

<b>Associate Professor Hrvoje Mesić, PhD</b>	
Academic degree	Doctor of Science (PhD)
Title	Associate Professor
Academic discipline, fields of study, branches (conferment of the title)	Field: Interdisciplinary Sciences Discipline: Philology / Information Sciences
Department	Department of Culture, Media and Management
Student consultation hours and appointments	Office hours: Mondays from 6:00 PM to 7:00 PM
Office	Room 33 (2nd floor) Trg Sv. Trojstva 3 (Rectorate building)
Contact	E-mail: hrvoje.mesic35@gmail.com
Teaching Courses taught in 2025/2026	Heritage Culture in the Memory of the City Digital Cultural Content Culture of Speaking, Reading and Writing I, II
Education	<b>2017</b> – Doctoral School, Josip Juraj Strossmayer University of Osijek – PhD in Interdisciplinary Humanities <b>2007</b> – Faculty of Humanities and Social Sciences, Osijek – Professor of Croatian Language and Literature and Graduate Librarian <b>2003</b> – Jesuit Classical Gymnasium with Public Rights in Osijek – High School Diploma
Training	<b>Lifelong Learning Programme</b> – sub-programmes: <b>Comenius and Grundtvig</b> – Hungary, Italy, Lithuania, Bulgaria, Turkey, Malta, Norway, Greece <b>Seminar in Holocaust Studies</b> (Jerusalem, Israel) <b>Erasmus+</b> – Bulgaria
Research interests (arts / science / professional work and investigation)	Theory and History of Literature, Cultural Geography, Urban Studies, Digital Humanities, Spatial Humanities, Cultural Heritage, Convergence of Heritage Institutions, Creative Industries and Heritage, Croatian Culture, Literature and Music
Works of arts	/
Scientific papers	<b>Books:</b> <b>1.</b> Mesić, Hrvoje. 2019. <i>Heritage Culture in the Memory of the City</i> . Zagreb: Naklada Ljevak, 224 pages. ISBN: 978-953-355-291-0. <b>2.</b> Mesić, Hrvoje. 2022. <i>Heritage, Emotion, Identity</i> . Zagreb: Naklada Ljevak, 231 pages. ISBN: 978-953-355-630-7. <b>Scientific Papers:</b> <b>1.</b>

Mesić, Hrvoje. 2018. *In the Digital Network of Memory: Agents of Heritage Materials of the Parish Archive of Osijek's Inner Town* // Šokačka rič 15: Slavonian Dialect and Other Croatian Dialects – Proceedings of the Scientific Conference *Slavonian Dialect with International Participation*, held in Vinkovci on 3 November 2017 / Bilić, Anica (ed.). Vinkovci: Community of Cultural and Artistic Activities of Vukovar-Srijem County, pp. 133–223. ISBN: 978-953-57381-8-3.

**2.**

Sablić Tomić, Helena; Mesić, Hrvoje. 2018. *Genius Loci of Osijek's Inner Town* // *Lingua Montenegrina: Journal for Linguistic, Literary and Cultural Issues*, 21(1), pp. 281–296. ISSN: 1800-7007.

**3.**

Mesić, Hrvoje. 2018. *Spatial Humanities: Mapping Invisible Dormant Spaces* // *Lingua Montenegrina*, 22(2), pp. 179–209. ISSN: 1800-7007.

**4.**

Sablić Tomić, Helena; Mesić, Hrvoje. 2018. *Digital Surrogates of Printing in Osijek's Inner Town as a Primary Heritage Source* // *HUM: Journal of the Faculty of Humanities and Social Sciences, University of Mostar*, 13(20), pp. 106–123. ISSN: 1840-233X, e-ISSN: 2303-7431.

**5.**

Mesić, Hrvoje. 2019. *Red and Black: A Cultural Image of Osijek's Inner Town during the Great War in the Records of Robert Bezetžky* // XIV International Croatian Studies Conference (World War I) / Blažetin, Stjepan (ed.). Pécs: Scientific Institute of Croats in Hungary, pp. 224–245. ISBN: 978-963-89731-5-3.

**6.**

Mesić, Hrvoje. 2019. *Documenting Cultural Heritage Using the Cataloging Cultural Objects Standard: A Model for the Development of Cultural Assets in a Digital Environment* // VII International Scientific Conference: *Development Models – Experiences of Others and Our Possibilities* / Fazlović, Albina (ed.). Brčko: European University Brčko District, pp. 117–130. ISBN: 978-99955-99-48-5.

**7.**

Borić Cveniće, Marta; Tolušić, Marija; Mesić, Hrvoje. 2019. *The Role and Importance of Cultural Heritage as a Strategic Resource in the Development of Creative Cities* // 8th International Scientific Symposium *Economy of Eastern*

*Croatia – Vision and Growth*, pp. 842–856. ISSN: 1848-9559.

**8.**

Borić Cvenić, Marta; Mesić, Hrvoje. 2019. *The Role of Creative Industries in Branding and Shaping the Image of a City* // *Lingua Montenegrina*, 23(1), pp. 257–282. ISSN: 1800-7007.

**9.**

Mesić, Hrvoje. 2019. *Heritage Materials of the Parish of St. Michael the Archangel in Osijek Fortress: The Origin of the City's Cultural Memory* // *Diacovensia: Theological Contributions*, 27(2), pp. 285–305. ISSN: 1330-2655, e-ISSN: 1849-014X.

**10.**

Mesić, Hrvoje. 2019. *Emotional Turning Point and the Other: Unknown Records of Josip Böhm, Head Teacher and Vorbeter from Ernestinovo* // *Šokačka rič* 16, pp. 137–214. ISBN: 978-953-57381-9-0.

**11.**

Borić Cvenić, Marta; Mesić, Hrvoje; Tolušić, Marija. 2019. *The Role and Importance of Libraries' Local History Collections in the Development of Cultural Tourism in a Destination* // *Economic and Social Development: 47th International Scientific Conference*, pp. 188–198. ISSN: 1849-7535.

**12.**

Sablić Tomić, Helena; Mesić, Hrvoje. 2019. *New Old Fragments of Space: Education and Theatre in Osijek's Inner Town* // *Lingua Montenegrina*, 24(2), pp. 209–230. ISSN: 1800-7007.

**13.**

Mavrin, Igor; Mesić, Hrvoje; Šebo, Damir. 2020. *Towards a New Model of Heritage Management – Potentials of ICT in the Interpretation and Presentation of Urban Legacy* // *Interdisciplinary Management Research XVI*, pp. 894–911. ISSN: 1847-0408.

**14.**

Mesić, Hrvoje; Sablić Tomić, Helena. 2020. *Public Memory and Cultural Diversity in the (Re)Creation of a City: Advantages and Disadvantages* // *European and Eurasian Integrations – Advantages and Disadvantages*, pp. 151–165. ISBN: 978-99955-99-53-9.

**15.**

Borić Cvenić, Marta; Mesić, Hrvoje; Tolušić, Marija. 2020. *From Cultural Heritage to Cultural Tourism in Osijek, Croatia: Current Situation and Development Perspectives // Economic and Social Development: 55th International Scientific Conference*, pp. 717–728. ISSN: 1849-7535.

**16.**

Barić-Šelmić, Snježana; Mesić, Hrvoje. 2020. *A Dead Letter is a Good Start: A Study on the Literary Genealogy of Emerging Genres in New Media // Megatrends and Media: On the Edge*, pp. 470–484. ISBN: 978-80-572-0062-8.

**17.**

Mesić, Hrvoje; Živković, Goran. 2020. *Requisitions in the Culture of Memory of the City of Osijek during World War I, with Special Reference to the Requisition of the Bells of the Church of St. Michael the Archangel // Šokačka rič* 17, pp. 209–312.

**18.**

Mesić, Hrvoje. 2020. *Lucifer's Fear: On the Image of God in Novak's Novel The Last Stipančići // Senjski zbornik*, 47(1), pp. 77–96.

**19.**

Sablić Tomić, Helena; Mesić, Hrvoje. 2020. *Bequeathed, Inherited, Revived: On the Essayistic Discourse of Croatian Writer Nedjeljko Fabrio // SaZnanje*, 2(1), pp. 193–203.

**20.**

Mesić, Hrvoje. 2020. "For Faith, Nation and Language": *Defiance and Resistance of Revivalist Ivan Antunović, the Croatian Taras Shevchenko // Kyiv National University Conference Proceedings*, pp. 201–223.

**21.**

Mesić, Hrvoje; Sablić Tomić, Helena. 2021. *Virus in Written Discourse: The Reception Angle and the Cultural Angle // COVID-19 – Challenges and Consequences, Vol. II*, pp. 81–97.

**22.**

Mesić, Hrvoje; Mavrin, Igor. 2021. *Management of Cultural Heritage in Earthquake-Induced Crises – Perspectives and Policies of the Republic of Croatia // Lingua Montenegrina*, 27(1), pp. 353–368.

**23.**

Pavin Banović, Alta; Mesić, Hrvoje. 2021. *Communication Challenges of Distance Learning during the COVID-19*

*Pandemic in Croatia* // Megatrends and Media: Home Officetainment, pp. 212–228.

**24.**

Mesić, Hrvoje; Barić-Šelmić, Snježana. 2021. *Why Do We Need Fiction during the COVID-19 Pandemic? Videogames: A Sketch for a Genre Typology* // Megatrends and Media: Home Officetainment, pp. 563–580.

**25.**

Mavrin, Igor; Mesić, Hrvoje. 2021. *Towards Virtual Legacy: Managing Cultural Heritage and Museums in the COVID-19 Crisis – Perspectives of Eastern Croatia* // Šokačka rič 18, pp. 85–106.

**26.**

Mesić, Hrvoje; Sablić Tomić, Helena. 2021. *Measures in the Prevention and Suppression of Cholera in Osijek at the End of the 19th Century: An Anthropological Approach* // Šokačka rič 18, pp. 7–56.

**27.**

Mesić, Hrvoje; Sablić Tomić, Helena. 2022. *The Role of Food in the Rhythm of Civil Private Time* // Food Safety and Quality, pp. 258–274.

**28.**

Mesić, Hrvoje; Sablić Tomić, Helena. 2022. *The Square as a Meeting Place: The Culture of Remembrance and History* // Economic and Social Development, pp. 118–126.

**29.**

Mesić, Hrvoje; Sablić Tomić, Helena. 2022. *The Forest Space as a Metaphor for the Existential* // SaZnanje, 3(1), pp. 215–226.

**30.**

Mesić, Hrvoje; Sablić Tomić, Helena. 2022. *The City and Water: An Introduction to the Cultural Hydrogeography of Osijek's Inner Town (from the Pre-Roman Era to the Demolition of Fortress Walls 1923–1926)* // Šokačka rič 19, pp. 137–174.

**31.**

Borić Cveniće, Marta; Mesić, Hrvoje; Poljak, Roko. 2022. *Revitalization of Osijek's Forgotten Industrial Heritage as a Potential for the Development of Cultural and Creative Industries* // Informatologia, 55(3–4), pp. 232–245.

**32.**

Pavin Banović, Alta; Banek Zorica, Mihaela; Mesić, Hrvoje. 2022. *Use of the e-Lektire Portal among Secondary School Youth* // *Vjesnik bibliotekara Hrvatske*, 65(3), pp. 101–128.

**33.**

Mesić, Hrvoje. 2022. *Another Reflection on Literary Heritage in Modern Cultural Practices* // *50 Years of Traditions and Development of Bulgarian Folklore*, pp. 265–273.

**34.**

Mesić, Hrvoje; Užar, Tin. 2022. *Vjenceslav Novak and Music: Cultural and Receptional Aspects* // *16th International Scientific Conference*, pp. 188–195.

**35.**

Mesić, Hrvoje. 2023. *“Imprisoned Spirit and the Prayer of Love”: Aspects of the Religious Lyricism of Miroslav Slavko Mader* // *Creative Approaches to Publishing and Heritage*, pp. 326–336.

**36.**

Mesić, Hrvoje; Pavin Banović, Alta. 2023. *Communication Challenges of Artificial Intelligence Systems in the Teaching Process: The Case of ChatGPT* // *Humanity Facing the Challenge of Artificial Intelligence*, pp. 173–194.

**37.**

Mesić, Hrvoje. 2023. *“There is Doubt in My Mind”: On Miroslav Krleža’s Selected War Poetry – Taking a Different Path* // *Lingua Montenegrina*, 31(1), pp. 173–194.

**38.**

Barić-Šelmić, Snježana; Žakula, Elena; Mesić, Hrvoje. 2023. *Power in the Digital Hands of the Prosumer – Enhancing User Experience and Interface (UX/UI): The Case of Instagram Redesign* // *European Realities – Power*, pp. 115–141.

**39.**

Mesić, Hrvoje. 2023. *“May Your Holy Hand Pray for the People’s Happiness”: On the Acquisition of New Bells of the Osijek Inner Town Church after World War I Requisition – A Cultural Approach* // *Šokačka rič* 20, pp. 149–216.

**40.**

Mavrin, Igor; Mesić, Hrvoje; Pavin Banović, Alta. 2023. *Gamification and Immersive Experiences in Museums as an Audience Development Strategy – The Case of Croatian Museums* // *Collegium Antropologicum*, 47(4), pp. 287–296.

41.

Pavin Banović, Alta; Mesić, Hrvoje. 2024. *Sign Language as an Inclusive Communication Channel between Deaf Students and Hearing Participants in the Educational Process // Persons with Disabilities in Art, Science, Education*, pp. 349–363.

42.

Mesić, Hrvoje. 2024. "For God's Sake, Even in Hell It Burns Beneath the Feet": Power, Violence, Pain and Subject in the Ballads of Petrica Kerempub and Interwar Poetry of Miroslav Krleža // Violence – Forms and Prevention, pp. 340–358.

43.

Mesić, Hrvoje; Sablić Tomić, Helena. 2024. *Representation of Cultural Heritage of Bourgeois Salons in Autobiographical Texts of Slavonian Writers at the Turn of the 19th to the 20th Century // Osijek Proceedings*, XXXIX(1), pp. 49–60.

44.

Mesić, Hrvoje. 2024. *The Metaphorics of Atomolrysm in the Visual Poetry of Lucijan Kordić // SaZnanje*, 4(1), pp. 150–167.

45.

Mesić, Hrvoje; Užar, Tin. 2024. "For the Glory and Benefit of Our Dear Nation and Home": The Journalistic Opus of Rudolf Franjin Magjer // Senjski zbornik, 51(1), pp. 225–246.

46.

Mesić, Hrvoje; Užar, Tin. 2025. "Memento in Red Letters": Literary Representation of Disability in the Short Story Collections of Josip Pavičić // Care for the Elderly in Contemporary Society, pp. 412–425.

47.

Mesić, Hrvoje. 2025. *Heritage Interpretation in the Contemporary Context: Theoretical Approaches and the Development of Heritage Literacy // Economic and Social Development: 125th International Scientific Conference*, pp. 1–12.

48.

Mesić, Hrvoje; Mrčela, Tomislav; Zadravec, Tamara. 2025. *Sustainability of Cultural Heritage in the Digital Age: Application of an Information System in a Management Model // European Realities – Sustainability*, pp. 56–75.

49.

	Mesić, Hrvoje; Kranjčević, Filip; Maroševac, Igor. 2026. <i>Digital Transformation of Cultural Content: Museums between Algorithmically Mediated Platforms and Immersive Technologies</i> // Economic and Social Development – Digital & Sustainable Financial Literacy for Inclusive Social Development, pp. 137–150.
Professional papers	/
Professional rewards and recognitions	<p><b>1.</b> Recognition for Contribution to the Development of Science. Doctoral School of Josip Juraj Strossmayer University of Osijek and the Faculty of Humanities and Social Sciences in Osijek. 24 May 2024.</p> <p><b>2.</b> Award for Excellence in Teaching and Student Relations in the 2022/2023 Academic Year. Academy of Arts and Culture in Osijek. 4 October 2023.</p> <p><b>3.</b> Recognition for Exceptional Commitment to Scientific Research Projects. Academy of Arts and Culture in Osijek. 7 December 2022.</p> <p><b>4.</b> Gold Plaque for Special Contribution to the Development of Science and Culture. European University Brčko District, European University “Kallos” Tuzla, College of Vocational Studies for Management and Business Communications in Belgrade, and the Faculty of European Legal and Political Studies in Belgrade. 13 May 2022.</p> <p><b>5.</b> Recognition for Exceptional Commitment to Scientific Research Projects. Academy of Arts and Culture in Osijek. 11 December 2019.</p>
Projects	<p><b>1.</b> 2025–2029 – ZusU – <i>Science in the Service of the Arts: Innovative Approaches to Arts Education</i> (581-UNIOS-07), researcher on the institutional research project of the Academy of Arts and Culture in Osijek.</p>
Membership in professional associations	/
Other publications	<p><b>1.</b> 2nd Scientific Colloquium <i>Science in the Function of Cultural Heritage. The Personal Archive of Pavle Rakoš in the State Archives in Osijek</i> (lecture) (Osijek), 3 June 2024.</p> <p><b>2.</b> 9th ICARUS Croatia Days – <i>Heritage Beyond Borders: Cultural and Educational Practices and New Perspectives.</i></p>

	<p><i>Topotheque Osijek-Tvrđa of the Academy of Arts and Culture in Osijek</i> (lecture) (Osijek), 13 March 2024.</p> <p><b>3.</b> Sergei Prokofiev Marathon: <i>9 Piano Sonatas. Sergei Prokofiev: The Music of Literature and the Literature of Music</i> (lecture) (Osijek), 27 May 2023.</p> <p><b>4.</b> 1st Scientific Colloquium <i>Science in the Function of Cultural Heritage. Literary Legacy in Heritage Institutions – Research Methodology</i> (lecture) (Osijek), 18 May 2023.</p> <p><b>5.</b> Guest Lecture at the Department of Information Sciences, University of Zadar. <i>Heritage, Emotion, Identity</i> (lecture) (Zadar), 21 March 2022.</p> <p><b>6.</b> <i>Virus in Academia: From the Spanish Flu to Coronavirus</i> (lecture) (Osijek), 20 April 2021.</p> <p><b>7.</b> 2nd County Professional Meeting of Secondary School Librarians of Osijek-Baranja County – <i>Media Literacy. The Topotheque Digital Platform – Local Heritage, European Story</i> (lecture) (Osijek), 21 December 2020.</p> <p><b>8.</b> University Monday of GISKO. <i>What Lies Hidden in the Archive of the Parish of St. Michael the Archangel in Osijek Fortress?</i> (lecture) (Osijek), 10 December 2018.</p> <p><b>9.</b> Guest Lecture at the Department of Information Sciences, University of Zadar. <i>Digital Network of Memory of the Inner Town</i> (lecture) (Zadar), 13 November 2018.</p>
CV	<p>Hrvoje Mesić completed his secondary education at the Jesuit Classical Gymnasium with Public Rights in Osijek. He graduated from the Faculty of Humanities and Social Sciences in Osijek with a degree in Library Science and Croatian Language and Literature. He enrolled in the doctoral programme <i>Literature and Cultural Identity</i> at the same faculty, where he passed all required examinations, and obtained his PhD in 2017 at the Doctoral School of Josip Juraj Strossmayer University of Osijek under the supervision of Academician Helena Sablić Tomić and co-supervision of Associate Professor Nives Tomašević, PhD. Since 2018, he has been employed at the Academy of Arts and Culture in Osijek, initially as a postdoctoral</p>

	<p>researcher, from 2020 as an Assistant Professor, and since 2026 as an Associate Professor.</p> <p>Since May 2024, he has served as Vice-Dean for Arts, Quality and Strategy.</p> <p>He has undertaken professional development in Greece, Israel, Norway, Italy, Hungary, Lithuania, Bulgaria, Turkey and Malta. He is the author of two scientific monographs (<i>Heritage Culture in the Memory of the City</i>, 2019; <i>Heritage, Emotion, Identity</i>, 2022), more than 50 scientific papers, and regularly participates in international and national scientific conferences.</p>
Links	<p><b>CRODIS:</b>  <a href="https://www.croris.hr/osobe/profil/34586">https://www.croris.hr/osobe/profil/34586</a></p> <p><b>GOOGLE SCHOLAR:</b>  <a href="https://scholar.google.com/citations?user=b-WXUoEAAAAJ&amp;hl=hr">https://scholar.google.com/citations?user=b-WXUoEAAAAJ&amp;hl=hr</a></p>