

Iva Buljubašić	
academic degree	PhD
grade	Asst. Prof.
area, field, discipline of the appointment into the grade	Social science, economics, marketing
department	Department for culture, media and management
office hours	Wednesday, 9 – 11 a.m.
office	Room number 29 Trg Svetoga Trojstva 3, 31 000 Osijek
contact	031 224 204
teaching activity courses during 2019/2020	<ol style="list-style-type: none"> 1. Urban management and culture 2. Manager skills 3. E- marketing 4. Strategy of advertising 5. Strategy of advertising and unconventional marketing 6. Audience development
education	POSTGRADUATE DOCTORAL STUDY MANAGEMENT, Faculty of Economics in Osijek
development	<p>2019 - Catholic University of Eichstätt-Ingolstadt, Germany</p> <p>2018 - SHANGHAI UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS, China</p> <p>2015 - Advertising agency Imago, Croatia</p> <p>2014 - Ulm Danube School for Arts Management, Robert Bosch Foundation and Goethe Institute München</p> <p>2013 - Pedagogical-psychological-didactic-methodological education, Faculty of Humanities and Social Science in Osijek</p>
area of artistic / scientific / professional research interest	Economics, marketing
list of artistic works	/
list of scientific works	<ol style="list-style-type: none"> 1. Impact of unconventional advertising on performance of Cultural institutions in City of Osijek / Buljubašić, Iva / Ekonomski fakultet u Osijeku / A1/ Zbornik radova XI interdisciplinarnog simpozija: Interdisciplinary Management Research XI/ 2015 / ISSN: 1847-0408 2. The impact of promotion in creative industries – The case of museum attendance / Buljubašić, Iva; Borić, Marta; Hartmann Tolić, Ivana / Ekonomski fakultet u Osijeku / A1/ EKONOMSKI VJESNIK, ECONVIEWS, Review of contemporary business, entrepreneurship and economic issues / 2016 / ISSN: 0353-359x; e-ISSN: 1847-2206 3. Implementation of unconventional marketing in cultural institutions – evidence from Croatia / Buljubašić, Iva; Ham, Marija; Pap, Ana / Alexandru Ioan Cuza University of Iasi / A1 / SCIENTIFIC ANNALS OF ECONOMICS AND BUSINESS / god. XXIX, br. 2, 2016 / ISSN 2501-3165; e-ISSN: 2501-3165

	<p>4. The place of books and libraries in the framework of cultural and creative industries of the new age / Mihaljević, Jasminka; Borić, Marta; Buljubašić, Iva / Ekonomski fakultet u Osijeku / A1 / Zbornik radova V međunarodnoga znanstvenog simpozija: Gospodarstvo istočne Hrvatske / 2016 / ISSN: 1848-9559</p> <p>5. Influence of Advertising space sales on information media content and financial performance of Croatian National TV stations / Bestvina Bukvić, Ivana; Buljubašić, Iva; Lesinger, Gordana / Fakultet masovnih medija u Trnavi / A1 / Zbornik radova međunarodnog znanstvenog skupa - International Scientific Conference Megatrends and Media / 2016 / ISSN: 2453 – 6474</p> <p>6. INFLUENTIAL ASPECTS OF POLITICAL COMMUNICATION WITH EMPHASIS ON LOCAL ELECTIONS 2017 / Biuk, Domagoj; Buljubašić, Iva; Lesinger, Gordana / Ekonomski fakultet u Osijeku / A1 / Interdisciplinary management research / 2019/ ISSN: 1847-0408</p> <p>7. Marketing as a Business Success Factor of Cultural Institutions/ Buljubašić, Iva; Kotrla, Diana / Ekonomski fakultet u Osijeku / A1/ 7th International Scientific Symposium GOSPODARSTVO ISTOČNE HRVATSKE - VIZIJA I RAZVOJ / 2018 / ISSN: 1848 – 9559</p> <p>8. The Economic Impacts of the European Capitals of Culture on Regional Development and Tourism / Borić Cvenić, Marta; Buljubašić Iva; Tolušić Marija / Lisabon / A1 / Economic and Social Development, 35 th International Scientific Conference on Economic and Social Development / 2018 / ISSN: 1849 – 7535</p> <p>9. FINANCIAL AND MARKETING PERSPECTIVES OF A CROWDFUNDING / Bestvina Bukvić, Ivana; Buljubasić, Iva / Zagreb / A1 / Economic and Social Development, 26th International Scientific Conference on Economic and Social Development – "Building Resilient Society" / 2017 / ISSN: 1849 – 7535</p> <p>10. THE BOUNDARY BETWEEN NEWS CONTENT AND NATIVE ADVERTISING – IS IT CLEAR? / Lesinger, Gordana; Buljubašić, Iva / A1 / Megatrends and Media - Digital Universe/ 2019/ ISSN: 2453-6474</p>
list of professional works	<ol style="list-style-type: none"> 1. Potential of marketing in city museum / Buljubašić, Iva; Jurić, Irena / Fakultet agrobiotehničkih znanosti u Osijeku / A2 / Zbornik radova sa znanstvenog skupa Globalizacija i regionalni identitet / 2016 / ISBN 978-953-6931-93-4 2. Advertising of theatrical life in time of J.J. Strossmayer in Osijek / Buljubašić, Iva; Medić, Mane / Odje za kulturologiju u Osijeku / A2 / Međunarodni interdisciplinarni znanstveni skup Znanstvene, Kulturne, Obrazovne i Umjetničke politike - Europski realiteti / 2015 / ISBN 978-953-6931-92-7 3. Comparative analysis of the impact factors influencing the cinema and theatre attendance and their business performance / Bestvina Bukvić, Ivana; Borić Cvenić, Marta; Buljubašić, Iva / A2 / Media, culture and public relations / 2017 / ISSN: 1333 – 6371
professional awards and recognition	/
projects	The influence of promotional activities on the development of Generation Y audience in national and city theatres in Croatia/ Financed by University of Osijek / 19.11.2018 – 01.06.2020.
membership in professional associations	/
list of popularisation works	1. Design and advertising / Buljubašić, Iva; Čenan, Stella / Akademija za umjetnost i kulturu u Osijeku / Književna revija / 2019 / ISSN: 1330 - 1659

free-form CV	<p>Iva Buljubašić is currently working as a PhD, Assistant Professor and chief Erasmus coordinator at the Academy of Arts and Culture in Osijek, at the Department for culture, media and management. In year 2014 she got scholarship from Robert Bosch Foundation and Goethe Institution Munich for "Ulm Danube School for Arts Management". In 2015, at only age of 27, she finished her PhD in the field of unconventional marketing in the institutions of culture in Croatia at the Faculty of Economics in Osijek. In 2017, she represented University of Osijek at the elite economic forum of young leaders at Nowy Sacz in Poland and at the same year she had her own course entitled "Guerrilla Marketing Communications" at the Stuttgart Media University, Faculty of Electronic Media in Stuttgart, Germany. In 2018 she led students in the marketing campaign for "Landesmuseum Württemberg" in Stuttgart and for that same campaign students received the Rector's award at University of Osijek and also at the same year she got scholarship from Shanghai University of International Business and Economics for professional training. Onwards, she is now leading a scientific research project called "The influence of promotional activities on the development of Generation Y audience in national and city theatres in Croatia" and the project is financed by University of Osijek and is declared as a project of special meaning for Academy of Arts and Culture in Osijek. During 2019 she got scholarship from Bavarian Ministry for Science and Arts for Intensive German Language Course & Literature at University of Eichstätt-Ingolstadt. She also reviews scientific papers in field of economy (marketing and management).</p>
links	<p>https://www.bib.irb.hr/pretraga?operators=and Buljuba%C5%A1i%C4%87,%20Iva%20(342353) text author</p> <p>https://scholar.google.hr/citations?user=D2C7CdEAAA&hl=hr</p>