



# MAJA MARTINOVIĆ, PH.D.



## EMPLOYMENT HISTORY

### ◦ DETAILS ◦

Grada Chicaga 20,  
10000 Zagreb, Croatia  
+385 99 2297 379  
[mmartino@zsem.hr](mailto:mmartino@zsem.hr)

### ◦ LINKS ◦

[Google Scholar](#)  
[CROSBI - Croatian scientific  
bibliography](#)

### ◦ SKILLS ◦

Effective Time  
Management

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Ability to Work Under  
Pressure

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Leadership and  
Teamwork

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Critical thinking and  
problem solving

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### ◦ LANGUAGES ◦

Croatian

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English

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#### **Member of Supervisory Board at Končar Group, Zagreb, Croatia**

November 2020 — Present

Representing Croatian Pension Investment Company Ltd. in the Supervisory Board. Supervising general affairs of the company and, as a member of Strategic Committee participating in development of strategic vision for the company and collaborating with Management Board and senior stakeholders on all aspects of strategic decisions.

#### **Chair of the Audit Committee at Croatian Radiotelevision, Zagreb, Croatia**

April 2018 — Present

Oversight of the financial reporting process, internal control system, risk management system, and internal and external audit functions.

#### **Vice President of the Supervisory Board at Croatian Radiotelevision, Zagreb, Croatia**

December 2017 — Present

Member of the Board appointed by the Croatian Parliament. Review of the annual financial statements. Supervising the general affairs of the company. Preparation of the annual reports for the Croatian Parliament.

#### **Program Leader, Doctorate in Business Administration (DBA) at Sheffield Hallam University, Sheffield, UK**

September 2017 — Present

Directing the design, planning process and execution of the doctoral program of the consortium comprised of Sheffield Hallam University, Munich Business School and Zagreb School of Economics and Management.

#### **Member of the Accreditation Council at Agency for Science and Higher Education (ASHE), Zagreb, Croatia**

January 2016 — January 2021

Serving at the expert body which assures the quality of science and higher education in the Republic of Croatia. Supervising quality systems of the higher education and research sector.

**Professor, Member of the Quality Committee at Luxembourg School of Business, Luxembourg**

2016 — Present

Teaching and mentoring MBA students.

Serving as an expert in the Quality Committee. Implementation and management of the quality assurance system.

**Member of the Supervisory Board at ZSEM – Business Academy, Zagreb, Croatia**

2012 — Present

Directing and controlling organizational strategy and advising management in design of executive programs.

**Associate Dean at Zagreb School of Economics and Management, Zagreb, Croatia**

2007 — Present

As a chair of the MBA Program Committee leading the body in charge of coordination of all activities related to organization and execution of the program.

**Professor, Chair of Department of Marketing and Tourism at Zagreb School of Economics and Management, Zagreb, Croatia**

2005 — Present

Research, teaching (courses: Principles of Marketing, Marketing Management, Product Management and Marketing Strategy) and mentoring more than 110 BA and 70 MBA theses.

**Matrix Croatica Publishing Company Inc, Zagreb, Croatia**

2000 – 2005

Managing retail and wholesale outlets and marketing activities of the company.

**Metalko SSInternational Inc, Zagreb, Croatia**

1994 – 2000

Organizing and monitoring of the company's international marketing activities.



## EDUCATION

**Ph.D. (field: economics; branch: management), Faculty of Economics and Business – University of Zagreb, Zagreb, Croatia**

March 2007

**International Faculty Development Program (IFDP), IESE Business School – Universidad de Navarra, Barcelona, Spain**

July 2005

**M.Sc. (postgraduate study program in Marketing Theory and Politics), Faculty of Economics and Business - University of Zagreb, Zagreb, Croatia**

June 2000

**BS in economics (area of economic cybernetics), Faculty of Economics and Business - University of Zagreb, Zagreb, Croatia**

December 1993

## ▶ OTHER ACTIVITIES

**- Quality assurance auditor in higher education – Agency for Science and Higher Education, Zagreb, Croatia**

2014 – Present

**- Executive Vice President of Education Association - CROATIAN EMPLOYERS' ASSOCIATION, Zagreb, Croatia**

2011 – 2016

**- President of the Quality Board - Zagreb School of Economics and Management, Zagreb, Croatia**

2010 – 2019

**- Coordinator of the program Business administration in the project „Quality improvement of ZSEM study programs in The Croatian Qualifications Framework “, Zagreb, Croatia**

2015 – 2016

**- Associate professor of Marketing, Faculty of Economics, University of Rijeka, Rijeka, Croatia**

2019 – Present

**- Consulting projects and teaching at executive programs with various clients in Croatia and the region, such as:** Ericsson Nikola Tesla, GfK International, OTP Bank, Croatian Health Insurance Fund, University Hospital Centre Zagreb, Konzum Inc, Croatian Navy Association, Collective Ltd, Long-techno doo, Ecolog DOOEL - Tetovo, Platinum Ltd, PZU clinic for ophthalmology Light, Megamix, N Trade Ltd, Sparkasse Bank, Polyclinic Aviva, BioGnost Ltd, Naftalan, etc.

2012 – Present

**- Author of the book: Martinović, M.: "Marketing in Croatia - 55 business cases", Mate d.o.o. Zagreb, Croatia**

2012

- **Co-author of the book: Kotler, P., Keller, K.L., Martinović, M.: "Marketing Management"**, Pearson Education, Inc, USA / Mate d.o.o. Zagreb, Croatia

2014

- **Professor at Sarajevo Graduate School of Business** led by Texas A&M University-Commerce and Burch University, Sarajevo, Bosnia and Herzegovina

2009 – 2012

- **Professor at Barcelona Management Institute**, Barcelona, Spain

2007 – 2009