



Aleksandra Krajnović

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ABOUT ME

Prof. Dr. Sc. Aleksandra Krajnović (née Bergudac), was born in Poreč in 1965. Since 2010, she has been employed at the Department of Economics at the University of Zadar, today as a full professor in permanent appointment in the scientific field of economics. She has 35 years of work experience, which she gained mostly through work in the field of higher education at the Juraj Dobrila University in Pula, the Polytechnic College in Pula and the University of Zadar, and previously also in high schools in Poreč, Višnjičan and Buje. For a short time, she worked in a bank branch in Poreč and in the marketing departments of several companies. She held the position of director of the 'Ante Babić' Open University in Umag and director of the Tourist Office of the Tourist Board of the City of Novigrad-Cittanova. For her work in both of the aforementioned institutions, she received recognition from these institutions. Through the management of the Tourist Board, she initiated, implemented and led a professional project of stakeholder networking with the aim of strategic development of a tourist destination in the area of the city of Novigrad-Cittanova, which was awarded the Charter for Contribution to the Development of Istrian Tourism for 2007 'Golden Goat - Capra d'oro', which is awarded annually by the Tourist Board of the Istrian County. She is the author of 140 scientific papers and several reviews, reviews and professional papers. She has supervised more than 140 diploma theses and numerous final theses of students, and has also participated in and led several domestic and international scientific and professional projects. She has given guest and public lectures at several universities and public institutions throughout Croatia. She is an active member of the Cathedral Choir of St. Anastasia in Zadar and the Parish Choir of the Parish of Novigrad-Cittanova. Areas of scientific interest: marketing, management and tourism. She lives in Zadar and Novigrad Istria and is a mother of two children.

WORK EXPERIENCE

Full Professor

University of Zadar [01/02/2010 - Current]

City: Zadar | Country: Croatia

- Ful Professor, Ph. D.
- Vice Head of the Department
- Head of the Department
- Editor in Chief of the Oeconomica Jadertina scientific Journal
- University course holder of university study subjects: Marketing, Marketing Management, Controlling, Brand Management, Public Management, Research Methods
- Researcher and scientific project manager of several professional and scientific projects
- member of university Senat etc.