**PARTICULARS**



Name: **Marina Gregoric**

Address 1**:** Grobnicka 24, Zagreb

10 000, Croatia, Europe

Address 2: P.O. BOX 1391, Doha, Qatar (resident)

E-mail: [mgregoric5@gmail.com](mailto:mgregoric5@gmail.com)

Mobile:

+385 99 4040 164; +974 558 64 246

Date/Place of birth: April 22, 1968, Zagreb, Croatia, Europe

Nationality: Croatian

Marital status: Married

**education**

**Doctorate degree (2011) Doctor of Economic Sciences, Management, Dr. Sc. (PhD)**

University of Rijeka, Croatia, Europe

Faculty of Tourism and Hospitality Management, Croatia

**Master’s Degree (2006) Master of Economic Sciences, Mr. Sc., Management**

University of Rijeka, Croatia, Europe

Faculty for Tourism and Hospitality Management, Croatia

**Bachelor degree (1994)** **Graduate Economist, B. Sc.**

Faculty of Economics, University of Zagreb, Croatia, Europe

**LANGUAGES**

* **Croatian: excellent written & spoken proficiency**
* **English: excellent written & spoken proficiency**
* **German: good spoken and written**
* **Arabic: passive**

**Additional education and trainings**

***Additional Training certificates:***

* **Pedagogy, Psychology Didactics, Methodology**

***Training fields:***

**Human Resource Management, Project Management, Business Development, Strategic Management, Entrepreneurship, Marketing and Sales Management, Negotiation Techniques, Communication Techniques, Public Relations, Relationship Management, Complaint handling, Service Management, Operations Management, Destination Management, Reinsurance and Insurance, Investment Fund Management, Customer Service, etc.**

***Institutions:***

* **British Government Know How Fund, UK,** Joint Industrial Commercial Attachment Program - **British Government Scholarship - Management – won scholarship as 1 of the best 14 Croatian Managers**
* **Management of Change, Luton Universitiy, UK**
* **University of Teaching, University of Zagreb, Croatia**
* **Mercuri International, Zagreb, Croatia –** project management, business development, general management, human resources management, sales, marketing, customer service, complaints handling, negotiating techniques, etc.
* **CHN University, Holland, Doha Campus**
* **Stenden University, Holland, Doha Campus**
* **Swiss Re, Zurich, Swiss –** insurance, reinsurance, underwriting
* **Partner Re, Swiss –** insurance, reinsurance, underwriting
* **Zurich, Swiss –** insurance, reinsurance, underwriting
* **Munich Re, Munich, Germany –** insurance, reinsurance, underwriting

**MAJOR RESEARCHES and published research papers**

1. **Contemporary Marketing Trend of Human Made Destinations of Middle East in Relation to Natural Attractions of Croatia (2004 - 2006) –** Master’s thesis
2. **Destination Marketing Management of Business Travel – Marketing management of business tourism (2011) –** Doctoral dissertation
3. Skendrović, Lj. & Gregorić, M., (2009), **Knowledge and Skills that Enable Permanent Employability**, Andragoški glasnik, Vol. 13., No. 2, str. 147-189, Zagreb, ISSN 1331-3134, udk 374
4. Gregorić, M. & Skendrović, Lj., (2012), **The role of entrepreneurship and lifelong learning in brending of tourism destination**, Uloga poduzetništva i cjeloživotnog učenja u brendiranju turističke destinacije, Učenje za poduzetništvo, Learning for entrepreneurship, Vol. 2, No. 2, str. 43-48, Zagreb, ISSN 1848-1264 (Print), ISSN 1849-6601 (Online) (International Conference for Entrepreneurial Learning, ICEL 2 - 2012)

http://hrcak.srce.hr/index.php?show=clanak&id\_clanak\_jezik=192388

1. Gregorić, M., (2013), **The impact of lifelong learning on the sustainable development of tourism destination**, Učinak cjeloživotnog učenja na održivi razvoj turističke destinacije, Learning for entrepreneurship, Učenje za poduzetništvo, Vol. 3, No. 1, str. 155-164, Zagreb, Croatia, ISSN 1848-1264 (Print), ISSN 1849-6601 (Online) http://hrcak.srce.hr/index.php?show=clanak&id\_clanak\_jezik=192530
2. Gregorić, M., (2014), **PESTEL Analysis of Tourism Destinations in the Perspective of Business Tourism (MICE),** Congress Paper, Congress Proceedings, 22nd International Congress, Tourism & Hospitality Industry 2014, Trends in Tourism and Hospitality Management, Faculty for Management in Tourism and Hospitality, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, Croatia

http://www.fthm.uniri.hr/files/Kongresi/THI/Papers/2014/THI\_May2014\_551to565.pdf

Econ Papers, Örebro University School of Business, Sweden

http://econpapers.repec.org/paper/thoiscthi/confpap1.htm

1. Gregorić, M., Tafra, V. & Tkalec, Z., (2014), **Marketing aspect of curricular approach to education for entrepreneurship in high education**, Education for Entrepreneurship, E4E, International Journal for Education for Entrepreneurship, Obrazovanje za poduzetništvo: znanstveno stručni časopis o obrazovanju za poduzetništvo, Vol. 4, No. 1, str. 55-62, Zagreb, ISSN 1849-7845 (Print), ISSN 1849-661X (Online)

http://hrcak.srce.hr/index.php?show=clanak&id\_clanak\_jezik=198610

1. Miljak, T., Mijatović, E. & Gregorić, M., (2014), **Accounting treatment of corporate financing by short-term sources,** Education for Entrepreneurship, E4E, International Journal for Education for Entrepreneurship, Obrazovanje za poduzetništvo: znanstveno stručni časopis o obrazovanju za poduzetništvo, Vol. 4, No. 1, str. 63-70, Zagreb, ISSN 1849-7845 (Print), ISSN 1849-661X (Online)

http://hrcak.srce.hr/index.php?show=clanak&id\_clanak\_jezik=198613

1. Šundov, Ž. & Gregorić, M., (2014), **How to Maximize and Measure Learning’s Contribution to Business Results**, Education for Entrepreneurship, E4E, International Journal for Education for Entrepreneurship Obrazovanje za poduzetništvo: znanstveno stručni časopis o obrazovanju za poduzetništvo, Vol. 4, No. 1, str. 97-105, Zagreb, ISSN 1849-7845 (Print), ISSN 1849-661X (Online)

http://hrcak.srce.hr/index.php?show=clanak&id\_clanak\_jezik=198618

1. Breslauer, N., Gregorić, M. & Hegeduš, I., (2015), **Sustainable tourism development in County of Međimurje** , Održivi razvoj turizma u Međimurskoj županiji, Education for Entrepreneurship, E4E, International Journal for Education for Entrepreneurship, Obrazovanje za poduzetništvo: znanstveno stručni časopis o obrazovanju za poduzetništvo, Vol. 5, No. 1, str. 99-109, Zagreb, ISSN 1849-7845 (Print), ISSN 1849-661X (Online)

http://hrcak.srce.hr/index.php?show=clanak&id\_clanak\_jezik=213166

1. Šundov, Ž. & Gregorić, M., (2015), **Positive culture of learning in organisations**, Pozitivna kultura učenja u organizacijama, Education for Entrepreneurship, E4E, International Journal for Education for Entrepreneurship, Obrazovanje za poduzetništvo: znanstveno stručni časopis o obrazovanju za poduzetništvo, Vol. 5, No. 1, str. 137-147, Zagreb, ISSN 1849-7845 (Print), ISSN 1849-661X (Online)

http://hrcak.srce.hr/index.php?show=clanak&id\_clanak\_jezik=213173

1. Gregorić, M., Knok, Ž. & Tkalec, Z., (2015), **Assessment of successful progress of students in high education for entrepreneurship by applying modular intelligent systems,** Ocjenjivanje uspješnosti studenata u visokom obrazovanju za poduzetništvo putem primjene modularnih inteligentnih sustava, Education for Entrepreneurship, E4E, International Journal for Education for Entrepreneurship, Obrazovanje za poduzetništvo: znanstveno stručni časopis o obrazovanju za poduzetništvo, Vol. 5, No. 2, str. 23-31, Zagreb, ISSN 1849-7845 (Print), ISSN 1849-661X (Online)

<http://hrcak.srce.hr/index.php?show=clanak&id_clanak_jezik=220135>

1. Breslauer, N. & Gregorić, M., (2015), **The influence of modern information technologies on the efficiency of entrepreneurial projects,** Utjecaj suvremenih informacijskih tehnologija na učinkovitost poduzetničkih projekata, Zbornik radova Međimurskog veleučilišta u Čakovcu, godina 6, broj 2, 2015., str. 49-57, Čakovec, ISSN 1847-702X (Print), ISSN 1849-1138 (Online), UDK 005+3+504+6+7

http://hrcak.srce.hr/index.php?show=clanak&id\_clanak\_jezik=222270

1. Gregorić, M. & Musliu, T., (2015), **Health aspect of medical tourism in Croatia**, Lječilišni aspek zdravstvenog turizma u Republici Hrvatskoj, Zbornik radova Međimurskog veleučilišta u Čakovcu, godina 6, broj 2, 2015., str. 59-66, Čakovec, ISSN 1847-702X (Print), ISSN 1849-1138 (Online), UDK 005+3+504+6+7

http://hrcak.srce.hr/index.php?show=clanak&id\_clanak\_jezik=222273

1. Hegeduš, I. & Gregorić, M., (2016), **Tourist offer and competitiveness of hotels in the Međimurje County, Republic of Croatia***, presented at the* ***VIII International scientific and practice conference “Modern economy: concepts and models of innovative development”, organized by Plekhanov Russian University of Economics, Moscow, Russia.***
2. Gregoric, M. & Gregoric, M., (2016), **Awareness of Croatia as a Tourism Destination and its Marketing Activities in Canada  
   (Current trends and issues)*,*** *presented at* ***International Conference on Arts, Social Science, Economics and Education, University of Toronto, University of St. Michael’s College, Toronto, Canada (selected and rewarded as “Best Paper Presentation”***

**PARTICIPATION IN EU PROJCETS**

1. **Developing Skill for Future Jobs, short DSFFJ -** November 2013. – November 2014.
2. **Balkan Women coalition for Professional Qualification and Training in the field of Business and Economic Science, short BWCO –** December 2013.
3. **Fostering Student’s Entrepreneurship and open innovation in university – Industry collaboration, short iDea Lab) –** November 2013. – November 2014.

**work experience**

* **20 years in Management -**  (Health (Medical) Insurance, Insurance and reinsurance, Hospitality and Tourism, Finance, International and Domestic trade) in **Europe** – **Croatia, Germany, Monte Carlo and Middle East – Qatar**
* **17 years in Training** (Insurance and Reinsurance, Medical, General and Life Insurance, International and Domestic Companies – Insurance, Finance, Banking, Commerce, Construction, Airline, Tourism, Hospitality, Entrepreneurship, etc.)
* **15 years in Education and Education Management – Lecturer, Dean and Associate Dean** (**University Level) – Croatia, Qatar, Russia**

April 2014. –

*Plekhanov Russian University of Economics, Moscow, Russia*

* Guest lecturer
* Destination Management, Promotion of Tourism Destination, Management of Congress Tourism and MICE Tourism

September 2013. -

University College of Economics, Entrepreneurship and Management “Nikola Subic Zrinski” – Economics of Entrepreneueurship, Management of Small and Medium Companies

* Vice Dean for Business Cooperation
* Responsible for Business Cooperation
* Dean (September 2013. – April 2014.)
* Responsible for the Management and Academic Affairs of the University (graduate and masters programs)
* Lecturer in the following courses:

Marketing Management

Strategic Marketing

International Business Management

Quality Management

Entrepreneurship (for students and lecturers)

Domestic Trade, International Trade

Business Logistics

*Polytechnic of Međimurje in Čakovec, Croatia, Faculty for Tourism and Sports Management*

Lecturer in the following courses:

Destination Management

Promotion of Tourism Destination

Marketing

Sports Marketing

Management of Congress Tourism

Tourism Marketing

Hospitality Management

Marketing research

Animation in Tourism

Economics and Organisation of Business Systems

November 2012. – May 2013.

Qatar Bima International, Doha, Qatar

Risk Assesment & Insurance and Reinsurance Broker

* Business Development & Senior Technical Operations Manager
* Responsible for establishment, organisation and management of business development within the scope of the company core business
* Medical Insurance Development Programs
* Core functions: Insurance Broking, Reinsurance Broking, Risk Assessment, Business Development, Sales, Marketing, HR, Technical, IT, Accounting
* Managing all company employees, external and internal producers, technical and sales department, HR, IT and Accounting
* Assisting General Manager in all major strategic decisions and company management

May 2009. – November 2012.

Izvor insurance company, Zagreb, Croatia, Europe (Member of Sunce Group, Bluesun Hotels and Resorts)

* Director of Sales and Marketing (General)
* Responsible for establishment, organisation and management of complete sales network in Croatia, through regional offices including external and internal sales network
* Medical Insurance Program Development in relations to hospital St. Catherine in Zabok, Croatia and other hospitals, polyclinics and clinics
* Human Resource Management (staffing, hiring, orientation, training, evaluation, dismissal)
* Core functions: Business Development, Recruitment, Sales, Marketing, Project Management, Logistics and Training, Public Relations
* Managing 80% of the company employees as well as external sales channels (insurance brokers and all intermediary agencies (since company is fully customer oriented)

Lucidus dd, Zagreb, Croatia, Europe

* Advisory to the Board in the project of establishing an insurance company for Medical Insurance
* Establishment of the new insurance company, project management and preparation of legal documentation of licensing, according to the legislative framework of the regulatory body HANFA (Izvor osiguranje dd)
* After completing the process of establishment and registration of Izvor insurance, moved to position of Director of Sales and Marketing (General) and started development of business in non-life insurance

March 2004. -February 2009.

CHN University, Doha Campus, Qatar (Stenden University)

International Hospitality Management, International Tourism Management and International Business Management Studies

* Module Coordinator and Lecturer

Marketing Management, Tourism and Hospitality Marketing, Service Customer, Human Resource Management (Leading the People), Operations Management, Strategy and Finance, Marketing Research, Hospitality Environment, etc

* Graduation thesis supervisor/mentor/ and Member of Industrial Placement Committee, Member of Thesis Committee

October 2002. – Current ongoing cooperation

Education group „Zrinski“

Inovation and Development Centre Zrinski

* Consultant and Trainer (providing management trainings and consultancy for Domestic and International Companies in Croatia)

University College of Economics, Entrepreneurship and Management “Nikola Subic Zrinski”

* Academic Lecturer, Module Coordinator and Graduation Thesis Supervisor/Mentor

In the following modules of economics and entrepreneurship studies:

* Marketing Management
* International Business Management
* Quality Management
* Domestic Trade, International Trade
* Commerce, Logistics

November 2001. – October 2002.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Addenda Health Insurance, Zagreb, Croatia (Basler Insurance)***

***First Croatia Private Medical Insurance Company***

***Member of a Supervisory Board for:***

***Product Development (Medical Insurance), Business Development, Marketing and PR***

November 2000. – October 2001.

**Zepter International, Monaco, Monte Carlo, Europe**

International company specialised in production, sales and distribution of exclusive high quality consumer goods (medical, cosmetic, luxury, home art, and home care) around the world, by way of direct sales, via sales force of more than 100.000 consultants and also through retail outlets.

* **International Marketing Manager (Worldwide)**

**Zepter International, Zagreb, Croatia, Europe**

* **Marketing Manager (General)**

April 1999. – November 2000.

**Sunce Insurance Company, Zagreb, Croatia, Europe**

* **Director of Sales, Marketing, Underwriting and Reinsurance**
* **Medical, Life and Non life insurance**
* **First Croatian Medical Insurance Company with own polyclinics in all major Croatian cities**
* **Health Insurance**

July 1996. – March 1999.

**Kaptol Investment Company, Kaptol Bank, Zagreb, Croatia, Europe**

First Croatian Open-end Investment Fund - Kaptol Proinvest

Privatisation investment Fund – Central National Fund

* **Sales Manager of First Croatian Open-end Investment Fund**
* **Sales Manager of Privatisation Investment Fund**

**Rewarded by British Government Know How Fund with scholarship for Training Management in UK**

December 1991. – April 1993.

**Zepter International, Frankfurt, Troisdorf, Germany, Europe**

International company specialised in production, sales and distribution of exclusive high quality consumer goods (medical, cosmetic, luxury, home art, and home care) around the world, by way of direct sales, via sales force of more than 100.000 consultants and also through retail outlets.

* **Sales Coordinator – German Market**

**training and Consultancy work experience**

**1996. – current ongoing engagement**

* **Development, Organization, Management and Implementation of Training for Companies in Different Economic Fields**
* **Speaker and Trainer, Author, Researcher in the field of Economics, EU projects participant, curriculum editor for different study programs**
* **University Lecturer**
* **Consultancy for Project Management, Business Development, Sales Management, Sales Skills and Methods, Negotiation Techniques, Marketing and Public Relations, Event Management, Human Resources Management, Service Customer, MICE industry, Congress organization etc.**
* **Management for Middle and Top Managers** (in different companies such as insurance international and domestic trade, retail, airline, tourism and hospitality, gas and oil industry, banks, investment funds, construction, sales agencies, multilevel marketing) **– tailor made trainings, on the job and off the job training for middle and top managers**
* **Destination Management, Destination Marketing Management, Promotion of Tourism Destination**
* **Qatar Tourism Authority**
* Workshop: **Qatar Tourism Development** (SWOT analysis of Qatar as a Tourism Destination, future directions and development)

**OTHER**

***Member of editorial board:***

* **EDUCATION FOR ENTREPRENEURSHIP – E4E International Journal of Education for Entrepreneurship, ISSN 1849-661X (online), ISSN 1849-7845 (print), UDK 33:37**

**INTERESTS & ACTIVITIES**

* Traveling, Tennis, Dancing, Sailing