

SONJA RADAS

Office address:

Institute of Economics, Zagreb
Trg J. F. Kennedy 7
10000 Zagreb
Croatia

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EMPLOYMENT

- From 2009. to present – Senior Research Fellow, Institute of Economics, Zagreb
- From April 1, 2015 to March 31, 2017 – seconded to Massachusetts Institute of Technology as Marie Curie IOF fellow
- From 2002. - 2009. - Research Fellow, Institute of Economics, Zagreb
- From 1996. - 2002. - Assistant Professor of Marketing, Olin School of Business, Washington University in St. Louis

VISITING AND OTHER APPOINTMENTS

- From March 2017 to March 2019 – Research Affiliate at the Massachusetts Institute of Technology
- From August 2014 to April 2015 - Visiting Scholar at the Olin School of Business, Washington University in St. Louis, US
- August 2006 – July 2007 - Visiting Professor at the Olin School of Business, Washington University in St. Louis, US
- May 2003. – January 2004. Acting Dean and then the Dean of the International Graduate Business School Zagreb
- January 2003. - May 2003. – Visiting Scholar, Warrington College of Business, University of Florida

EDUCATION

- Ph.D. (Marketing, University of Florida, US, 1996)
- Ph.D. (Mathematics, University of Florida, US, 1994)
- Magister degree (Mathematics, University of Zagreb, Croatia, 1988)
- Diploma (Mathematics, University of Zagreb, Croatia, 1984)

RESEARCH INTERESTS

Economics of innovations, various elements of an innovation system, methodology for new product development, Bayesian Truth Serum, diffusion of innovations, new product marketing.

PUBLICATIONS

- Radas, S., Anić I.-D. (2016) Boundaries for the Retail Geographical Market and Factors Influencing Shoppers' Mobility", *Journal of Consumer Affairs*, 50: 315–341
- Radas, S., Anić I.-D., Tafro, A., Wagner, V. (2015) The effects of public support schemes on small and medium enterprises, *Technovation*, Vol.38, April, 15-30.
- Čaklović, L. and S. Radas (2014) "Application of Potential Method to Survey Analysis", *Mathematical Communications*, 19(2), pp. 397-415.
- Radas, S. and I.-D. Anić (2013) Evaluating additionality of an innovation subsidy program targeted at SMEs: an Exploratory study, *Croatian Economic Survey*, 15(1), 61-88.
- Radas, S. and Božić, Lj. (2012) Overcoming failure: abandonments and delays of innovation projects in SMEs, *Industry and Innovation*, 19(8), 649-669.
- Cvitanić, J., Radas, S. and H. Šikić. (2011) Co-development Ventures: Optimal Time of Entry and Profit-Sharing, *Journal of Economic Dynamic and Control*, Vol 35, No. 10; 1710-1730
- Heilman, C., Lakishyk K., and S. Radas (2011) Empirical Investigation of In-Store Sampling Promotions, *The British Food Journal*, Vol.113, No. 10/11; 1252-1266
- Anić, I.D., Radas, S. and Miller, J. C.(2011) Antecedents of consumers' time perceptions in a hypermarket retailer, *The Service Industries Journal*, Vol 31, No. 5-6; pp. 809-828.
- Radas, S. (2011) Factors Influencing New Product Development: Analysis of Hundred Leading Companies in Croatia, *Int. J. Technology Transfer and Commercialization*, Vol. 10, No.2 pp. 198 - 216.
- Anić, I.D., Lim, L. and Radas, S. (2010) Investigation of Store Traffic versus Customer Traffic Flow, *International Review of Retail, Distribution and Consumer Research*, Volume 20, Issue 2, pages 237 – 250.
- Radas, S.; Dabic.,M. and Andrijevic Matovac, V. (2009) Destiny or decision: Competitive performance and its relationship to innovation, *International Journal of Business Performance Management*, Vol. 11, No.4 pp. 292 - 312
- Radas, S, and Božić, Lj. (2009) The Antecedents of SME Innovativeness in an Emerging Transition Economy, *Technovation* 29, pp. 438-450.
- Radas, S, Roe, B and M. Teisl (2008) An Open Mind Wants More: Opinion Strength And The Desire For Genetically Modified Food Labeling Policy, *Journal of Consumer Affairs*, 42(3), 335-361.
- Radas, S, Roe, B and M. Teisl (2008) Struggles in optimal labeling: How different consumers react to various labels for genetically modified foods, *International Journal Of Consumer Studies*, 32, 447-456.
- Pazgal, A. and Radas, S. (2008) Comparison of customer balking and renegeing behavior to queueing theory predictions: An Experimental Study, *Computers & Operations Research*, 35, 2537-2548.
- Anić, I.D., Radas, S. and Miller, J. C.(2008) Antecedents and consequences of time spent shopping, *An Enterprise Odyssey: Tourism - Governance and Entrepreneurship* / Galetić, Lovorka ; Čavlek, Nevenka (ed.).
- Anić, Ivan-Damir and Radas, Sonja (2007) Exploring the relationships between situational factors, store penetration, aisle conversion rate and purchasing outcomes, hypermarket case

study in Croatia, *The 2007 Applied Business Research (EABR) Conference* / Ronald C. Clute (ur.).Littleton, Colorado, USA : The Clute Institute For Academic Research, Colorado, USA; co-sponsored by the Faculty of Economics, University of Ljubljana.

- Radas, S. and Vehovec, M. (2007). Industry-science collaboration: exploring relationship from both sides, *The 2007 Applied Business Research (EABR) Conference* / Clute, Ronald C. (ur.).Littleton, Colorado, USA : The Clute Institute For Academic Research, Colorado, USA ; co-sponsored by the Faculty of Economics, University of Ljubljana.
- Anić, D. and Radas, S. (2006) The Relationship between Shopping Trip Type, Purchases Made On Promotion, And Unplanned Purchases for a High/Low Hypermarket Retailer, *Privredna kretanja i ekonomska politika*, 16, 107; 25-45.
- Anić, Ivan-Damir and Radas, Sonja (2006) The role of Satisfaction and Demographic Factors in Building Store Loyalty, *Privredna kretanja i ekonomska politika*. 16, 108; 66-86
- Anić, Ivan-Damir and Radas, Sonja (2006), The Impact of Situational Factors on Purchasing Outcomes in the Croatian Hypermarket Retailer. *Ekonomski pregled*. 57, 11; 730-752
- Anić, Ivan-Damir and Radas, Sonja (2006) The Consumer in-store purchasing behaviour associated with deal-proneness for hypermarket retailer in Croatia. *Privredna Kretanja i Ekonomska politika*. 16, 109; 62-81
- Radas, S. (2006). Diffusion models in marketing: how to incorporate the effect of external influence, *Privredna kretanja i ekonomska politika*, Vol 15, No. 105, pp. 30-51.
- Radas, S. and Andrijevic Matovac, V. (2006). Competitive position and its relationship to innovation, *Proceedings of the 3rd International Conference An Enterprise Odyssey: Integration and Disintegration* / Galetić L (ed), Zagreb, June 15-17, 2006.
- Radas, S. and Vehovec, M. (2006). Industry science collaboration in Croatia: academics' view, *Društvena istraživanja*, 15(3), 293-618.
- Radas, S. (2005). Motivacijski faktori, intenzitet i rezultati suradnje gospodarstva i znanosti, *Privredna kretanja i ekonomska politika*, Vol 15, No. 102, p. 60-80
- Božić, Lj., Radas, S. (2005). Učinci inovacijskih aktivnosti u malim i srednjim poduzećima u Republici Hrvatskoj, *Privredna kretanja i ekonomska politika*, Vol 15, No. 103, p. 30-49.
- Radas, S. (2005). Competitive Rivalry and Competitive Strategy in Relation to Product and Process Innovation in Croatian Leading Firms, *Economics and Business Review*, Vol.7, No.3, p. 195-216.
- Radas, S. (2004) Innovation development in leading Croatian enterprises: Review of the most important findings, *Privredna kretanja i ekonomska politika*, Vol 14, No. 100, p. 167-192.
- Radas, S. (2004) Industry-science collaboration in Croatia: firms' perspective, *Transition Countries in The Knowledge Society: Socioeconomic Analysis* / Švarc, Jadranka ; Lažnjak, Jasminka ; Šporer, Željka ; Polšek, Darko (ur.). Zagreb : Institut društvenih znanosti "Ivo Pilar", pp 267-286.
- Račić, D., Radas, S., and Rajh, E. (2004). Innovation in Croatian enterprises: preliminary findings from community innovation survey. *Proceedings of the 65th Anniversary Conference of the Institute of Economics, Zagreb* / Švaljek S. (ed), Zagreb, p. 403-427
- Radas, S. (2003) Analysis of Empirical Survey of Innovations Development in a Transition Economy: The Case of Croatia, *Proceedings, The European Applied Business Research Conference*, Venice, Italy, ISSN 1539-8757

- Radas, S. (2003) Innovation differences between service and non-service firms in Croatia, *Ekonomski Pregled*, Zagreb, Vol. 54, No. 9-10, p. 809-822.
- Pazgal, A., Radas, S. and Rao, A. G. (2002) An Experimental Study of Balking and Reneging in Waiting Lines, in Susan Broniarczyk and Kent Nakamoto (eds.), *Advances in Consumer Research*, Vol. XXIX.
- Mahajan, J., Radas, S. and A. J. Vakharia (2002) Channel Strategies and Stocking Policies in Capacitated and Uncapacitated Supply Chains, *Decision Sciences*, Vol. 33, No. 2.
- Mahajan, J., Radas, S. and A. J. Vakharia (2001) Multi-Product Stocking Policies in Capacitated and Uncapacitated Supply Chains, Proceedings, DSI Annual Meeting, San Francisco, CA, pp. 654-656.
- Radas, S. (2001) Forecasting the Life Cycle of a New Seasonal Durable, *Ekonomski Pregled*, Zagreb, Vol 52, No. 1-2, pp. 206-218.
- Radas, S. (2001) Razvijanje inovacija u Hrvatskoj, *Privredna kretanja i ekonomska politika*, No. 89, zima, p. 122-130.
- Radas, S. (2000) Pricing Strategy and Learning, *Ekonomski Pregled*, Zagreb, Vol 51, No.5-6, 563-578.
- Radas, S. and Shugan, S. (1998) Seasonal Marketing and Timing New Product Introduction. *Journal of Marketing Research*, Vol. 35, No. 3, 296-315.
- Radas, S. and Shugan, S. (1998) Managing Service Demand: Shifting and Bundling, *Journal of Services Research*, Vol. 1, No.1, 47- 64.
- Radas, S. and Shugan, S. (1998) Services and Seasonal Demand, *Handbook of Services Marketing and Management*, editor Dawn Iacobucci, Sage Publications, 1999.
- Radas, S. and Sikic, T. (1997) A Note on the Generalization of Hua's Inequality, *Tamkang Journal of Mathematics*, Vol. 28, No. 4, 321-323.

RESEARCH GRANTS

- Awarded IOF Marie Curie grant for 2015-2017, for project BayInno “Bayesian Truth Serum and its applications to conjoint analysis: a reliable way to assess user preferences for new products, services and policies”
- Member of the management committee of the ESF project „Academic patenting in Europe“, 2009-2013.
- Vice chair of COST action IS0604, “Science and Technology Research in a Knowledgebased Economy – STRIKE”, Chair: Reinhilde Veugelers, 25 countries involved, 2007-2011.
- Member of the National Advisory Group for the FP7 project I-SEEMob (Inter-sectoral mobility of researchers in South-Eastern Europe).
- “Evaluation of the Innovation Programs Financed by World Bank in Croatia”, project financed by the Croatian Ministry of Science Education and Sport, project leader, spring 2011.
- Participated as a short term expert on the project Development of selected areas of S&T statistics in the Republic of Croatia, which is component 4 of the PHARE 2006 Major revision of classification and upgrading the subject matter statistics - Technical Assistance, 2009-2010

- Consultant for the central bureau of statistics regarding the projects GBAORD (Government budget appropriations or outlays on R&D), CIS (Community Innovation Study) i CDH (Carriers of Doctorate Holders), 2009
- Participant on EUREKA project “The added value of the public information – Development and Implementation of Legal Information System in Croatia”, 2007-2008
- Participant on “ASO Building up a south-eastern European technology transfer network to increase the benefits of university research for society and industry by establishing common standards”, grant from Austrian Science and Research Liaison Offices Ljubljana and Sofia, c/o Zentrum für Soziale Innovation, “Research Cooperation and Networking between Austria and South Eastern Europe”, 2006-2007
- “Diffusion modeling of new technology adoption in Croatia”, TEST research grant from Croatian Ministry of Science and Technology, project leader, duration of the grant 2002-2004.
- “Incentives for industry-science collaboration in Croatia”, project financed by the Croatian Ministry of Science and Technology, project leader, duration Feb 2002-Oct 2002.

ACADEMIC REVIEWING AND EXPERTISE

- Acted as expert reviewer for large collaborative projects within Horizon 2020, in 2014 and 2017.
- Served as a member of an external expert group “Ex-Post Evaluation and impact assessment of FP7 funded projects in the area of Food, Agriculture, Fisheries and Biotechnology“, for European Commission in 2014.
- Served as a member of an external expert group “Assessment of the impacts of a European bio-based economy“ for European Commission in 2011.
- Acted as expert reviewer for large collaborative projects within FP6 and FP7 framework
- Reviewed project proposals for NZZ (Croatian Science Foundation).
- Reviewed articles for European Journal of Operations Research, Journal of Marketing Research, Marketing Letters, Marketing Science, Technovation, Regional Studies, etc.

PAPERS PRESENTED AT CONFERENCES

- *Orthogonal latin squares* Austro-Croatian Conference in Finite Geometry, 1988
- *Collineation Groups of Finite Projective Planes*, Finite Geometry Conference, Lehigh University, 1992.
- *PSL(3,q) as a Totally Irregular Collineation Group*, Conference for Combinatorics and Computing, Boca Raton, 1993.
- *Totally Irregular Collineations*, Groups and Geometry Month, Ohio State University, June 1993
- *Seasonal Marketing and New Products*, working paper with S. Shugan, Marketing Science Conference, Gainesville, Florida, March 7-10, 1996
- *Effort Allocation Strategies in Multiproduct Environment*, working paper with J. Mahajan, Marketing Science Conference, Gainesville, Florida, March 7-10, 1996

- *Capacity in Services: Shifting and Bundling*, working paper with S. Shugan, Marketing Science Conference, Berkeley, California, March 21-24, 1997
- *Selectivity in Services*, working paper with S. Shugan, Marketing Science Conference, Syracuse, New York, May 20-23, 1999.
- *An Experimental Study of Balking and Reneging in Waiting Lines*, working paper with A. Rao and A. Pazgal, Marketing Science Conference, Wiesbaden, Germany, July 5-8, 2001.
- *Multi-Product Stocking Policies in Capacitated and Uncapacitated Supply Chains*, joint paper with J. Mahajan and A. Vakharia, ACR Conference, October 11-14, Austin, Texas, 2001.
- *Analysis of Empirical Survey of Innovations Development in a Transition Economy: The Case of Croatia*, DSI Annual Meeting, San Francisco, CA, November 2001.
- *Competitiveness of Croatian enterprises*, Ekonomija Moderna, Zagreb, Croatia, June 2002.
- *Analysis of Empirical Survey of Innovations Development in a Transition Economy: The Case of Croatia*, The European Applied Business Research Conference, Venice, Italy, June 9.-13. 2003.
- *Industry-science collaboration in Croatia: firms' perspective*, Knowledge based society: A challenge for new EU and accession countries, Zagreb, Croatia, October 23.-24. 2003.
- *Selective marketing strategies*, Marketing Science Conference, Rotterdam, Netherlands, June 24-27, 2004.
- *Innovation in Croatian enterprises: preliminary findings from community innovation survey*, joint paper with D. Racic and E. Rajh, 65th Anniversary Conference of the Institute of Economics, Zagreb, November 18-19 2004.
- *Innovation and market orientation in SMEs*, joint paper with Lj. Bozic, Technology Transfer Society (T2S) Meetings, Kansas City, September 28-30, 2005
- *Competitive position and its relationship to innovation*, joint paper with V. Andrijevic Matovac, 3rd International Conference An Enterprise Odyssey: Integration and Disintegration, Zagreb, June 15-17, 2006.
- *Exploring the relationships between situational factors, store penetration, aisle conversion rate and purchasing outcomes, hypermarket case study in Croatia*, joint paper with Ivan-Damir Anić, The 2007 Applied Business Research (EABR) Conference, , University of Ljubljana, June 2008.
- *Industry-science collaboration: exploring relationship from both sides*, joint paper with Maja Vehovec, The 2007 Applied Business Research (EABR) Conference, University of Ljubljana, June 2008.
- *Opportunity Discovery phase in new product development: Marketing View*, Opportunity Discovery Conference, Olin School of Business, Washington University in St. Louis, April 30-May 1, 2007.
- *An Open Mind Wants More: Opinion Strength and the Desire for Genetically Modified Food Labeling Policy*, working paper with M. Teisl, Marketing & Public Policy Conference, American Marketing Association, May 31-June 2, 2007, Washington D.C.
- *Consumer heterogeneity in food labeling policy: The case of GM foods*, working paper with M. Teisl, American Agricultural Economics Association Annual Meeting, Portland, OR, July 29-August 1, 2007

- *Consumer Heterogeneity and Preference for Genetically Modified Foods*, working paper with Brian Roe and Mario Teisl, 15th international conference on Recent Advances in Retailing and Services Science, EIRASS, Zagreb, July 14-17, 2008
- *Vive la Difference! Consumers' Desire for Labeling Genetically Modified Foods*, working paper with Brian Roe and Mario Teisl, 15th international conference on Recent Advances in Retailing and Services Science, EIRASS, Zagreb, July 14-17, 2008
- *Factors influencing innovativeness of SMEs in a small developing country*, joint paper with Ljiljana Božić, Innovation Competitiveness and Growth Conference, Zagreb, November 27, 2008.
- *Surmounting innovation project failure*, joint paper with Ljiljana Božić, MEIDE conference, Tartu, Estonia, May 27-28, 2010.
- *Bayesian Truth Serum: Identifying Hidden Knowledge*, Presentation at the Bayesian Crowd Workshop, Erasmus University, Rotterdam, Netherlands, July 2017.
- *Bayesian Truth Serum: Implications for Survey Research*, Presentation at the Smart EIZ workshop, Zagreb, Croatia, December 12, 2017.

INVITED TALKS

- *PSL as a totally irregular collineation group*, University of Delaware, 1993.
- *Finite projective planes and collineation groups*, University of Central Florida, 1994.
- *Seasonal Marketing and Timing New Product Introduction*, joint paper with S. Shugan, Washington University in St. Louis, October 4, 1995
- *Seasonal Marketing and Timing New Product Introduction*, joint paper with S. Shugan, University of Pennsylvania (Wharton School of Business), November 7, 1995
- *Seasonal Marketing and Timing New Product Introduction*, joint paper with S. Shugan, University of Iowa, November 20, 1995
- *Seasonal Marketing and Timing New Product Introduction*, joint paper with S. Shugan, ESSEC, France, December 12, 1995
- *Seasonal Marketing: A Time Transforming Approach*, Cornell University, April 16, 1996
- *New Product and Services in the Context of Seasonal Marketing*, INSEAD, France, January 5, 1999
- *Experimental Study of Balking and Reneging*, working paper with A. Pazgal and A. Rao, Tilburg University, November 18, 1999
- *Consumer Behavior in Queues*, working paper with A. Rao and A. Pazgal, London Business School, March 31, 2000.
- *New Product Development in Leading Croatian Firms*, American Chamber of Commerce, Zagreb, May 11, 2004.
- *Free Sampling and New Product Adoption*, working paper with Carrie Heilman and Kyril Lakishyk, St Louis University, Madrid Campus, Madrid, October 28, 2004.
- *The Effect of In-Store Free Samples on Short- and Long-Term Purchasing Behavior*, working paper with Carrie Heilman and Kyril Lakishyk, Sabanci University, Istanbul, March 3, 2005.
- *The Effect of In-Store Free Samples on Short- and Long-Term Purchasing Behavior*, working paper with Carrie Heilman and Kyril Lakishyk, Koc University, Istanbul, March 4, 2005.

- *Private sector in Croatia: Collaboration between industry and science*, Institute for Prospective Technological Studies, European Commission, Seville, May 18, 2005.
- *Industry science links in Croatia*, Roundtable, Business conference *business.hr*, Zagreb, May 25, 2006.
- *Selective Marketing Strategies: Implications of Response Thresholds and Capacity Constraints*, working paper with S. Shugan, Olin School of Business Brown Bag Seminar Series, Washington University on St. Louis, US, June 6, 2007.
- *Industry-science collaboration in a transition economy: the case of Croatia*, ESSID 2007 “THE ECONOMICS OF SCIENCE”, 2-9 September, Dubrovnik
- *An Open Mind Wants More: Opinion Strength and the Desire for Genetically Modified Food Labeling Policy*, working paper with M. Teisl, St Louis University, Madrid Campus, Madrid, November 29, 2007.
- *Consumer needs: what they are and how to uncover them*, Philosophy of Science, 14th April - 19th April 2008 Inter University Center, Dubrovnik
- *Real options in innovation co-development*, Sabanci University, Istanbul, April 22, 2009.
- *Co-development Ventures: Optimal Time of Entry and Profit-Sharing*, joint working paper with J. Cvitanic and H. Sikic, Katholieke Universiteit Leuven, Belgium, May 10, 2011.
- *GfK Round table on Innovations*, participant, May 17, 2012, Zagreb.
- *Round table on innovation strategy in Croatia*, ARCA pre-conference „*Innovation as Facilitator of Competitiveness*“, participant, October 11, 2012, Zagreb.
- *Round table on innovative entrepreneurs in Croatia*, panelist, June 11, 2013.
- *Bayesian Truth Serum: Applications on purchase intentions*, Washington University in St. Louis, St. Louis, USA, April 2016.
- *Bayesian Truth Serum and Conjoint analysis*, Universidad Autonoma Madrid, Madrid, Spain, April 27, 2017.
- *Bayesian Truth Serum: Applications on Segmentation*, Aalborg University, Aalborg, Denmark, , May 24, 2017.
- *How to identify hidden knowledge via Bayesian Truth Serum*, Bayesian Crowd Workshop, Erasmus University Rotterdam, Rotterdam, July 2017.
- *Bayesian Truth Serum in Survey Settings*, Smart EIZ workshop, Zagreb, December 12, 2017.
- *Bayesian Truth Serum: Identifying hidden knowledge*, Bielefeld University, Bielefeld, January 22, 2018.
- *Predictions as a Better Way to Elicit Preference Structure*, UNU-MERIT, presentation to faculty and graduate students, Maastricht, Netherlands, March 11, 2018.
- *Bayesian Truth Serum and its Applications to Innovation Research*, Fraunhofer IMW, presentation to researchers, Leipzig, Germany, February 13, 2018.
- *Predicted Preference Conjoint Analysis*, Erasmus University Rotterdam, Rotterdam, May 14 2018.

HONORS

- Yearly award for publication record (in that particular year), awarded by the Scientific Counsel of the Institute of Economics in 2016, 2015, 2014, 2012, 2011, 2010, 2009, 2008

- AMA Doctoral Consortium 1995
- Departmental Fellowship given to best five students in the Department of Mathematics at University of Florida
- Member of Phi Beta Kappa
- Member of Beta Gamma Sigma

OTHER ACADEMIC ACTIVITIES

- One of the two reviewers for the book *M.K. Bennet, "Affine and Projective Geometry"*, John Wiley & Sons, 1995 (named an Outstanding Academic Book of 1996 by the editors of "Choice")
- Organized the international conference *Innovation Competitiveness and Growth*, Zagreb, November 27, 2008.
- Organized the international meeting *Developments of Markets* within the COST action STRIKE, Zagreb, November 28, 2008.
- Member of Scientific Advisory Council for the *4th ZEW Conference on Economics of Innovation and Patenting & Finale Conference COST Network STRIKE*, The Centre for European Economic Research (ZEW) in Mannheim, May 19-20, 2011.
- Member of Scientific Committee for the conference *Academic research and intellectual property*, Paris, 3-4 September 2013.

TEACHING EXPERIENCE

- New Product Management (undergraduate course, taught at Washington University in 1997 and 1998)
- Customer Driven New Product Design (MBA course, taught at Washington University in 1997, 1998, 1999, 2000, 2001)
- New Product Strategies (MBA course, taught at Washington University in 1997, 1998, 1999, 2000, 2001, 2002)
- Principles of Marketing (undergraduate course, taught at Washington University in 2000 and 2001)
- Mathematical models in marketing (undergraduate course, Department of Mathematics, University of Zagreb, taught in 2005, 2006, 2008, 2010, 2011, 2012, 2014)
- Economics, Actuarial graduate study (graduate course, Department of Mathematics, University of Zagreb and Croatian Society of Actuaries, taught in 2004, 2006, 2008, 2010, 2012, 2014, 2016)
- Marketing management (graduate course taught at Visoko učilište Vern, taught in 2005)
- Supervised several independent studies for MBA students at Washington University.
- Supervised a group MBA research project for Monsanto Company.
- Occasional Lecturer at the International Executive Education Center, Bled, Slovenia (2002-2004).
- Taught short executive education seminars for leading Croatian companies (Lura and Kraš).
- New product management, MBA course, International Graduate Business School, Zagreb, (taught in 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2018)

SERVICE ACTIVITIES

- Head of the Department for Innovation Management from 2002-2011, Institute of Economics Zagreb.
- Head of the Department for Innovation, Business Economics and Business Sectors, 2011-2014, Institute of Economics Zagreb.
- Head of Scientific Council of the Institute of Economics Zagreb, 2013-2014.
- Vice-president of National Committee for Scientific Promotions in Economics 2012-2014.

MENTORSHIP

Nataša Benčić, Mathematics, University of Zagreb, diploma thesis titled *Conditional Logit and Applications*

Martina Piškorić, Mathematics, University of Zagreb, diploma thesis titled *Conjoint Analysis*

Sanja Džepina, Mathematics, University of Zagreb, diploma thesis titled *Advertising Models and Awareness Creation by Pulsing Strategy*

CONSULTING EXPERIENCE

Oneida Air Systems, Inc.

Monsanto Company

Emerson Electric Co.

Kras d.d.

Holcim d.o.o.

Adris grupa, d.d.

Encian d.o.o.