

**Name and surname of researcher:** Vatroslav Skare

**Scientific Personal Identification Number:** 257542

**Education:** Ph.D. in Economics (Marketing), Faculty of Economics & Business, University of Zagreb, Croatia, 2011.

**Academic career development and work experience with the Faculty of Economics & Business, University of Zagreb:** Assistant Professor at the Marketing Department (job title and position), 2013 - present

**Honors and awards:** Award 'Mijo Mirković' in 2007 for scientific work for young scholars: Ozretić Došen, D. – Skare, V. – Krupka, Z.: "Assessments of country of origin and brand cues in evaluating a Croatian, western and eastern European food product", *Journal of Business Research*, Volume 60, Issue 2, February 2007, pgs. 130-136.

**Other Scientific and professional activities:** (1) Technical Editor of the scientific journal *Tržište/Market*; (2) Reviewer for the scientific journals *Tržište/Market* and *Ekonomski pregled*; (3) Co-chair of the Organizing Committee, International Scientific Conference „Marketing Theory Challenges in Transitional Societies“, 2008; (4) Member of the Organizing Committee, International Scientific Conference „Marketing Theory Challenges in Transitional Societies“, 2009; (5) Member of European Marketing Academy (EMAC) and Croatian Marketing Association (CROMAR)

**Teaching experience:** Teaching at Faculty of Economics & Business, University of Zagreb: undergraduate level (2003-present; courses: Principles of Marketing, Marketing Management, Product Management, Services Marketing, Internet Marketing), graduate level (2009-present; courses: Services Marketing, Brand Management) and Executive Education programs (2007-present; various marketing courses); Guest Lecturer at Faculty of Economics, University of Ljubljana (2013-present; course: E-marketing) and Corvinus University of Budapest, Faculty of Business Administration (2013; course: Online and Digital Marketing)

**Research interests:** Services Marketing, Services Innovation, Digital Marketing, Brand, Country Image

### Selected Publications:

1. Škare, V.; Ozretić Došen, Đ., How innovative are electronic services? An empirically-based typology. *Proceedings of the 3rd EMAC CEE Regional Conference Marketing Theory Challenges in Emerging Societies* (Eds: Maričić, B., Ognjanov, G.). Beograd: Faculty of Economics, University of Belgrade - Publishing Centre, 203-209, 2012.
2. Ozretić Došen, Đ., Škare, V., Krupka, Z., Celebrity Endorsement in Brand Management in Croatia, In: Marinov, M., Marinova S. (Eds) *The Changing Nature of Doing Business in Transition Economies*. London: Palgrave Macmillan, 214-224, 2011.
3. Škare, V., Do we need a new framework for managing Internet marketing activities?. *Tržište/Market*, 23, 2, 263-279, 2011.
4. Ozretić Došen, Đ., Škare, V., Škare, T., Measuring Health Care Service Quality by Using SERVQUAL. *Revija za socijalnu politiku*, 17, 1, 27-44, 2010.
5. Ozretić Došen, Đ., Škare, V., Krupka, Z., The Overall Image Of Slovenia Among Croatian Students Of Business And Economics. *Our Economy*, 54, 5/6, 95-102, 2008.

### Research Projects:

1. "Istraživanje tržišta u funkciji razvoja specifičnih oblika turizma Hrvatske" ("Market Research in the Function of Special Interest Tourism Development in Croatia"); commissioned by Ministry of Science, Education and Sports of the Republic of Croatia (project code: 067-0672288-2492, January 2007-present), researcher.
2. "Strategija izgradnje imidža Republike Hrvatske" ("Image-development Strategy for Republic of Croatia"); commissioned by Ministry of Science, Education and Sports of the Republic of Croatia (project code: 0067020, May 2003-December 2006), researcher.