

	Nives Tomašević
academic degree	PhD
grade	Associate professor
area, field, discipline of the appointment into the grade	Social sciences, information and communication science, publishing studies
department	Department of Culture, Media and Management
office hours	
office	Josip Juraj Strossmayer University of Osijek, Trg Svetog Trojstva 3, 31000 Osijek, Croatia
contact	ntomasevic@aukos.hr
teaching activity courses during 2019/2020	- Digital Heritage and User Communication - Information Sources and Services - Indexing and Retrieval Systems
education	PhD, University of Zagreb, Faculty of Humanities and Social Sciences, Postgraduate Doctoral Study of Croatian Culture, Zagreb (Croatia). PhD Theses: Transition in Publishing and Manufacture of Books as a Cultural Capital M.A. in Yugoslavian Languages and Literature, University of Zagreb, Faculty of Humanities and Social Sciences, Zagreb (Croatia)
development	2013: Vienna, Austria: Internet 2013: Shaping policies to advance media freedom (OSCE) 1997: Mladinska knjiga, Ljubljana, Slovenia 1996: Mladinska knjiga, Ljubljana, Slovenia 1989: Grosshaus Wegner, Hamburg, Germany
area of artistic / scientific / professional research interest	Publishing business and publishing studies; cultural and creative industry; cultural studies
list of artistic works	/
list of scientific works	Journal articles Ljevak Lebeda, Ivana; Mijoč, Josipa; Tomašević, Nives. Critical examination of the IEET measurement instrument for the assessment of textbook quality. // Ekonomski vjesnik, 31 (2018), 2; 275-285. (https://www.bib.irb.hr/982502) Tomašević, Nives; Ljevak Lebeda, Ivana. Role of Publishing in the Cultural and Creative Industry. // Knygotyra, 62 (2014), 47-59 Tomašević, Nives; Despot, Ivona. Impact of EU's Single European Market on e-Books and its Implications Regarding Publishing Industries in Small Countries. // Knygotyra, 62 (2014), 60-72 Horvat, Jasna; Tomašević, Nives; Lendić, Slaven. Semiotički marketing Konstantina Ćirila Filozofa: glagoljičko prezentiranje kršćanstva kao preteča suvremenog semiotičkog marketinga. // Libellarium : časopis za povijest pisane riječi, knjige i baštinskih ustanova, 2 (2009), 2; 161-180. (https://www.bib.irb.hr/514312)

	Tomašević, Nives. Istraživanje stajališta o čitanju i njihov utjecaj na nakladništvo (ocjena zainteresiranosti za književne vrste). // Libellarium: časopis za povijest pisane riječi, knjige i baštinskih ustanova, 1 (2008), 2; 221-242 Conference proceedings papers Mijoč, Josipa; Horvat, Jasna; Tomašević, Nives. Digital exchange of unpublished authorial content (a precondition for establishing creative market). // 6th International Scientific Symposium: Economy of Eastern Croatia - Vision and Growth / Mašek Tonković, Anka (ur.). Osijek: Ekonomski fakultet u Osijeku, Sveučilište Josipa Jurja Strossmayera u Osijeku, 2017. str. 211-218. (https://www.bib.irb.hr/877291) Horvat, Jasna; Mijoč, Josipa; Tomašević, Nives. Paradigm of Digital Science Communication: The Potential of Multiple Science Script. // 4. Međunarodni znanstveni simpozij: Gospodarstvo istočne Hrvatske - vizija i razvoj / Mašek Tonković, Anka (ur.). Osijek: Sveučilište J. J. Strossmayer u Osijeku, 2015. str. 325-340 Horvat, Jasna; Mijoč, Josipa; Ljevak, Petra; Tomašević, Nives. Economic expedience of glagolitic script in publishing sector of creative industry. // 3rd International Scientific Symposium „Economy of eastern Croatia – vision and growth” / Anka Mašek Tonković (ur.). Osijek: Sveučilište Josipa Jurja Strossmayera u Osijeku, Ekonomski fakultet u Osijeku, 2014. str. 321-334 Horvat, Jasna; Tomašević, Nives; Lendić, Slaven. Europske metropole: postmaterijalizam i kulturna kreativnost. // Imaginacije prostora : centri i periferije - metropole i provincije u književnostima i kulturama Srednje Europe : zbornik / Oraić Tolić, Dubravka ; Kulcsár Szabó, Ernő (ur.). Zagreb: Disput, 2013. str. 21-35 Tomašević, Nives; Horvat, Jasna; Gavranović, Drahomira. Virtualni marketing nakladničkih materijalnih dobara. // 16. seminar Arhivi, knjižnice, muzeji : mogućnosti suradnje u okruženju globalne informacijske infrastrukture : zbornik radova / Tomašević, Nives ; Despot, Ivona (ur.). Zagreb: Hrvatsko knjižničarsko društvo, 2013. str. 202-223 Horvat, Jasna; Tomašević, Nives; Gavranović, Drahomira. Eugen od Savoje: literarno-turističko-dokumentaristička poveznica srednjoeuropskog kulturnog konteksta i izgradbeni element romana Bizarj. // 15. seminar Arhivi, knjižnice, muzeji : mogućnosti suradnje u okruženju globalne informacijske infrastrukture : zbornik radova / Hasenay, Damir ; Krtalić, Maja (ur.). Zagreb: Hrvatsko knjižničarsko društvo, 2012. str. 255-283 Kos-Lajtman, Andrijana; Tomašević, Nives. Autobiografski diskurs u prozi Višnje Stahuljak. // Zlatni danci 12 - Život i djelo(vanje) Višnje Stahuljak. Zbornik radova s međunarodnog znanstvenog skupa. / Pintarić, Ana (ur.). Osijek: Filozofski fakultet Osijek, Filozofski fakultet Pečuh, 2011. str. 31-54. (https://www.bib.irb.hr/511795) Mijoč, Josipa; Horniš, Marija; Tomašević, Nives; Horvat, Jasna. Book as a Souvenir: Partnership between Tourism Potentials, Cultural Identity Promotion and Publisher's Profits. // 3rd International Scientific Conference: Tourism and Quality of Life / Lazanski, Tadeja Jere (ur.). Portorož, Slovenija: Založba Turistica,
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	Fakulteta za turistične studije Portorož, Univerza na Primorskem, 2010. str. 296-307. (https://www.bib.irb.hr/484170) Horvat, Jasna; Tomašević, Nives. Lik i djelo Svetog Konstantina Ćirila Filozofa u romanu Az. // Sveti Naum Ohridski i slovenskata duhovna, kulturna i pismena tradicija / Vele, Ilija ; Girevski, Aco, Makarijoska Liljana ; Piperkoski, Ilija ; Mokrova, Kostadina (ur.). Skopje, Makedonija: Univerzitetot, 2010. str. 197-211. (https://www.bib.irb.hr/516017) Tomašević, Nives. Odnos hrvatskoga srednjovjekovlja prema smrti (s osobitim obzirom na Ples smrti Vincenta iz Kastva u Beramu). // Istra u umjetnosti i znanstvenim disciplinama: zbornik radova s međunarodnoga znanstvenog skupa / Mihanović-Salopek, Hrvoja ; Prosoli, Alojzije (ur.). Zagreb: Udruga Prosoli – Sveta glazba, 2010. str. 47-61
list of professional works	Despot, Ivona; Ljevak Lebeda, Ivana; Tomašević, Nives. "Freemium" business models in publishing. New packaging for the needs of readers in the digital age. // Libellarium: časopis za povijest pisane riječi, knjige i baštinskih ustanova, 8 (2015), 1; 81-89 doi:10.15291/libellarium.v8i1.216 Horvat, Jasna; Tomašević, Nives. Glagoljica kao tema knjige - kulturnog suvenira. // Arhivi, knjižnice, muzeji 14: zbornik radova, XVIII (2011), 180-197. (https://www.bib.irb.hr/557781) Tomašević, Nives; Ivanović, Martina Dragija. Slobodno vrijeme i čitanje (s osvrtom na trendove u nakladništvu). // Međunarodni interdisciplinarni stručni skup „Knjiga i slobodno vrijeme”. Zbornik radova / Pecotić, Elli (et al.) (ur.). Split: Gradska knjižnica Marka Marulića, 2011. str. 32-42 Tomašević, Nives. Nakladnička recepcija Zore Dirnbach. // Književna republika : časopis za književnost, 8 (2010), 1/3; 263-266 Tomašević, Nives. Kulturna industrija. // Kolo : časopis Matice hrvatske, 3-4 (2008), 114-125
professional awards and recognition	2004: Croatian Academy of Sciences and Arts Josip Juraj Strossmayer Award for the best publishing project 2003: Charter of the City of Osijek for promoting the written word of Osijek. 1997: Republic of Croatia Medal - Order of Danica Hrvatska with the figure of Marko Marulić for achievements in the field of culture
projects	• project of the Ministry of Culture, Croatia: <i>Croatian Cultural Heritage</i> (project started in 2012 and continues; executive director) • scientific project <i>Digitization, Bibliographic Description and Research of Texts Written in Glagolitic, Croatian Cyrillic and Latin Scripts Until the End of the 19th Century in the Zadar and Šibenik Area</i>, University of Zadar, Department of Information Sciences in co-organization Vestigia - Manuscript Research Center and Karl-Franz-University of Graz, Austria (project duration: January 1, 2016 - December 31, 2020; associate) • projects by publishers and institutions in the field of culture and science: <i>Sabrana djela Miroslava Krleža i Sabrana djela Milana Begovića</i> (Collected works of Miroslav Krleža; Collected works of

	Milan Begović; project by HAZU and Matica hrvatska), <i>Povijest umjetnosti u Hrvatskoj</i> (Art History in Croatia; in cooperation with the Institute of Art History), <i>Opća nacionalna enciklopedija</i> (General National Encyclopedia) etc.
membership in professional associations	Matica hrvatska ICARUS Hrvatska
list of popularisation works	Hebrang Grgić, Ivana; Tomašević, Nives. Korištenje digitalnih zbirki u nakladništvu. // 8. festival hrvatskih digitalizacijskih projekata Zagreb, Hrvatska, 2018. str. 49-49 Tomašević, Nives; Tomić, Marijana; Batur, Monika. Kemija nakladničkog poslovanja. // Kreativna riznica Osijek, Hrvatska, 2017. str. 1-1 Tomašević, Nives; Tomić, Marijana. Portal zadarske pisane baštine: od pergamene i papira do portala. // Kreativna riznica: popularizacijski simpozij. Osijek, Hrvatska, 2016. Mijoč, Josipa; Tomašević, Nives; Horvat, Jasna. Digitalna burza autorskih sadržaja: utopistička ili stvarnosna platforma?, 2016.
free-form CV	Nives Tomašević (b. 1954, Zagreb) is a PhD and Associate Professor, cultural theorist, editor and author. She graduated from the Faculty of Humanities and Social Sciences at the University of Zagreb in 1986 and received her doctorate in humanities in 2007. She has devoted herself to professional, scientific and academic work in the field of publishing: for more than 30 years she has worked in publishing houses (Mladost, Mozaik, Slon, Naprijed, Ljevak) and edited a number of books and libraries (Rukoljub, Strani pisci, Academica, Razotkrivanja, etc.). Furthermore, she developed her academic and scientific career at the Department of Information Sciences at the University of Zadar, where she worked from 2009 to 2019 and started a series of courses in the field of publishing and cultural studies. She has been an Associate Professor at the Josip Juraj Strossmayer University of Osijek, Academy of Arts and Culture, Department of Culture, Media and Management since 2019.
links	https://www.bib.irb.hr/pregled/znanstvenici/319811 https://scholar.google.hr/citations?user=pdsrMo8AAAAJ&hl=hr