

Marija Tolušić	
academic degree	mag. univ. spec
grade	Senior lecturer
area, field, discipline of the appointment into the grade	Social sciences, economics, general economics
department	Department of Culture, Media and Management
office hours	Wednesday / 10,00-12,00
office	Cabinet number: 37 Address: Trg sv. Trojstva 3, 31 000 Osijek
contact	e-mail: <a href="mailto:mtolusic@aukos.hr">mtolusic@aukos.hr</a> <a href="mailto:tolusicmarija@gmail.com">tolusicmarija@gmail.com</a> phone: 031 224-227
teaching activity courses during 2019/2020	Economics of Culture and Creative Industries Management in Culture Cultural Institutions Marketing in Culture Introduction to Entrepreneurship Cultural Planning The Economics of Gender
education	Faculty of Economics in Osijek – Postgraduate university study of Specialty Marketing – graduated in 2015; Faculty of Economics in Osijek – Graduate study Exchange and Market – completed in 1983.
development	/
area of artistic / scientific / professional research interest	Economics, management, marketing, cultural and creative industries
list of artistic works	/
list of scientific works	<ol style="list-style-type: none"> <li>1. <b>The role and importance of libraries local history collections in the development of cultural tourism in a destination</b> / Borić Cvenić, M., Mesić, H., Marija Tolušić / Economic and Social Development/ Prague: Varazdin Development and Entrepreneurship Agency / 2019. / ISSN: 1849-7535;str.188-198</li> <li>2. <b>The role and importance of cultural heritage as a strategic resource in the development of creativecities</b> /Borić Cvenić, M., Mesić ,H., Marija Tolušić /8<sup>th</sup> International Scientific Symposium Economy of Eastern Croatia – Vision and Ggrowth / Ekonomski fakultet Sveučilišta u Osijeku / 2019. / ISSN: 1848-9559; str. 842-856</li> <li>3. <b>The economic impacts of the European Capitals of Culture on regional development and tourism</b> / Borić Cvenić, M., Buljubašić, I., Marija Tolušić / Lisabon: Varaždin/ Development and Entrepreneurship Agency /Economic and Social Development / 2018. / ISSN: 1849-7535; str.554-559</li> <li>4. <b>Academic Libraries and the social responsibility challenge</b> / Leko Šimić,M., Mihaļjević,J., Marija Tolušić/ 7<sup>th</sup> International Scientific Symposium Economy of Eastern Croatia – Vision and Ggrowth / Ekonomski fakultet Sveučilišta u Osijeku / 2018./ ISSN:1848-9559; str.650-659</li> </ol>

5. **Fourt industrial revolution and individualization of products /** Rešetar, Z, Pavičić Rešetar, N.,Tolušić Marija/ 6<sup>th</sup> International Scientific Symposium Economy of Eastern Croatia – Vision and Ggrowth / Osijek 25-27.5.2017., ISSN 1848-9559;str.248-255
6. **Analysis of the impact of unconventional marketing in museums /**Buljubašić, I., Marija Tolušić, Jurić, I. / 1.International Interdisciplinary Scientific Conference Media and Culture –European Realities, Osijek 4. i 5. May 2017.; ISBN 978-953-8181-092; ISBN 978-953-8181-17-7(e- book);str.597-606
7. **The role and the importance of promotion in the development of oenotutrisam in Baranja /**Z.Bošnjaković, Marija Tolušić, Marta Borić/. Interdisciplinary Management Research XII,Opatija,20.-22.5.2016.; Proceedings ISSN 1847- 0408;str.1067-1080
8. **Uspješnost poslovanja gospodarskih subjekata u ovisnosti o rodnoj strukturi uprave /**Ivana Besstvina Bukvić, Marija Tolušić, Ivana Tokić/ , 2.International Interdisciplinary Scientific Conference Science, Culture, Education and Arts Policies – European Realities; Osijek 18. i 19. May 2015.; ISBN 978-953-6931-92-7; str. 69-96
9. **Comparison of perception of private labels between students studyng in their place of residence and students studyng outside their place of residence (**Z.Tolušić, Ivana Srb, Marija Tolušić) ECONVIEWS God.XXVIII, BR.2/2015. Preliminary communication UDK 659.126:658.626(497.5); str.379-390
10. **Valuating wine brands using the brand finance method – a case study /**ZdrvkoTolušić, Sandra Odobašić, Marija Tolušić/ Interdisciplinary Management Research XI, Opatija,15.-17.5.2015.; Proceedings ISSN 1847- 0408; str.1106-1115
11. **The application of the CAPM model on selected shares on the Croatian capital market /**Sandra Odobašić, Marija Tolušić, Zrinka Tolušić/ ECONVIEWS God.XXVII, BR.2/2014. Preliminary communication UDK 336.76(497.5),str.297-312
12. **Preferencije potrošača i konzumiranje bučinog ulja na području Virovitičko- podravske i Osječko-baranjske županije/** Marija Tolušić., Burilović , L., Toluišić, Z.) 49. hrvatski i 9.međunarodni simpozij agronoma 16- 19. veljače 2014.,Dubrovnik, Zbornik radova; ISBN 978- 953- 7871-22-2; str.181-185
13. **Upravljanje rastom vrijednosti imovine kao funkcija ekonomskoga rasta /**Sandra Odobašić Marija Tolušić, Luka Burilović) Ekonomski vjesnik Osijek God. XXVI, BR. 2/2013. str. 508-523.Prethodno priopćenje, UDK 330.5:330; str.508-523
14. **Marketing of organic products in Osijek-Baranja County /**Tolušić Marija,Tolušić ,Z.,Tolušić ,Z.) 2nd Internacional M-sphere Conference Multidisciplinarity in Business and Science and Science 10th-12th October2013., Book of proceedings ;ISBN 978-953-7930-03-5; str. 338-344
15. **Uloga i važnost Eu fondova za Republiku Hrvatsku/**Tolušić, Marija.;Koporčić,N.,Tolušić,Z/ Ekonomski vjesnik Osijek 13/1, God. XX VI,BR.1/2013. Prethodno priopćenje, UDK 339.727(4-67EU:497.5); str. 215 -222
16. **Analiza postojanja međusektorske diferencijacije pri postavljanju vizije i misije/**Blažević, Zrinka.; Tolušić, Marija.; Mikočević, M.), Ekonomski vjesnik Osijek 2010/2, God. XXIII, Prethodno priopćenje, UDK 658.5-433-205; str. 401-408
17. **Preferencije potrošača suhomesnatih proizvoda na području Osječko-baranjske županije /**Jelušić, I., Tolušić, Z.; Tolušić, Marija/, Poljoprivreda 2., svezak XIV 2008., UDK 63; ISSN 1330-7142; str. 68-70

	18. <b>Game meat market in Eastern Croatia</b> (Tolušić, Z.; Floriančić, T.; Kralik, I.; Sesar, M.; Tolušić, Marija), Poljoprivreda 2006, broj 2, ISSN: 1330-7142; str. 58-63.
list of professional works	<ol style="list-style-type: none"> <li>1. <b>Poduzetništvo 1</b>-udžbenik u prvom razredu srednje strukovne škole za zanimanje ekonomistica/ekonomist. /suautorstvo s Bernik,J.,Dorčić-Kereković, V., Đurđević, S., Viljetić, B., Vinković Kukolić, B./ 2019., Zagreb: Školska knjiga; str.10-25</li> <li>2. <b>Poduzetništvo 2</b> -udžbenik u drugom razredu srednje strukovne škole za zanimanje ekonomistica/ekonomist./suautorstvo s Bernik, J., Dorčić-Kereković, V.,Đurđević,S., Hrgovčić,Z., Tintor, Ž., Viljetić,B., Vinković Kukolić/ 2019.,Zagreb:Školska knjiga; str.119-178.</li> <li>3. <b>Utjecaj udruga na stjecanje kompetencija studenata i razvoj društvene zajednice na primjeru studenata Odjela za kulturologiju sveučilišta J.J.Strossmayera u Osijeku/</b> Marija Tolušić, Sigmund Veočić, A./ Sociokulturno nasljeđe i gospodarski razvoj; Zbornik radova sa znanstvenog skupa Globalizacija i regionalni identitet 2016.,Osijek 16. i 17.9.2016.;str.192-209.</li> <li>4. <b>Tržište kapitala</b> - udžbenik u četvrtom razredu srednje strukovne škole za zanimanje ekonomistica /ekonomist, Škare, M., Ilić,J., Nemet,M., Sinković,D., Tolušić,Marija. (2014), Zagreb: Školska knjiga; str.52-71</li> <li>5. <b>Primjena zelenog marketinga u Vukovarsko-srijemskoj županiji</b> /Tolušić Marija, Dumančić, Lj.;Tolušić,Z./ Praktični menadžment, Stručno-znanstveni časopis za teoriju i praksu menadžmenta; Vol.IV.,br2./2013.ISSN1849-0689;str.43-49.</li> <li>6. <b>Navike i preferencije potrošača eko-kupinog vina u funkciji ekoturizma u Slavoniji i Baranji</b> (Tolušić Marija,Tolušić Z.,Tolušić Z./ Zbornik radova Veleučilišta u Šibeniku,GOD.7.BR4/2013. 1.Znanstvenostručna konferencija s međunarodnim sudjelovanjem"Isazovi današnjice:turizam danas za sutra"Šibenik2013. UDK34;ISSN1846-6699;str.656-666.</li> <li>7. <b>Gerila marketing na primjeru vinskih cesta u Baranji/ Tolušić Marija</b> Tolušić, Z., Tolušić Z.),Zbornik radova Veleučilišta u Šibeniku, GOD.7.BR 4/2013., 1.Znanstvenostručna konferencija s međunarodnim sudjelovanjem "Isazovi današnjice: turizam danas za sutra" Šibenik 2013. UDK34;ISSN1846-6699;str.588-596.</li> <li>8. <b>Utjecaj ambalaže na prodaju proizvoda/</b>(Tolušić, Marija, Mikolčević, M.,; Tolušić, Z./ Zbornik radova visoke škole za menadžment u turizmu i informatici u Virovitici., Godina II. broj 2/2011. ISSN: 1847-8107, str. 24-26.</li> <li>9. <b>Identitet tvrtke prepoznatljiv brend na tržištu</b> / Tolušić, Z., Blažević, Z., Tolušić, E., Tolušić, Marija/ Zbornik radova visoke škole za menadžment u turizmu i informatici u Virovitici., Godina I. broj 1/2009. ISSN: 1847-4381, str. 7-10.</li> </ol>
professional awards and recognition	Recognition of the Academy of Arts and Culture in Osijek 2018.
projects	/
membership in professional associations	/
list of popularisation works	/
free-form CV	Born in 1960 in Osijek. Graduated from the Faculty of Economics in Osijek 1983. At the same faculty completed postgraduate specialist study Marketing of Special areas.

	<p>From 1984. up to 1992. works in the brewery Osijek (general and Personnel Affairs, plan and analysis and financial bookkeeping). In the period from 1992. to 2013. works as a teacher of an economic group of subjects (Entrepreneurship, Shareholder economy and Marketing) at the Economic and administrative high school in Osijek, and from 2011. in the profession of mentoring. From 2009. to 2012. Lecturer at the School of Management in tourism and informatics in Virovitica (module: Marketing). From April 2013. Lecturer, and then from May 2015. Senior lecturer at the Department of Cultural Management of the University of Josip Juraj Strossmayer, Osijek, the Academy of Arts and Culture, the Department for Culture of Media and management. She performs courses in the field of economics and management. The field of scientific and professional interest is the economics of culture and creative industries, marketing, entrepreneurship and management.</p>
links	<p><a href="https://scholar.google.hr/citations?user=4nupXCsAAAAJ&amp;hl=hr">https://scholar.google.hr/citations?user=4nupXCsAAAAJ&amp;hl=hr</a></p>