



# Gabrijela Vidić

**Work :** Ul. Dr. Franje Tuđmana 24i, 23000, Zadar, Croatia

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## WORK EXPERIENCE

**University of Zadar, Department of Economics** [www.unizd.hr](http://www.unizd.hr)

**City:** Ul. Dr. Franje Tuđmana 24i, Zadar | **Country:** Croatia | **Business or sector:** Education

[ 07/2023 – Current ] **Assistant professor**

**University of Zadar, Department of Tourism and Communication Studies** [www.unizd.hr](http://www.unizd.hr)

**Address:** Ul. Dr. Franje Tuđmana 24i, 23000, Zadar, Croatia | **Business or sector:** Education

[ 09/2019 – 07/2023 ] **Postdoctoral researcher**

**University of Zadar, Department of Tourism and Communication Studies** [www.unizd.hr](http://www.unizd.hr)

**Address:** Ul. Dr. Franje Tuđmana 24i, 23000, Zadar, Croatia | **Business or sector:** Education

[ 04/2013 – 09/2019 ] **University research assistant**

## EDUCATION AND TRAINING

[ 2013 – 2019 ] **Postgraduate university (doctoral) studies Economics and Business Economics (PhD)**

**Faculty of Economics and Business, University of Zagreb** [www.efzg.hr](http://www.efzg.hr)

**Address:** Trg J. F. Kennedyja 6, 10000, Zagreb, Croatia | **Level in EQF:** EQF level 8

[ 2009 – 2012 ] **Graduate university study programme Entrepreneurship in Culture and Tourism (MA)**

**University of Zadar, Department of Tourism and Communication Studies** [www.unizd.hr](http://www.unizd.hr)

**Address:** Ul. Dr. Franje Tuđmana 24i, 23000, Zadar, Croatia | **Level in EQF:** EQF level 7

[ 2006 – 2009 ] **Undergraduate university study programme Culture and Tourism (BA)**

**University of Zadar, Department of Tourism and Communication Studies** [www.unizd.hr](http://www.unizd.hr)

**Address:** Ul. Dr. Franje Tuđmana 24i, 23000, Zadar, Croatia | **Level in EQF:** EQF level 6

## LANGUAGE SKILLS

**Mother tongue(s):** Croatian

**Other language(s):**

**English**

**LISTENING C2 READING C2 WRITING C1**

**SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1**

**German**

**LISTENING C2 READING C2 WRITING C2**

**SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2**

**Italian**

**LISTENING B2 READING B2 WRITING A2**

**SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2**

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

## **SKILLS**

Team leadership and coordination | Office365 (Exchange Online, OneDrive, Teams) | Good at team leading | Communicative, accessible, team worker | entrepreneurship and innovation | sustainability | sustainable tourism development | event management

## **PROJECTS**

### **Projects**

**2025 - 2026** - coordinator for Croatia for the international survey GUESSS 2025 (Global University Entrepreneurial Spirit Students' Survey), University of Zadar, Department of Economics

**2024 - 2026** - team member "SOCRAT - Socializing Craft & contemporary Art for sustainableTourism", INTERREG Italy-Croatia 2021 - 2027

**2023 - 2024** - team member for Croatia for the international survey GUESSS 2023 (Global University Entrepreneurial Spirit Students' Survey), University of Zadar, Department of Tourism and Communication Studies

**2024 - 2025** - team member BLUE-CONNECT 2.0, project manager at the University of Zadar, work package manager for the WP Impact Assessment, Horizon Europe program

**2022 - 2023** - team member BLUE-CONNECT, project manager at the University of Zadar, work package manager for the WP Impact Assessment, Horizon Europe program

**2022 - 2023** - team member "PODUZMI – Effective Active Teaching and Learning on Entrepreneurship in Economically Underdeveloped and Rural Areas", Financial Mechanism of the European Economic Area (EEA) and the Kingdom of Norway

**2021 - 2024** - team member "EU-CONEXUS RESERCH FOR SOCIETY – RFS", Horizon 2020 Framework Programme

**2020 - 2023** - team member "TAKET IT SLOW - Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, Priority Axis: Environment and cultural heritage", 2014 – 2020 Interreg V-A, Italy – Croatia CBC Programme

**2020 - 2023** - team member "Be prepared and competent!", European Social Fund

**2021 - 2023** - team member "RURALSPOT – Sustainable tourism indicators system in rural areas", University of Zadar

**2020 - 2021** - coordinator for Croatia for the international survey GUESSS 2021 (Global University Entrepreneurial Spirit Students' Survey), University of Zadar, Department of Tourism and Communication Studies

**2019 - 2022** - team member "Development and improvement of study programs according to HKO at Jurja Dobrila University in Pula", European Social Fund

**2019 - 2022** - team member: "Excellence and Efficiency in Higher Education in the Field of Economics - E4", co-financed by the European Social Fund

**2018 - 2022** - team member "Cultural landscape - a model of valorization, protection, management and of using cultural heritage" (ProHeritage), Croatian Science Foundation

**2016** – coordinator for Croatia for the international survey GUESSS 2016 (Global University Entrepreneurial Spirit Students' Survey), University of Zadar, Department of Tourism and Communication Studies

**2015 - 2016** – team member „Principal: a profession and a qualification, not a function“, European Social Fond

## STRATEGIC DOCUMENTS

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### Strategic documents

**2025** - team member of the University of Zadar project team for the Destination Management Plan for Preko, Kali, Kukljica and Tkon; Tourist Boards of Preko, Kali, Kukljica and Tkon

**2025** - project manager of the University of Zadar project team for the Destination Management Plan for the City of Zadar; Zadar City Tourist Board

**2023** - member of the expert team during the creation of the Smart Action Plan for preservation, valorization and management of the gastronomic heritage of Ravni Kotar (Zadar County), University of Zadar within the TAKET IT SLOW - Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, Priority Axis: Environment and cultural heritage"; 2014 – 2020 Interreg V-A, Italy – Croatia CBC Programme

**2020** - member of the expert team for the preparation of the Analysis of War Tourism in the Republic of Croatia with special reference to Velebit; University of Zadar and Juraj Dobrila University of Pula

**2019** – team member of the Development Strategy for the Municipality of Zadvarje; Municipality of Zadvarje

**2016** – team member of the Tourism Development Strategy for the City of Zadar 2016-2026; Zadar Tourist Board

## HONOURS AND AWARDS

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### Honours and awards

**2024** - Rector's award of the University of Zadar, University of Zadar

**2011** - Rector's award of the University of Zadar for the academic year 2009/ 2010, University of Zadar

**2010** - 2nd award on the International Student Case Study Competition - Ekonomijada, Vitez, BIH

**2006 – 2012** - Scholarship for excellence category A state scholarship (for particularly talented full-time university and professional students) of the Ministry of Science, Education and Sport during the Bachelor and Master studies

## INTERNATIONAL RE- SEARCH MOBILITY

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### International research mobility

**2024** - Erasmus + (KA131) mobility or the purpose of teaching (7 days), German University of Technology, Oman

**2022** - Erasmus + (KA107) mobility or the purpose of training (14 days), University of Haifa, Israel

**2017** - scholarship holder of the Ministry of Foreign Affairs of Japan within the framework of the international program MIRAI (7 days), Japan

**2016** - Erasmus + mobility on the doctoral level (5 months), Alpen Adria University, Klagenfurt, Austria

**2015** - Erasmus + mobility for the purpose of teaching (5 days), Univerza na Primorskem, Fakulteta za turistične študije - Turistica, Portorož, Slovenia

## ADDITIONAL EDUCATION

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### Additional education

**2025** - participation in the "UN Tourism Online Academy, Train the Trainer", 4 weeks, online

**2025** - participation in the training "Data Visualization as a Support for Business Decision-Making", EDIH Adria, Rijeka

**2025** - participation in training "Train the trainer: Generative AI in education", EDIH Adria, Rijeka

**2024** - participation in the training "Soft Skills and Teaching Pedagogy", EU-CONEXUS Teaching Academy, University of Zadar

**2022** - participation in "The Joint Summer School in Information Science (JoSSIS)", topic: "EYE TRACKING", total duration 120 hours (4 ECTS; grade 5.9/6 according to the Swiss grading system), University of Zadar

**2022** - participation in the seminar on ensuring and improving the quality of science and of teacher competencies in higher education within the project "Competence standards of teachers, pedagogues and mentors", University of Zadar

**2022** - participation in the "Set of workshops in the field of pedagogical competences" in the framework project "Development and improvement of study programs in accordance with the Croatian Qualification Framework at Jurja University Dobrila in Pula"

**2021** - participation in the education entreTIME program – The European Program in Entrepreneurship for Educators (75 hours), online

**2020** - participation in the workshop "Descriptive and inferential statistics in economics", University of Zadar

**2018** - participation in the doctoral workshop at the conference "International Odyssey Conference", Faculty of Economics and Business, University of Zagreb

**2018** - participation in the workshop Qualitative research with nVIVO, Scientific Center of Excellence for School Effectiveness and Management and University of Zadar, Zadar

**2017** - participation in the Lifelong learning program in higher education, University of Zadar, Center "Stjepan Matičević", Zadar

**2016** - participation in the South East European Forum on Management and Leadership in Education 2016: Development of guidelines for the exchange of knowledge, experiences and cooperation in the education system, University of Zadar

**2016** - participation in the training "EnGAGING Gamification for Growth Hacking Academy", Ancona, Italy

**2014** - participation in the "Applied Econometrics Course: Introductory Time Series Econometrics", Faculty of Business and Economics, Zagreb

**2013** - participation in the lifelong learning program in higher education, 2013/2014, University of Zadar, Center "Stjepan Matičević", Zadar

**2013** - participation in the workshop "Doctoral Students' Workshop on Academic Writing for Publishing Scientific Papers in International Journals", Management, Knowledge and Learning International Conference, Zadar, Croatia

**2010** - participation in the seminar for future female entrepreneurs in the field of tourism and services, Chamber of Economy of Zadar County – "How to start a business", Croatian Chamber for Economy, Zadar

**2011** - participation in the seminar „EU u fokusu", Zadar, Croatia

**2011** - participation in the in the winter school "European Integration Winter School", Donja Stubica, Croatia

## ORGANISATIONAL RESPONSIBILITIES

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### Organisational responsibilities

**2021 - present** - member of the Presidency of the Alumni Club of the University of Zadar

**2019 - 2022** - representative of teaching and research assistants and and postdoctoral researchers in the Senate of the University of Zadar

**2019 - present** - head of the Quality assurance committee at the Department of Tourism and Communications Studies, University of Zadar

**2017 - 2021** - member of the Ethics committee of the University of Zadar

**2013 - 2023** - representative of teaching and research assistants and postdoctoral researchers at the Department of Tourism and Communications Studies, University of Zadar

**2013** - secretary of the journal Liburna, the newspaper of the Department of Tourism and Communication Studies

## ORGANIZATION OF CONFERENCES AND SUMMER SCHOOLS

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### Organization of conferences and summer schools

**2025** - International Scientific Conference MIC 2025 Zadar, Navigating Change: Resilience and Innovation for a Sustainable and Digital Era, University of Zadar, Croatia; programme committee

**2024** - International Scientific Conference IADERA, University of Zadar, Croatia; programme committee

**2023** - International Scientific Conference Global Advances in Management and Entrepreneurship – GAME Conference, University of Zadar, Croatia; programme committee,

**2021** - International Conference on Entrepreneurial Learning, programme committee - ICEL, Zagreb, Croatia; programme committee

**2020** - International Conference on Entrepreneurial Learning - ICEL, Zagreb, Croatia; programme committee

**2019** - International Summer School of Cultural Tourism, University of Zadar, Croatia

**2016 - 2018** - International Summer School Zadar 2020, University of Zadar, Faculty of Architecture Zagreb, Zadar, Croatia

**2015** - International Summer School of Cultural Tourism, University of Zadar, Croatia

**2013** - International scientific conference Myths of tourism, University of Zadar, Croatia

**2010** - International scientific conference "Komunikacijska znanost: kakvo visoko obrazovanje trebamo?", University of Zadar, Croatia

**2009** - International scientific conference „Mediji i turizam“, 20-22 March 2009, University of Zadar, Croatia

**2009** - "4th Symposium on European Issues What Will Be? Analysis and Visions for Europe", University of Zadar, Croatia

## CRORIS PROFILE

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### CRORIS

<https://www.croris.hr/osobe/profil/31530>

## GOOGLE SCHOLAR PROFILE

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### Google Scholar

<https://scholar.google.com/citations?hl=hr&user=7m9jVdsAAAAJ>