



Anita Peša

Date of birth: 25/03/1969 | **Place of birth:** Zagreb | **Nationality:** Croatian | **Gender:** Female |

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WORK EXPERIENCE

UNIVERSITY OF ZADAR – ZADAR, CROATIA

Address Spltiska 1, 23000, Zadar, Croatia

UNIVERSITY PROFESSOR – 2023 – CURRENT

Full professor at the University of Zadar from 2023 (2009 - assistant, 2013 - assistant professor, 2018 - associated professor). She teaches courses in the undergraduate Management program at the Department of Economics, University of Zadar: Financial Markets and Institutions and Business Intelligence, and in the graduate Management program: EU Economics, Risk Management and Applied Microeconomics. She participates in international scientific conferences and has published a scientific monograph, as well as over 50 scientific articles (including those in WoS and Scopus) and chapters. Google Citation: <https://scholar.google.com/citations?user=cCP00oAAAAAJ>.

She is a mentor to students on numerous final and diploma theses (more than a hundred) and one doctoral thesis. She held the position of Head of the Department of Economics at the University of Zadar from 2016 to 2022, and from 2013 to 2016 she was Deputy Head of the Department. From 2016 to 2022 she was the editor-in-chief of the journal *Oeconomica Iadertina*. From 2015 to 2016 she participated in the project ECONQUAL - adoption of the principles of the Croatian Qualifications Framework in higher education institutions in the field of economics under the responsibility of the Faculty of Economics, University of Rijeka, and all economic faculties and/or departments in the Republic of Croatia participated. She is a member of the working group for competitiveness and industrial development and development of entrepreneurship and crafts for the preparation of the National Development Strategy of the Republic of Croatia until 2030, which began its work in 2018. In 2019, she reviewed the Digital Marketing study program at the Faculty of Economics and Business, University of Zagreb. Work in professional bodies of the University of Zadar: member of the Senate from 2017 to 2021, member of the Social Council of the University of Zadar since 2013, member of the Publishing Committee since 2021, member of the Council of the Joint Doctoral Study in International Relations of the University of Zadar and Libertas University since 2022. Reviewer of the Digital Marketing study program at the Faculty of Economics and Business, University of Zagreb in 2021 and reviewer of university projects at the Faculty of Economics and Business, University of Rijeka in 2020 and 2021. She also participated in the development of a strategic document: Strategic Program of Scientific Research in the Field of Social Sciences and Humanities and in the Field of Arts of the University of Zadar in 2021.

KLETT VERLAG – ZAGREB, CROATIA

EDITOR-IN-CHIEF AND DEPUTY OF MANAGING DIRECTOR – 2004 – 2009

Establishing the Croatian office of Klett Verlag Int.

Marketing and Public Relations.

Editor of the language books and National Geographic Junior magazine.

GREY/GCI – ZAGREB, CROATIA

PUBLIC AFFAIRS CONSULTANT – 2001 – 2004

PR strategies

PR consultations

Crisis Management

Change Management Communication

Event Management

VEČERNJI LIST, JUTARNJI LIST, POSLOVNI DNEVNIK, SELEKTA, RADIO 101 ETC. – ZAGREB, CROATIA

PR CONSULTANT, EDITOR, JOURNALIST – 1989 – CURRENT

PR consultant, editor, journalist in various public and private editions.

BLITZ FILM AND VIDEO – ZAGREB, CROATIA

MARKETING MANAGER AND PR MANAGER – 2000 – 2001

marketing strategy and communication
PR strategy and communication

EDUCATION AND TRAINING

2008 – 2011 Maribor, Slovenia

PH.D IN ECONOMIC AND BUSINESS University of Maribor, Faculty of Economics and Business

Website www.epf.um.si

2002 – 2006 Zagreb, Croatia

MASTER IN INTERNATIONAL RELATIONS University of Zagreb, Faculty of Political Sciences

Website www.fpzg.unizg.hr

1988 – 1993 Zagreb, Croatia

PHILOSOPHY AND INFORMATION AND COMMUNICATION SCIENCES University of Zagreb, Faculty of Philosophy

Website www.ffzg.unizg.hr

LANGUAGE SKILLS

Mother tongue(s): **CROATIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	C1	C1	C1	C1

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

SKILLS

Microsoft Office package: Microsoft Word, Excel, PowerPoint, Access | Video Conferencing (Zoom, Teams, Skype, Webex) - Advanced | software (SPSS, EViews, R program) | Google Drive

PROJECTS

2023 – CURRENT

Jazz Societal Return Economy: Researching Business Models for the Quality of Life Economy

The purpose of this project is to explore the potential impact of the jazz economy and social return on investment on business models and quality of life. In line with the aforementioned, the project will analyze the current state of the economy, the impact of the economic state on business models and quality of life, and how the jazz economy and social return on investment could influence them.

2021 – 2023

Macroeconomic expectations and adjustments of the Croatian system on the path toward Banking Union and the Eurozone/NUDGEU

The scientific contribution of the project is reflected in the analysis of costs and benefits associated with Croatia's planned accession to the Eurozone, based on a comparison with the experiences of other EU member countries such as the Republic of Lithuania, which is the most recent entrant to the Eurozone. Additionally, the scientific contribution of the project involves incorporating behavioral economics into the process of introducing the euro in Croatia by developing an innovative conceptual model (NUDGEU). This model is based on the Nudge theory, which will be applied to encourage Croatia's entry into the Eurozone.

2018 – 2020

Challenges of Financial Integration and Stability in the EU

The financial integration of transition and post-transition countries is the subject of interest for international scholars involved in this project. The entry of all candidate countries into the European Union's (EU) single currency area is considered a pivotal moment that will mark the transition period from the preparation for financial integration to the era of full financial integration into the Economic and Monetary Union. The EU's single currency area or fully integrated EU represents a critical issue for the survival of the economic and financial system as a whole.

2000 – CURRENT

Business Projects

Various Business projects for national and international customers such as Jansen Cilag, Glaxo Smith Klein, financial industry (banking - Austria Bank), Faculty of Medicine University of Zagreb, HVB Group, Mayo Clinic, Oracle, Masterfood, Cap Gemini etc.

CURRENT

Erasmus+ mobility

Scientific and professional training within the Erasmus+ program:

- At the ISAG - European Business School in 2025, Porto, Lisbon

Scientific and professional training within the Erasmus+ program:

- At the Luxembourg School of Business in 2024, Luxembourg

Scientific and professional training within the Erasmus+ program:

- At the Catholic University of Valencia, Dept. Of Economics in 2023, Spain

Scientific and professional training within the Erasmus+ program:

- at Klaipeda University, Economics and Social Studies in 2022, Lithuania

- at the University of the Basque Country UPV/EHU, Faculty of Economics and Business - Donostia-San Sebastián, 2019, Spain