

EUROPEAN CURRICULUM VITAE FORMAT



PERSONAL INFORMATION

Surname(s) / First name(s)	Ivana First Komen
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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 Rijeka I. Filipovića 4 51000 Rijeka
Type of business or sector	Academic (marketing)
Occupation or position held	Associate Professor (2016-...; previously held positions: Research novice, Assistant professor)
Main activities and responsibilities	Scientific research and 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	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
Year	2002
Place of training	Rijeka
Name and type of organisation providing training	Universitas
Principal subjects/Occupational skills covered	Innovation in teaching and active learning

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

SOCIAL SKILLS AND COMPETENCIES

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

Cross-cultural understanding
2014 – guest 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

Presentation and facilitation skills
1996- ... - a participant and later a trainer at presentation skills workshops
2001-... - teaching profession

**ORGANISATIONAL SKILLS AND
COMPETENCIES**

Leadership skills
2016 -... - 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

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

**TECHNICAL SKILLS AND
COMPETENCIES**

PC skills (Windows, Microsoft office, SPSS, STATISTIKA),

**ARTISTIC SKILLS AND
COMPETENCIES**

Painting
- participated in Painting workshop

OTHER SKILLS AND COMPETENCIES

Boat leader's licence

DRIVING LICENCE(S)

B category

ADDITIONAL INFORMATION

1. Published doctoral thesis, master thesis, 22 research papers, 1 book, 17 professional papers and 4 elaborates (listed in appendix)
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 English)
 - Graduate studies:
 - 2011 - ... Strategic marketing management, International marketing, International marketing (eng), Marketing Services (2011- 2013),
 - 2015 - ... International marketing (in English),
 - 2017 - ... Consumer behaviour (APURI), Brand management (APURI)
 - 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
 - 2016-... EFRI Career Center 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