsidies	
1.7.	Disbursements for the institution	<b>860,00</b>
1.8.	Disbursements for the University of Rijeka	<b>172,00</b>
1.9.	Value added tax	
2.	<b>Other expenditures and disbursements*</b>	<b>801,50</b>
2.1.	Promotional and educational expenditures	<b>801,5</b>
	<b>Total (1+2)</b>	<b>4300,00</b>
	<b>OPTIMUM NUMBER OF STUDENTS FOR PROGRAMME IMPLEMENTATION:</b>	<b>10</b>
	<b>MINIMAL NUMBER OF STUDENTS</b>	<b>8</b>
	<b>PRICE PER STUDENT:</b>	<b>430,00</b>

\*Detail other expenditures and disbursements

### Contractor notes:

Calculation is done on the basis of 10 attendees paying a full price.

In the case that the programme will start with less attendees (min. 8) and/or with a reduced price (according to the Decision of the Council of Faculty of Economics and Business in Rijeka from 10<sup>th</sup> November 2025, a programme leader can reduce the price up to 30%), expenditures will be adjusted, i.e., programme leader will make a new calculation.

In case that the programme will start with more attendees (max. 15), expenditures will be adjusted, i.e., programme leader will make a new calculation.

# Nina Grgurić Čop

**Date of birth:** 19/09/1990

**Place of birth:** Rijeka, Croatia

**Citizenship:** Croatian

## CONTACT

Ivana Filipovića 4,  
51000 Rijeka, Croatia  
(Official)

nina.grguric.cop@efri.uniri.hr

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## WORK EXPERIENCE

### Postdoctoral Researcher

**2018 – Present**

**Faculty of Economics and Business, University of Rijeka, Croatia**

- Teaching and evaluation of student work at undergraduate and graduate levels in courses: Marketing (in English), Brand Management, International Marketing (in English), Strategic Marketing Management, and Marketing Project
- Guest lecturer at Wroclaw University of Economics and Business (Marketing and Strategic Marketing courses)
- Guest lecturer at Academy of Applied Arts, University of Rijeka (Brand Management course in Visual Communication and Graphic Design program)
- Application of innovative teaching methods, including software simulations, COIL (Collaborative Online International Learning), and active student engagement in the learning process
- Participation and presentation at international scientific conferences
- Organization of international scientific conferences
- Scientific research in brand management, marketing ethics, and influencer marketing, independently as a doctoral student and as a collaborator on scientific and professional projects
- Publishing papers in international scientific journals
- Mentoring students in final thesis work

- Erasmus coordinator: Informing students about exchange opportunities (study, internship, BIP); assistance in selecting partner institutions and finding appropriate programs; managing administrative procedures: applications, Learning Agreements, collecting and verifying documentation; communication with foreign partner universities; advising students on funding conditions, accommodation, and mobility preparation; ensuring ECTS credit recognition upon return
- Secretary of the Marketing Department: administration and coordination of activities, co-creation of study programs and development of future projects
- Regular professional development within doctoral studies and projects, focusing on qualitative and quantitative research, teaching competencies, student-centered teaching, critical thinking, research methodology, and the use of artificial intelligence tools in teaching and research

### **Building Management Leader and Energy Renovation Project Coordinator**

**2017 – 2018**

**Cordis d.o.o.**

- Preparation of contracts and decisions, and ensuring and maintaining accounts for multi-residential buildings
- Management and administration of ISGE (Energy Management Information System) for eight cities and municipalities, including data entry and analysis
- Application for energy renovation projects for multi-residential buildings and public facilities, and project management throughout the entire implementation process
- Organization of building and business facility cleaning services
- Coordination of cooperation with local government units, contractors, and other participants in the energy renovation process
- Sales of building management and cleaning services, coffee machine rentals, and management of energy renovation projects and ISGE systems
- Management of personnel and administrative affairs related to building management and projects

## **Associate for Strategic Development, European Funds and Economy**

**2015 – 2016**

### **Municipality of Matulji**

- Participation in preparation of energy renovation projects for business entities and households, including user counseling and project documentation development
  - Monitoring and controlling the purposeful spending of EU funds according to project conditions
  - Management and administration of ISGE system (Energy Management Information System) for municipality-owned facilities
  - Preparation, publication, and implementation of public calls for co-financing interest on loans for entrepreneurs
  - Cooperation with the Ministry of Agriculture and Environmental Protection and Energy Efficiency Fund for education purposes and preparation of aid applications for farmers and entrepreneurs
  - Participation in public procurement procedures: documentation preparation, application control, and compliance verification with tender conditions
  - Creation of informational materials and communication with users about financing opportunities from national and EU sources
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## **EDUCATION AND TRAINING**

### **Doctor of Science**

**2018 – 2025**

**Faculty of Economics, University of Ljubljana, Slovenia**

*European Qualifications Framework Level 8*

### **Master of Economics**

**2012 – 2014**

**Faculty of Economics and Business, University of Rijeka, Croatia**

*European Qualifications Framework Level 7*

### **Bachelor of Economics**

**2009 – 2012**

**Faculty of Economics and Business, University of Rijeka, Croatia**

*European Qualifications Framework Level 6*

## **Professional Development Programs**

**2022** Rijeka, Croatia

Lifelong Learning Program - Teaching Competencies in Higher Education: Knowledge Assessment

*Faculty of Humanities and Social Sciences, University of Rijeka*

**2022** Rijeka, Croatia

Lifelong Learning Program - Information Tools for Researchers

*University Library Rijeka, University of Rijeka*

**2018** Rijeka, Croatia

Lifelong Learning Program - Teaching Competencies in Higher Education: Learning and Teaching

*Faculty of Humanities and Social Sciences, University of Rijeka*

**2016** Rijeka, Croatia

Lifelong Learning Program - Online Marketing

*Faculty of Economics and Business, University of Rijeka*

**2025** Rijeka, Croatia

Methodological Workshop - Creative Classrooms: Design Thinking and Gamification in Teaching

*Faculty of Economics and Business, University of Rijeka*

**2024** Rijeka, Croatia

Methodological Workshop - Assessment of Learning Outcomes in Online Environment

*Faculty of Economics and Business, University of Rijeka*

**2021** Rijeka, Croatia

Methodological Workshop - Development and Assessment of E-courses

*Faculty of Economics and Business, University of Rijeka*

**2020** Rijeka, Croatia

Methodological Workshop - Online Teaching Delivery

*Faculty of Economics and Business, University of Rijeka*

**2020** Rijeka, Croatia

Methodological Workshop - Competency Approach to Outcome-based Assessment

*Faculty of Economics and Business, University of Rijeka*

**2025** Rijeka, Croatia

Professional Seminar - From Problem to Solution – Design Thinking for Scientists and Entrepreneurs

*EDIH Adria*

**2025**

Education - Next Level Science Using AI Assistants

*EDIH Adria*

**2024** Rijeka, Croatia

Education - Application of Generative AI in Education: Designing Project Applications and Scientific Papers

*Faculty of Informatics and Digital Technologies, University of Rijeka*

**2024**

Workshop - Academic Writing

*Faculty of Economics and Business, University of Rijeka*

**2023** Rijeka, Croatia

Workshop - Event-Related Potentials (ERP) Method in Neurocognitive Research

*Faculty of Maritime Studies, University of Rijeka*

**2023**

Education - ProQuest One Business

*ProQuest Customer Education Trainer*

**2021**

Workshop - Qualitative Research Methods & Data Analysis

*University of St. Gallen*

**2020** Rijeka, Croatia

Workshop - Challenges of Doctoral Student Mentoring

*Faculty of Economics and Business, University of Rijeka*

**2019** Croatia

Course - Virtual Lecture Preparation - Webinars

*University Computing Centre, University of Zagreb*

**2019** Ljubljana, Slovenia

Workshop - Theory Development

*Faculty of Economics, University of Ljubljana*

**2018** Rijeka, Croatia

Education - Community Service Learning

*Faculty of Humanities and Social Sciences, University of Rijeka*

**2018**

Workshop - Emerald Guide to Getting Published

*Emerald Publishing*

**2018** Ljubljana, Slovenia

Workshop - IRSSM-9 Pre-symposium Research Workshop

*Faculty of Economics, University of Ljubljana*

**2010** Rijeka, Croatia

Training Program - Independent Bookkeeper

*Adult Education Institution for Education and Culture*

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# LANGUAGE SKILLS

**NATIVE LANGUAGE:** Croatian

**Other languages:**

## English

- Listening: C2
- Speaking: C2
- Reading: C2
- Spoken interaction: C2
- Writing: C2

## French

- Listening: A1
- Speaking: A1
- Reading: B1
- Spoken interaction: A1
- Writing: A1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

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# SKILLS

MS Office (Word, Excel, PowerPoint) • Computer work • Windows • Teamwork • Adaptability • Ability to work in a team • Communication programs (Skype, Zoom, TeamViewer) • Internet • Ability to adapt to change • Accessible • Good stress tolerance

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# CONFERENCES AND SEMINARS

**16/05/2024 – 18/05/2024**

Sustainability and Croatian Agriculture

**12/10/2023 – 13/10/2023** Pula, Croatia

28th CROMAR Congress - Marketing in multiverse: From real to virtual

**30/05/2022 – 31/05/2022** Ljubljana, Slovenia

EMCB (Emerging Markets Conference Board) 2022 Conference

**22/09/2021 – 25/09/2021** Osijek, Croatia

27th CROMAR Congress - Let the masks fall: New consumer in business and research

**25/06/2020 – 26/06/2020** Barcelona, Spain  
Digital Marketing and eCommerce Conference

**12/12/2019 – 13/12/2019** Zagreb, Croatia  
26th CROMAR Congress - Looking forward! Marketing from past to future

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## **HONORS AND AWARDS**

**12/10/2023** CROMAR  
Award for Best Collaboration with Industry received for Band Booster project

**20/12/2023** University of Rijeka  
University of Rijeka Recognition for Achievements in 2023

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## **SOCIAL CONTRIBUTION AND INDUSTRY COLLABORATION**

**2016 – PRESENT**  
Member of School Board, Elementary School Jelenje Dražice

**2020 – PRESENT**  
Brand Booster - collaboration with Startup Incubator Rijeka  
*Link: <https://startup.rijeka.hr/novosti/maratonom-studentskih-prezentacija-zavrrio-jos-jedan-brandbooster-1>*

**2024 – PRESENT**  
Marketing Project - collaboration with socially responsible business entities within the course

**2019 – PRESENT**  
International Marketing - mentoring students in developing international business plans for local business entities

**2022 – PRESENT**  
Participation in L'Oréal Brandstorm competition promoting innovation with Marketing course students

**2025 – PRESENT**  
SPACE project - improving partnership relations between higher education institutions and local community  
*Link: <https://uniri.hr/vijesti/space-ciklus-kratkih-treninga-drustvena-angaziranost-u-visokom-obrazovanju/>*

**EUROPEAN  
CURRICULUM VITAE  
FORMAT**



**PERSONAL INFORMATION**

Surname(s) / First name(s)	<b>Ivana First Komen</b>
Address(es)	Hosti 30 a 51000 Rijeka Croatia
Telephone(s)	+385 91 5119396
Fax(es)	
E-mail(s), Web address(s)	Ivana.first.komen@efri.hr
Nationality(-ies)	Croatian
Date of birth	17.03.1978.
Identification number from Records of Scientific Workers	265302

**WORK EXPERIENCE**

• Dates (from – to)	2001-...
Name and address of employer	University of Rijeka, School of Economics and Business Rijeka I. Filipovića 4 51000 Rijeka
Type of business or sector	Academic (marketing)
Occupation or position held	Full Professor (2022-...; previously held positions: Research novice, Assistant professor, Associate Professor)
Main activities and responsibilities	Scientific research and teaching
• Dates (from – to)	2023-...
Name and address of employer	Wroclaw University of Economics and Business Komandorska 118/120 53-345 Wroclaw
Type of business or sector	Academic
Occupation or position held	Visiting professor
Main activities and responsibilities	Teaching
• Dates (from – to)	2001-2001
Name and address of employer	Beling d.o.o. Rijeka F. Čandeka 23b 51000 Rijeka
Type of business or sector	Security hardware
Occupation or position held	Product manager for Kaba-Elzett products
Main activities and responsibilities	Representing a foreign company
• Dates (from – to)	2000-2001
Name and address of employer	Silca Unican Elzett, Budapest Vaci ut 117-119 Budapest
Type of business or sector	Security hardware
Occupation or position held	Intern
Main activities and responsibilities	Establishing a distribution network in Croatia and research on information flow from and to customers in Hungarian market

**EDUCATION**

Date	2005 - 2009
Place of education	St Gallen, Switzerland
Name and type of organisation providing education	University of St Gallen
Title or qualification awarded	PhD in Multicultural Management
Date	2002-2004
Place of education	St Gallen, Switzerland
Name and type of organisation providing education	University of St Gallen
Title or qualification awarded	MSc in International Management and CEMS MIM in International Management
Date	1996 – 2001
Place of education	Rijeka
Name and type of organisation providing education	University of Rijeka, School of Economics Rijeka
Title or qualification awarded	Graduated economist

### TRAINING

Year	2024
Place of training	Wroclaw, Poland
Name and type of organisation providing training	Wroclaw University of Economics and Business
Principal subjects/Occupational skills covered	Erasmus professional training
Year	2019
Place of training	Barcelona, Spain
Name and type of organisation providing training	ESADE
Principal subjects/Occupational skills covered	Mentoring PhD students
Year	2014
Place of training	Kristiansand, Norway
Name and type of organisation providing training	University of Agder
Principal subjects/Occupational skills covered	Erasmus professional training
Year	2013/2014
Place of training	Rijeka
Name and type of organisation providing training	University of Zadar
Principal subjects/Occupational skills covered	Quality in higher education
Year	2010
Place of training	online
Name and type of organisation providing training	J. Mack Robinson College of Business, Georgia State University
Principal subjects/Occupational skills covered	Structural Equation modelling using Smart PLS
Year	2009, 2008 & 2006
Place of training	Rijeka

Name and type of organisation providing training	Universitas
Principal subjects/Occupational skills covered	Using statistical method in scientific research
Year	2008
Place of training	Rijeka
Name and type of organisation providing training	IT academy of University of Rijeka
Principal subjects/Occupational skills covered	E-learning in teaching
Year	2008, 2007
Place of training	Rijeka
Name and type of organisation providing training	IT academy of University of Rijeka
Principal subjects/Occupational skills covered	Graphic design
Year	2004
Place of training	Karben, Frankfurt, Germany
Name and type of organisation providing training	Siemens VDO
Principal subjects/Occupational skills covered	Intern in marketing department of HVAC unit (new product development)
Year	2003
Place of training	Stockholm, Sweden
Name and type of organisation providing training	Stockholm School of Economics
Principal subjects/Occupational skills covered	Student exchange as a part of curriculum for MSc & CEMS MIM in International Management study programs

**PERSONAL SKILLS AND COMPETENCIES**

Mother tongue(s)	Croatian
Other language(s)	
Language	English
Speaking	Excellent
Writing	Excellent
Understanding (listening and reading)	Excellent
Language	Italian
Speaking	Good
Writing	Good
Understanding (listening and reading)	Very good
Language	German
Speaking	Basic
Writing	Basic
Understanding (listening and reading)	Good

<b>SOCIAL SKILLS AND COMPETENCIES</b>	<p>Team work  1996-2001 – a participant and later a trainer at team work workshops;  1996- ... - member of AIESEC and other NGOs that nurture team work</p> <p>Cross-cultural understanding  2023-... - visiting professor at Wroclaw School of Economics and Business  2019-.... - guest lecturer at Warsaw School of Economics, University of Sarajevo  2014 - visiting professor at University of Management and Economics in Vilnius  2012-2013 - a lecturer at Erasmus IP “Cross-cultural management” in Greece and Finland  2000-2009 - studied and conducted internships abroad in an international environment;  2002-... - conducted scientific research on cross cultural differences in consumer behaviour</p> <p>Presentation and facilitation skills  1996- ... - a participant and later a trainer at presentation skills workshops  2001-... - teaching profession</p>
<b>ORGANISATIONAL SKILLS AND COMPETENCIES</b>	<p>Leadership skills  2016 -2022- EFRI Marketing Department Chairwoman  2010 - Proposed introduction and programme for workshop on scientific methodology intended for doctoral students of social sciences at University of Rijeka  2010-2013 - Initiated student competition in marketing strategy conducted within CROMAR association  2008 - Introduced global student competition Google Online Marketing Challenge to University of Rijeka</p> <p>Project Management  2013-... - Proposed and coordinate Online marketing LLP accredited workshop  2011-2013 - Proposed and coordinated of project Repositioning of EFRI  2013-2014 - EFRI International Relations Committee President  1996-... - Member of organizing and programme committee of many workshops, round tables, press conferences, summer school and congresses</p>
<b>TECHNICAL SKILLS AND COMPETENCIES</b>	<p>PC skills (Windows, Microsoft office, SPSS, MaxQDA),</p>
<b>ARTISTIC SKILLS AND COMPETENCIES</b>	<p>Painting  - participated in Painting workshop</p>
<b>OTHER SKILLS AND COMPETENCIES</b>	<p>Boat leader’s licence</p>
<b>DRIVING LICENCE(S)</b>	<p>B category</p>

## ADDITIONAL INFORMATION

1. Published a doctoral thesis, and a number of research and professional papers listed at: <https://scholar.google.com/citations?user=mO6kDaUAAA&hl=hr&oi=ao>
2. Award winner of University of Rijeka Foundation in category assistant at University of Rijeka in social sciences and humanities for 2009-2010.
3. Initiator, coordinator and lecturer for the workshop on scientific methodology:
  - 2013 intended for the postgraduate students of marketing from all Croatian Universities
  - 2010 intended for doctoral students of social sciences at University of Rijeka
4. Reviewer for scientific papers
  - For journals: Business strategy and the Environment (WoS), Journal of Small Business Management (WoS), Economic research (WoS), Baltic Journal of Management (WoS), Managing global Transitions, Economic Review, Market, Tourism and hospitality management, Economic thought and practice, Management, ...
  - For conferences: Thought Leaders Conference in Brand Management, EuroMed Annual Conference, ToSEE Conference, CROMAR Congress, ...
5. Participated in creating business/marketing/brand strategy for several professional projects in collaborations with companies and institutions:
  - In Croatia: Klaster Zlatna Posavina, University of Rijeka, Female volleyball team Kvarner VIG Rijeka, Elkotech
  - Abroad: *Les Conseillers du Commerce Extérieur de la Franc*, UBS bank, Abegglen consulting, Mercato
6. Professor for the following courses:
  - Undergraduate studies:
    - 2011 - ... Marketing, Brand Management, Marketing (in Eng)
  - Graduate studies:
    - 2011 - ... Strategic marketing management, International marketing (2011-2021), International marketing (in Eng), Marketing Services (2011-2013),
    - 2015 - ... International marketing (in English),
    - 2017 - ... Consumer behaviour (at Academy of applied art, UNIRI), Brand management (at Academy of applied art, UNIRI)
    - 2022- ... Digital marketing, Integrated marketing communications (2022-2023)
    - 2023 - ... Marketing project
    - 2024 - ... Marketing (at Wroclaw University of Economics and Business)
  - Postgraduate specialisation studies:
    - 2011 - ... Strategic brand management,
    - 2014 - ... Marketing decision making, Strategic marketing management
    - 2015 - ... Marketing in public sector
  - Postgraduate doctoral studies:
    - 2011- ... Strategic marketing
    - 2014- ... Strategic marketing in public sector
    - 2018- ... Cases of quantitative and qualitative research in business economics
7. Member of several committees at University of Rijeka
  - 2022-2024 EFRI committee for projects member
  - 2022- ... EFRI committee for development of lifelong learning programs
  - 2019-2021 – member of Doctoral School at UNIRI
  - 2016-... EFRI Career Centre Committee member
  - 2010-... International Relations Committee at EFRI (President since 2013-2014)
  - 2009-... member of organizing committee of Summer school at EFRI
  - 2007-2010 representative of research novices at EFRI



**ODBOR ZA RAZVOJ PROGRAMA CJELOŽIVOTNOG UČENJA  
EKONOMSKOG FAKULTETA SVEUČILIŠTA U RIJECI**  
51000 Rijeka, I. Filipovića 4  
Telefon: 051/355-111 \* Fax: 051/ 67 57 50

Rijeka, 3.12.2025.

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**ZAPISNIK**

sa **2.** sjednice **Odbora za razvoj programa cjeloživotnog učenja** u mandatnom razdoblju 2025. - 2028. koja se održala u **elektroničkom obliku** u petak **28. studenog 2025. g. od 8 do 12h.**

Sudjelovali su

članovi Odbora:

Izv.prof.dr.sc. Nikolina Dukić Samaržija, predsjednica

Izv.prof.dr.sc. Vesna Buterin, prodekanica za suradnju s gospodarstvom i poslovanje

Doc.dr.sc. Ivan Gržeta, prodekan za upravljanje kvalitetom i studentska pitanja

Prof.dr.sc. Ivana First Komen

Doc.dr.sc. Josip Čičak

Ana Malnar, mag.oec.

Ines Stermečki Beletić, mag.oec.,univ.spec.oec

**Točka 1.** Usvojen je Zapisnik sa 1. sjednice Odbora za razvoj programa cjeloživotnog učenja u mandatnom razdoblju 2025. - 2028.

**Točka 2.** Usvojen je dnevni reda 2. sjednice Odbora za razvoj programa cjeloživotnog učenja u mandatnom razdoblju 2025. - 2028.

**Točka 3.** Odbor daje suglasnost za izvođenje programa cjeloživotnog obrazovanja kolegija „International Marketing“, program stručnog usavršavanja temeljen na akreditiranom studijskom programu, nositeljice programa prof. dr. sc. Ivane First Komen.

Program je pokrenut kao odgovor na potrebe suvremenog poslovnog okruženja i inicijative Sveučilišta u Rijeci (YUFE Skills of the Future). Cilj programa je osnažiti polaznike za razumijevanje međunarodnog marketinškog okruženja, izradu međunarodnog marketinškog plana te odabir odgovarajućih strategija marketinškog miksa na inozemnim tržištima. Program mogu upisati pristupnici s najmanje završenim preddiplomskim studijem. Nastava se odvija šest puta, jednom tjedno, u poslijepodnevnim terminima.

**Točka 4.** Odbor daje suglasnost za izmjene i dopune akreditiranog programa cjeloživotnog obrazovanja „Crowdfunding i plavo gospodarstvo“, nositelja programa izv. prof. dr. sc. Marka Tomljanovića.

U okviru izmjena i dopuna programa cjeloživotnog učenja, traži se dodavanje jednog voditelja programa gdje se predlaže uz dosadašnjeg voditelja izv. prof. dr. sc. Marko Tomljanovića, imenovanje izv. prof. dr. sc. Pavla Jakovca, kao drugog voditelja. Izmjene i dopune programa akreditiranog programa cjeloživotnog obrazovanja „Crowdfunding i plavo gospodarstvo“ predlažu se kako bi se osigurala njegova dugoročna održivost, kvaliteta i usklađenost s aktualnim potrebama tržišta, nacionalnim i europskim

razvojnim prioritetima. Interes za tematikom programa raste, a novi (su)voditelj posjeduje stručne i praktične kompetencije te iskustvo u provedbi projekata i razvoju cjeloživotnih programa, što će doprinijeti unapređenju sadržaja i kontinuiranom izvođenju programa.

Zaključak:

Ad. 3. Predlaže se donošenje odluke kojom se daje suglasnost za izvođenje programa cjeloživotnog obrazovanja kolegija „International marketing“, program stručnog usavršavanja temeljen na akreditiranom studijskom programu, nositeljice programa prof. dr. sc. Ivane First Komen te se isti upućuje na procjenu **Odboru za osiguravanje i unapređivanje kvalitete**.

Ad. 4. Predlaže se donošenje odluke o usvajanju zahtjeva za izmjene i dopune akreditiranog programa cjeloživotnog obrazovanja „Crowdfunding i plavo gospodarstvo“, nositelja programa izv. prof. dr. sc. Marka Tomljanovića te se isti upućuje **Fakultetskom vijeću Ekonomskog fakulteta u Rijeci** na usvajanje.

PREDSJEDNICA ODBORA:



Izv. prof. dr. sc. Nikolina Dukić Samaržija