



## PERSONAL INFORMATION

Surname(s) / First name(s)	<b>Lara Jelenc</b>
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Nationality(ies)	Croatian
Date of birth	21.06.1978.
Identification number from Records of Croatian Scientific Workers	265282
Skype	laraopatija

## WORK EXPERIENCE

Dates (from - to)	<b>October 2015 - Present</b>
Name and address of employer	Faculty of Economics, University of Rijeka
Type of business or sector	Education
Occupation or position held	Associate Professor
Main activities and responsibilities	Performing research, holding classes and grading student performance in the courses (undergraduate and graduate level): Strategic Management, Quality Management, Market Research and Promotion. Participated in scientific projects: 2013- Strategic Thinking Potential (13.2.2.12)- project leader Lara Jelenc 2013- Corporate Strategy- the Current Future (13.02.1.3) - team member, project leader prof. Mencer
Name and address of employer	Faculty of Economics, University of Rijeka
Type of business or sector	Education
Occupation or position held	<b>March 2011 - January 2010 - March 2011</b> Senior Assistant <b>August 2009 - December 2009</b> Teaching and Research Assistant- Senior Assistant <b>October 2001 - July 2009</b> Teaching and Research Assistant
Main activities and responsibilities	Assisting in research, delivery of classes and grading student performance in the courses (undergraduate and graduate level): Strategic Management, Quality Management, Management, Market Research, and Promotion. Participated in scientific projects: 2001 - 2002 Marketing Sea Shipment, Ports and Shipbuilding (081007) 2002 - 2006 Quality Assurance - Successful Marketing Prerequisite (0081005) 2007 - 2012 Corporate Strategy - Current Future (081-0000000-1270)

## EDUCATION

Date	<b>July 2005 - May 2009</b>
Place of education	Ljubljana, Republic of Slovenia
Name and type of organization providing education	Faculty of Economics at the University of Ljubljana
Title or qualification awarded	PhD- The Impact of Strategic Management Schools and Strategic Thinking on the Performance of Croatian Entrepreneurial Practice (commentors: Danijel Pučko, PhD, Ivan Mencer, PhD)
Principal subjects/occupational skills covered	Discipline – Social Sciences, Field of Economics, Branch – Organization and Management

Date	<b>September 2001 - December 2004</b>
Place of education	Ljubljana, Republic of Slovenia
Name and type of organization providing education	Faculty of Economics, University of Ljubljana
Title or qualification awarded	Magistar poslovedenja in organizacije (MSc. in Management and Organization - mentor: Danijel Pučko, PhD)
Principal subjects/occupational skills covered	Discipline – Social Sciences, Field of Economics, Branch – Organization and Management

Date	<b>September 1996 - July 2001</b>
Place of education	Rijeka, Republic of Croatia
Name and type of organization providing education	Faculty of Economics, University of Rijeka
Title or qualification awarded	Diplomirani ekonomist (BSc. in economics)

Date	<b>September 1992 - June 1996</b>
Place of education	Opatija, Republic of Croatia
Name and type of organisation providing education	High School Eugen Kumičić
Title or qualification awarded	High school

#### **TRAINING**

Year	2014
Place of training	Rijeka
Name and type of organization providing training	Croatian-Austrian Training-Center for NLPt
Principal subjects/Occupational skills covered	<b>Basic seminar in NLP/NLPt</b>

Year	2013
Place of training	London (Zagreb)
Name and type of organization providing training	The Academy of Executive Coaching
Principal subjects/Occupational skills covered	<b>The Practitioner Diploma in Executive Coaching</b>

Year	2012
Place of training	Osijek
Name and type of organization providing training	<b>European Entrepreneurship Educators Programme</b>
Principal subjects/Occupational skills covered	<b>3EP Fellowship</b>

Year	2012
Place of training	Opatija
Name and type of organization providing training	BVQI Croatia Ltd. Rijeka
Principal subjects/Occupational skills covered	<b>Lead Audit ISO 9001:2008</b>

Year	2010
Place of training	Rijeka
Name and type of organization providing training	SGS ADRIATICA, D.O.O. Rijeka

Principal subjects/Occupational skills	<b>Audit ISO 9001:2008</b>
Year	2010
Place of training	New York, USA
Name and type of organization providing training	The Sloan International
Principal subjects/Occupational skills covered	<b>Learning to Think Strategically and Exploring Strategic Thinking - seminars</b>

Year	January - May 2006
Place of training	Washington DC, SAD
Name and type of organisation providing training	George Washington University and Georgetown, <b>JFDP scholarship</b> (Program of the Bureau of Educational and Cultural Affairs of the United States Department of State)
Principal subjects/Occupational skills covered	School of Business – Strategic management, Management, Management and Strategy Consulting (classes SMPP 321 Strategic Management (Seminar/Reading class at the PhD level); PPOL 385 Philosophical Foundations of Policy and Administrative Research; Strategic Management (senior capstone lecture); MGT214 Consultative Processes in Organizations; MGT 258 Applied Organizational Leadership; Resource- based Strategy (MBA class)

Year	September 2005
Place of training	Leeds, United Kingdom
Name and type of organisation providing training	Leeds Metropolitan University
Principal subjects/Occupational skills covered	Quality management, Quality management in higher education, Curriculum development Joint curriculum development for an international MBA Program in Croatia CD-JEP-18065-2003

Mother tongue(s) 

Croatian
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Other language(s)

	Language	Writing	Speaking	Understanding (listening and reading)
<b>English</b>	Advanced	Advanced	Advanced	Advanced
<b>Slovenian</b>	Passive knowledge	Passive knowledge	Passive knowledge	Passive knowledge
<b>Italian</b>	Passive knowledge	Passive knowledge	Passive knowledge	Passive knowledge
<b>German</b>	Passive knowledge	Passive knowledge	Passive knowledge	Passive knowledge

## ORGANISATIONAL SKILLS AND COMPETENCES

2016	The leader of the second generation of postgraduate specialist study "Business success management"
2015	Lecture under the title " <b>Strategic Management in the Role of Cultural Management</b> " and mentorship program within Summer school UNICULT 2020, The International Arts and Cultural Management and Cultural Policy Lifelong Learning, University of Rijeka, June-July
2015	Lecture under the title <b>Market research</b> within the Entrepreneurial Social Responsibility, University of Rijeka
2014, 2015	Education <b>Market research</b> , November 5, The Science and Technology Park of the University of Rijeka - Step Ri, November
2014	<b>Lecture</b> under the title <b>Strategic and Operational Management within the Entrepreneurial Social Responsibility</b> , University of Rijeka, April
2014	<b>Organizing IX. Scientific Colloquium of University of Rijeka for the guest speaker prof. Paul Swiercz</b> , George Washington University, Washington DC, USA. The lecture under the title Human Resources in Contemporary Theories of Strategy, financial and organization support by University of Rijeka, Science Office, June
2013	<b>Organizing XVI. Scientific Colloquium of University of Rijeka for the guest speaker prof. John Pisapia</b> , Leadership Studies Florida Atlantic University, USA. The lecture under the title <b>Transforming the Academy: Strategic Thinking, Strategic Planning and Vision Integration</b> , financial and organization support by University of Rijeka, Science Office, September
2013	Member of the organizational team of <b>USA Community of Croatia</b> organizing the Third Annual Conference of US Alumni of Croatia under the title <b>Preventing Croatia's Next Brain Drain</b> , Faculty of Economics, University of Rijeka, financial support by USA Alumni Community of Croatia funds, May
2012	Organizing and running workshop in collaboration with <b>dr. Julia Sloan</b> under the title <b>Developing strategic thinking</b> (one-day workshop at the Faculty of Economics, University of Rijeka and two-day workshop in Zagreb), financial support by USA Alumni Community of Croatia funds, September
2012 -	<b>Manager</b> of the second generation of MBA program „Business Performance Management“ postgraduate program at the Faculty of Economics, University of Rijeka
2012 - 2013	- <b>Quality manager</b> for <b>ISO 9001:2008</b> for the Faculty of Economics University of Rijeka
2012- 2010 -	Member of <b>Quality Committee</b> of Faculty of Economics University of Rijeka
	<b>ERASMUS coordinator</b> for the Faculty of Economics University of Rijeka for cooperation with
	- Crakow University of Economics, Poland
	- University of Economics in Katowice
	- Krakowska Akademia Im. Andrzeja Frycza Modrzewskiego
2005 - 2010	- Organizing and running a workshop at the Faculty of Economics Rijeka <b>Summer School, "International Environment and European Integration", Chair Jean Monnet</b> , Rijeka, Croatia
	2010 - „Bologna after Bologna“
	2009 - „Bologna Process toward 2020-old problems or new challenges?“
	2008 - „Bologna Process- How mobile students really are?“
	2007 - „Bologna Process- Diffusion of Knowledge of Confusion of ECTS«
	2006 - „Bologna Process- raising competitiveness or unrealistic dream«
	2005 - „Are we on the right track towards the European society of knowledge? (Let's integrate our Bologna knowledge! )“
2009	Running a workshop „Accompanying Measures- <b>Case-study Methodology</b> “, organized by World University Service (WUS) in the frame of the project „Balkan Case Challenge (BCC)“, 27 November
2009	Organizing Croatian <b>JFDP Alumni meeting</b> at the Faculty of Economics University of Rijeka (information for potential candidate and alumni meeting), received Embassy of the USA Zagreb Croatia grant for organizing the event, May
2008	Organizing and running a <b>workshop</b> "Creating Strategy for Faculty of Philosophy University of Rijeka"
2006 -	<b>Creating a new MBA program „Business Performance Management“</b> postgraduate program at the Faculty of Economics, University of Rijeka
	• Coauthor of the program with prof. Ivan Mencer
	• Coordination of the brochure presenting newly developed program

	<p>2009- Assistant of the MBA program</p> <p>2007 Lecture on Strategy for the <b>Board of Directors</b> organized by Faculty of Economics Rijeka and Faculty of Economics Osijek, Croatia, November</p> <p>2005-2009 <b>Secretary of the Department of Management and Organization</b>, Faculty of Economics, University of Rijeka</p> <p>2005 Organizing and running workshop „Students and their problems in higher education teaching: a process approach as quality improvement tool“ in the occasion of the 12th <b>ICED Meeting</b> (International Consortium for Educational Development in Higher Education), Rijeka, Croatia</p> <p>2002-2004 Member of <b>Editorial for faculty web sites</b>, Faculty of Economics, Rijeka, Croatia</p>
<b>LECTURES</b>	<p>Academic year 2016- <b>Faculty of economics, University of Rijeka</b> <i>Strategic Management</i></p> <p>Academic year 2015 / 2016 - <b>Faculty of Economics, University of Rijeka</b> <i>Process of strategic management, Team project, Leadership</i></p> <p>Academic year 2001/2002- <b>Faculty of Economics, University of Rijeka</b> <i>Strategic Management, Quality Management</i></p> <p>2005/2006 - <i>Market Research, Promotion</i></p> <p>2006/2007, 2010 / 2011 - <i>Management</i></p> <p>Academic year 2007 / 2008-2013/2014 <b>Faculty of Maritime Studies, University of Rijeka</b> <i>Study Program Logistics and Management in Maritime Industry and Transport, Technology and Organization of Transport</i> (Marketing, Management, Strategic Marketing Management)</p> <p>Academic years 2008/2009- 2011/2012 <b>Faculty of Medicine, University of Rijeka</b> <i>Study Program Health Care Management</i> (Basics of Strategic Management)</p>
<b>PROJECTS</b>	<p>2015 Member of Committee for Accreditation and Evaluation of Study Programs, University of Rijeka</p> <p>2014 Member of the <b>Rector's Committee</b> for creating suggestions for advancement criteria, Croatia</p> <p>2013 Member of the team in charge of the structure of teachers' workload in higher education as the part of the <b>Strategy of the Education, Science and Technology</b> for the Republic of Croatia</p> <p>2012- Member of the team creating Strategy of University of Rijeka 2014-2020</p> <p>2010 - 2011 <b>Creating Strategy for Faculty of Philosophy</b>, University of Rijeka (consultant)</p> <p>2010 Seminar for PhD students (Scientific Contribution), University of Rijeka</p>
<b>EDITORIAL BOARD</b>	<p>2015- Advisory Board of Revista Ciencias Económicas, Facultad de Ciencias Económicas de la Universidad Nacional del Litoral, Santa Fe, Argentina</p> <p>2008 - Editorial member of the «<b>QLife</b>», publication for Science and Art of Leadership, Croatia (Summer 2012 editor of issue on Strategic Thinking)</p>
<b>PROFESSIONAL DEVELOPMENT</b>	<p>2013 / 2014 <b>Professional Program for Higher Education Teachers: Quality Education module</b>, October-December 2013, University of Zadar, Centar "Stjepan Matičević"</p> <p>2009 Education in "<b>Certificated Project Manager for EU projects</b>", Certificate of Attendance, 29-01. July 2009, Center for Knowledge Transfer, University of Rijeka</p> <p>2009 Participation in the workshop "<b>Use of Statistics in the Scientific Research</b>" organized by „Universitas“, Association for Educational Development in Higher Education 2009- Level III 2008- Level II 2006- Level I I</p> <p>2009 Participation in the <b>Harvard Business School Workshop</b> " The Art and Craft of Discussion Leadership", February 2-3, Paris 2009</p> <p>2008 Participation in the workshop "<b>Service Learning</b>" organized by „Universitas“,</p>

2007	Association for Educational Development in Higher Education <b>Second Doctoral Summer School on Research Methods</b> , organized by Faculty of Economics and Business Administration at the Sofia University St. Kliment Ohridski, June 7-11
2007	<b>IEEE Region 8 Workshop Development of Leadership Skills</b> , Opatija, May 22
2004	Participation in the workshop „ <b>The Case Method for Management Education</b> ”, held at the Zagreb School for Economy and Management, led by John, C. Ickis, PhD, INCAE International Business School
Academic year 2003 / 2004	<b>Program of Initiational Education of Teachers in Higher Education</b> , Rijeka, Croatia. Organized by <i>Universitas</i> , Association for Educational Development in Higher Education
Academic year 2002 / 2003	Participating in workshop <b>Innovations in Teaching and Learning and Activity Based Learning</b>

## COMMUNITY PROJECTS

2015	Lecture under the title- “Quality- truth and deceits”, within the project <b>University for the Third Age</b> , University of Rijeka, March
2014	Lecture under the title- “Croatia- smart and capable people and no results. About management and the lack of it”, within the project <b>University for the Third Age</b> , University of Rijeka, February
2013	<b>Board of Festival, Opatija (member)</b>
2013	<b>Board of Opatija 21, Opatija (member)</b>
2011 -	<b>Local Community Council Belveder</b> , City of Opatija (member)
2009 -	<b>Committee for budget and finances</b> , City of Opatija (member)
2009 -	<b>Editorial Board newspaper “List Opatija”</b> , City of Opatija (member)
1996 - 2001	<b>Klub 4+</b> (student organization sponsored by the City of Opatija, ( gathering of students with the best grade point average)

## MOBILITY

2016.	<b>ERASMUS</b> - - lectures at the Cracow University of Economics, Krakow, Poland, and at the Krakowska Akademia im. Andrzej Frycza
2016.	On-line lecture exchange - Miami University - prof. Lucinda Parmer
2015.	Lecture "Strategic Thinking in Creating Public Policies" within <b>INTERNATIONAL WORKSHOP - SPRING SCHOOL 2015: Political &amp; Economic Challenges in Public Administration</b> , Ljubljana, Fakultet za Upravo, Slovenija, April
2013.	CEEPUS - mobility of teaching staff, November, University of Matej Bel, Banska Bystrica, Slovakia
2011	<b>ERASMUS</b> - professional development for teaching staff – ICSB Conference 2011 Stockholm, Sweden
2004 - 2006	<b>TEMPUS</b> Curriculum development Joint curriculum development for an international MBA Program in Croatia (CD-JEP-18065-2003)

## MEMBERSHIP IN NONGOVERNMENTAL ORGANIZATIONS

2009 -	The founder and president of the non-profit organization “ <b>Na drugi način</b> ” (The different way)
2006 -	<b>Alumni</b> of Faculty of Economics, University of Rijeka, Croatia
2005 - 2013	<b>Century NCLC Adriatic</b> , Rijeka, Croatia (2009/2010 President)
2004 -	<b>Alumni</b> of Faculty of Economics and Business Administration, University of Ljubljana, Slovenia
1999 - 2005	member of <b>Leo Club Opatija</b> , participation in community charity actions
1996 - 2001	<b>Club 4+</b> (student organization sponsored by the City of Opatija, gathering students with the best grade point average)

## MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

2016 -	Academy of Management, Business Policy and Strategy, Global Representative for Europe in BPS Division for the period 2016 - 2018
2014 -	Academy of Management
2014 -	Strategic Management Society
2007 -	Society for Organizational Learning Croatia
2004 -	2012 Universities (Association for Educational Development in

Higher Education), Rijeka, Croatia

## MENTORING DOCTORAL STUDENTS

2016. - Damir Pavlović; Doctorate; The impact of informal networks of prominent individuals in the management of tourist destinations; University of Rijeka, Faculty of Economics, Postgraduate doctoral study of Economics and Business economics;

2016. - Ivona Mikulandra Volić; Doctorate; The impact of entrepreneurial experience in the selection of entrepreneurial exit strategy; University of Split, Faculty of Economics, Postgraduate doctoral study of Business economics

2009.-2015. Valentina Ivančić (The impact of strategy implementation factors on business performance)

## CONFERENCES

2016 - 1st Croatian Direct Marketing Association Conference 2016 – Varaždin – Program board

2015 - International Scientific Conference on Economic and Social Development – scientific editorial

## ACTIVITIES

2006.- Alumni Faculty of Economics, University of Rijeka, Croatia

2004.- Alumni Faculty of Economics and Business Administration, University of Ljubljana, Slovenia

### **September 1996 - 2001: List Opatija (newspaper of the city of Opatija)**

Position: journalist

Responsibilities: covering the city events with a special emphasis on the unpublished history of the city, country and significant Croatian families as well as interviews with citizens who played a distinctive role in the contemporary city's life

### **November - December 1999: Kanal Ri (private local television)**

Position: journalist

Responsibilities included: interviews with Croatian historians, extensive historical research, setting up the TV plan and montage of TV material. Received exclusive rights for preparation of short reports concerning the history of the city of Rijeka.

### **October 1997 – October 2000: University of Rijeka, Faculty of Economics**

Position: personal assistant to Prof. Ivan Mencer

Responsibilities: doing regular topic repetitions and practical exercises with students, helping with administration tasks during final examinations, and assistance to Prof. Mencer during his scientific research.

## TECHNICAL SKILLS AND COMPETENCIES

Advanced usage of IT technologies, including MS Office, SPSS and numerous other PC applications

## DRIVING LICENCE(S)

B category (1996)

## HOBBY

2015 Peat processor

2014 Ayurveda basic seminar

2014 Healthy herbs seminar

## PROJECTS

2016 - Mentoring for project applications for the European University Games 2016 – student business incubators network, HAMAG- BICRO

2016 - **CEEMAN** - "Management and Leadership Development Needs in Dynamically Changing Societies"

2016 - **X-Culture** - educational international project

2015 Commercial market research project for Cogest retail Ltd. Rijeka (Tower centar Rijeka Shopping Fun and Leisure)

2015 Project "Service learning" University of Rijeka (<http://zalaganjeuzajednici.uniri.hr/>)- experience of applying service learning methodology in the teaching process

2013 - Strategic Thinking Potential (13.02.2.12) University of Rijeka, project leader Lara Jelenc

2011/2012	University of Rijeka- scholarship for <b>development of e-learning</b> Strategic Management course
2006	<b>JFDP- Junior Faculty Development Program-</b> scholarship of USA State Department for Junior Researchers, George Washington University and Georgetown, Washington DC, USA
2006	<b>Ministry of Science and Technology of the Republic of Croatia scholarship</b> for the cost of PhD thesis (PhD thesis at University of Ljubljana, Slovenia).
2003	<b>Ministry of Science and Technology of the Republic of Croatia scholarship</b> for subsidizing cost of traveling while studying abroad (master level at University of Ljubljana, Slovenia).
Academic years 1998/1999, 1999/2000	<b>Ministry of Science and Technology of the Republic of Croatia scholarship</b> for exceptional academic performance.
1999	European Project Self-Reliance–Democracy–Responsibility” certificate, granted by Christian Academy for European Dialogue, Leuven, Belgium.
1998	Summer University “Europe 2000” certificate granted by Europe House Zagreb, Selce, Croatia.