



JURICA PAVIČIĆ

- Date of birth: 14 February 1972
- Place of birth: Zagreb

FACULTY OF ECONOMICS OF THE UNIVERSITY OF ZAGREB

- Employed from 1995 to present
- In 2013, he was elected to the scientific-teaching position of full-time professor with a permanent title (social sciences, field of Economics)

FUNDAMENTAL EDUCATION

- 2009 Doctor of Science, Social Sciences, field of Sociology, Alpen-Adria University, Klagenfurt, Austria
- 2002 Doctor of Science, Social Sciences, field of Economics, Faculty of Economics of the University of Zagreb
- 1997 Master of Science, Social Sciences, field of Economics, Faculty of Economics of the University of Zagreb
- 1996 Graduated in Economics (major in Foreign Trade), Faculty of Economics of the University of Zagreb
- 1996 Graduated in Economics (major in Marketing), Faculty of Economics of the University of Zagreb

Prof.

JURICA PAVIČIĆ

Vice-rector for International and Inter-institutional Cooperation

Jurica Pavičić was born in Zagreb on 14 February 1972. He is of Croatian nationality and citizenship. He is a married father of three children. He completed primary and secondary school in Vrbovac. In 1990, he enrolled in undergraduate studies in business economics at the Faculty of Economics of the University of Zagreb. He graduated in Marketing in 1995 and Foreign Trade in 1996. He defended his master's thesis in 1997. He defended his doctoral dissertation entitled "Strategic Marketing Management of Nonprofit Organizations" in 2000 at the Faculty of Economics of the University of Zagreb. He defended his doctoral dissertation entitled "Diagnostic approach to community assessment and development in South-East Europe" in 2009 at the Alpen-Adria University in Klagenfurt, Austria.

Since 1 November 1995, he has been employed at the Faculty of Economics of the University of Zagreb and is a member of the Department of Marketing. At the Faculty of Economics of the University of Zagreb, he was appointed assistant professor on 27 November 2001, associate professor on 29 March 2005, full professor on 18 November 2008, and full professor with a permanent title on 19 November 2013.

In 1998 and 1999, he attended professional training in Lexington, Kentucky, USA, at the University of Kentucky – Carol Martin Gatton College of Business and Economics. He stayed at the Alpen-Adria University in Klagenfurt, Austria, several times between 2003 and 2006. He attended Leeds Metropolitan University (now Leeds Beckett University) in 2005. In 2018, he completed the EFMD

Global Network Executive Academy – Teaching and Learning Professionals programme in Prague, Czech Republic. At the Massachusetts Institute of Technology, Sloan School of Management, in the USA, he completed the programme in the field of strategy and innovation (Executive Certificate in Strategy and Innovation) in 2019.

From 2010 to 2012, he was chairman of the Department of Marketing at the Faculty of Economics of the University of Zagreb. He was vice-dean and dean of the Faculty of Economics of the University of Zagreb from 2012 to 2018 and 2018 to 2022, respectively.

He has been a member of the Senate of the University of Zagreb from 2012 to 2022. During the same period, he was a member of the Council of the Social and Humanities Area of the University of Zagreb. He was the president of the same Council from 2014 to 2018.

From 2007 to 2011, he was the project manager of the Ministry of Science, Education, and Sports (MZOS) called “Assessment and improvement of the capacity of civil society to provide social services”. From 2013 to 2016, he was the president of the Governing Council of the Institute of Public Finance, and since 2014 he has been the head of the Scientific Centre of Excellence for School Effectiveness and Management. He was a member and president of the organizing committees of several international scientific meetings held nationally and abroad. He is a member of the editorial board of scientific journals (“Market” and “Management-Journal of Contemporary Management Issues”). As a visiting professor in 2009, he held lectures at the *Wirtschaftsuniversität* in Vienna, Austria. Since 2011, he has been a visiting professor and regularly holds lectures at the Alpen-Adria University in Klagenfurt, Austria (*Institut für Medien und Kommunikationswissenschaft, Institut für Unternehmensführung*). He occasionally visited universities in Dubrovnik, Split, Rijeka, Pula, Sarajevo, Belgrade, Podgorica, and Pécs. At his home and other faculties, he is the proponent and director of several courses in the (interdisciplinary) fields of marketing, strategy, non-profit organisations, and sociology. He is a mentor for several bachelors, masters, and doctoral theses.

During his tenure as dean, the Faculty of Economics of the University of Zagreb received two demanding and prestigious international accreditations – AACSB (2019) and EQUIS (2022). This positioned it as an institution of economic/business education among one percent of the most successful faculties worldwide. With his experience, he contributes to the work of international associations in the field of education quality. He is a member of the international accreditation teams in the field of business economics/economics of Association to Advance Collegiate Schools of Business (AACSB) and the European Foundation for Management Development (EFMD/EPAS). He helps faculties/business schools nationally and abroad to acquire and maintain quality administrative, research, and teaching practices in business/economic education.

The candidate’s scientific research interest relates to the issues of marketing, strategy, non-profit organisations and community sociology. Recent work refers to management and leadership challenges in educational institutions/organisations at all levels of education. Simultaneously, he has released highlight chapters and co-authored/edited books in this field, published by the renowned foreign publishers Routledge and Palgrave: “School Effectiveness and Educational Management” (2016), “Organizational Change in Transition Societies” (2017), “Educational Leadership in Policy” (2019), and “Educational Leadership, Improvement

and Change" (2020). The co-authored textbook "Principles of Strategic Marketing" (2014) has undergone two international revised and supplemented editions.

Since 2003, he has co-authored several secondary vocational school textbooks in the fields of marketing and socially responsible business. He was a translator/member of translation teams/editor of translations of important textbooks and manuals in the field of marketing.

He won the "Mijo Mirković" award from the Faculty of Economics of the University of Zagreb (2004 and 2009).

He actively uses English and German.

WORK EXPERIENCE IN MANAGEMENT

2018 – 2022	Dean of the Faculty of Economics of the University of Zagreb
2014 –	Head of the Scientific Centre of Excellence for School Effectiveness and Management
2014 – 2018	President of the Council of the Social and Humanities Area of the University of Zagreb
2013 – 2016	President of the Administrative Council of the Institute of Public Finance
2012 – 2018	Vice-dean of the Faculty of Economics of the University of Zagreb
2010 – 2012	Chairman of the Department of Marketing at the Faculty of Economics of the University of Zagreb
2007 – 2011	Head of the MZOS project, "Assessment and improvement of the capacity of civil society for the provision of social services"
2007 – 2022	Head of the post-graduate specialist study, "Marketing of non-profit organisations" at the Faculty of Economics of the University of Zagreb

WORK EXPERIENCE RELATED TO THE UNIVERSITY

2014 – 2018	President of the Council of the Social and Humanities Area of the University of Zagreb
2012 –	Member of the Council of the Social and Humanities Area of the University of Zagreb
2012 –	Members of the Senate of the University of Zagreb