

	Marta Borić Cvenić
academic degree	Doctor of Science
grade	Assistant Professor
area, field, discipline of the appointment into the grade	Social sciences, economy, management, organization, culture and creative industries
department	Department of culture, media and management
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teaching activity courses during 2019/2020	<b>A list of courses taken in the academic year 2019./2020.:</b> Knowledge management Work on project Development of organizations in culture and culture and creative industries Research practice of European cultural and creative industries Change management
education	Doctoral School of the J. J. Strossmayer University of Osijek - Postgraduate Interdisciplinary Doctoral Study in Cultural Studies – course Management in Culture, Arts and Education at the Josip Juraj Strossmayer University of Osijek – completed Ph.D. in 2016. Faculty of Economics in Osijek – Graduate study of Management – graduated 2010. Faculty of Economics in Osijek – Undergraduate study of Management - finished 2008.
development	/
area of artistic / scientific / professional research interest	Economy, management, organization, tourism, culture and creative industries
list of artistic works	/
list of scientific works	<ol style="list-style-type: none"> <li><b><i>The role and importance of cultural heritage as a strategic resource in the development of creative cities</i></b> / co-authorship with Hrvoje Mesić and Marija Tolušić / Osijek /8. Međunarodni znanstveni simpozij Gospodarstvo istočne Hrvatske – vizija i razvoj / izvorni znanstveni rad / Ekonomski fakultet Sveučilišta u Osijeku / 2019. / ISSN: 1848-9559.</li> <li><b><i>The role and importance of libraries local history collections in the development of cultural tourism in a destination</i></b> / co-authorship with Hrvoje Mesić and Marija Tolušić /Prag/ Economic and Social Development / izvorni znanstveni rad / Prague: Varazdin Development and Entrepreneurship Agency / 2019. / ISSN: 1849-7535.</li> <li><b><i>The role of creative industries in the process of branding and shaping city image</i></b> / co-authorship with Hrvoje Mesić/ Lingua Montenegrina: časopis za jezikoslovna, književna i kulturna pitanja / pregledni znanstveni rad / Fakultet za crnogorski jezik i književnost / 2019. / ISSN: 1800-7007.</li> </ol>

	<ol style="list-style-type: none"> <li>4. <b><i>The economic impacts of the European Capitals of Culture on regional development and tourism</i></b>/ co-authorship with Iva Buljubašić and Marija Tolušić/ Lisabon: Varaždin/ izvorni znanstveni rad/ Lisabon: Varazdin Development and Entrepreneurship Agency / / Economic and Social Development // 2018. / ISSN: 1849-7535.</li> <li>5. <b><i>The place of books and libraries in the framework of culture and creative industries of the new age</i></b>/ co-authorship with Jasminka Mihaljević and Iva Buljubašić/Osijek/ izvorni znanstveni rad/Ekonomski fakultet u Osijeku, Sveučilište J. J. Strossmayera u Osijeku/ ISSN 1848-9559</li> <li>6. <b><i>The role and the importance of promotion in the development of oenotourism in Baranja</i></b>/ co-authorship with Davor Bošnjaković and Marija Tolušić/Opatija/ izvorni znanstveni rad/ 2016./ Sveučilište J. J. Strossmayera u Osijeku, Ekonomski fakultet u Osijeku, Pforzeim University/ ISSN 1847-0408</li> <li>7. <b><i>Impact of promotion in creative industries – A case of museum attendance</i></b>/ co-authorship with Iva Buljubašić and Ivana Hartmann Tolić/Osijek/prethodno priopćenje/ Ekonomski fakultet u Osijeku/2016./ISSN 0353-359X (Tisak), ISSN 1847-2206 (Online)</li> </ol>
list of professional works	<ol style="list-style-type: none"> <li>1. <b><i>Comparison of the public policies of the city of Osijek and the city of Zagreb with an emphasis on the development of tourism, culture and culture and creative industries</i></b>/ co-authorship with Maja Andál and Adrijana Rošić/ Vukovar/ Razvoj javne uprave, 7. Međunarodna konferencija, Zbornik radova/ Veleučilište „Lavoslav Ružička“ u Vukovaru/2017./ISBN 978-953-7734-19-0</li> <li>2. <b><i>Comparative analysis of the impact factors influencing the cinema and theatre attendance and their business performance</i></b>/co-authorship with Ivana Bestvina Bukvić and Iva Buljubašić/Zagreb / prethodno priopćenje/Hrvatsko komunikološko društvo/ 2017./ ISSN 133-6371</li> <li>3. <b><i>Opinions and views of student's population of the city of Osijek through different media</i></b>/ co-authorship with Manuela Polak/ Osijek/pregledni rad/ Akademija za umjetnost i kulturu u Osijeku, Sveučilište J.J. Strossmayera u Osijeku/2017./ ISBN 978-953-8181-09-2 (tiskano), ISBN 978-953-8181-17-7 (e-knjiga)</li> <li>4. <b><i>The impact of creative industries on economic development with particular emphasis on employment, exports and gross</i></b>/ Osijek/ pregledni rad/ Sveučilište J. J. Strossmayera u Osijeku, Ekonomski fakultet u Osijeku, Poljoprivredni fakultet u Osijeku/2016./ ISBN 978-953-6931-93-4</li> <li>5. <b><i>Strossmayer's cultural-menagerial impact on the society</i></b> /Osijek/rad u zborniku/Sveučilište J.J. Strossmayera u Osijeku, Odjel za kulturologiju/ISBN 2015978-953-6931-92-7 (Odjel za kulturologiju) ISBN 978-953-58055-7-1 (Umjetnička akademija) ISBN 978-953-7964-38-2 (Institut društvenih znanosti Ivo Pilar) ISBN 978-953-347-104-4 (Hrvatska akademija znanosti i umjetnosti) ISBN 978-963-429-068-1 (Filozofski fakultet Sveučilišta u Pečuhu).</li> </ol>

professional awards and recognition	/
projects	/
membership in professional associations	/
list of popularisation works	<p><b>Borić Cvenić, Marta</b>, Popović Srđan, Gerić Ana-Marija – Culture and creative tourism, Književna revija, časopis za književnost i kulturu, god. 59., br.1, 2019., str. 61- 65</p> <p><b>Borić Cvenić Marta</b>, Šain Marija – Kulturne i kreativne industrije – izazov i/ili budućnost 21. stoljeća, časopis Suvremena trgovina br.1 /2020.</p>
free-form CV	<p>Born in 1986. in Osijek. She completed undergraduate study of Management at the Faculty of Economics in Osijek in 2008. She got graduate degree in Management at the Faculty of Economics in 2010.</p> <p>Since November 1, 2011, she has been employed as an Assistant in the Department of Cultural Management at the Department of Cultural Studies at J.J. Strossmayer in Osijek. She finished her PhD in 2016 from the Postgraduate Interdisciplinary Doctoral Study Program in Cultural Studies - course Management in Culture, Arts and Education at the Josip Juraj Strossmayer University of Osijek. In 2017, she became a postdoctoral fellow. In 2018 she got the title of Assistant Professor and independently took courses in management, organization and the cultural and creative industries. She is currently employed at the Academy of Arts and Culture in Osijek at the Department of Culture, Media and Management. She has participated in numerous international and national scientific conferences. Her areas of scientific interests are: management, organization, tourism, cultural and creative industries.</p>
links	<p>CROSBİ:</p> <p><a href="https://www.bib.irb.hr/pretraga?operators=and BORI%C4%86%20CVENI%C4%86 text author">https://www.bib.irb.hr/pretraga?operators=and BORI%C4%86%20CVENI%C4%86 text author</a></p>