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EDUCATION

2011	Ph.D. in Economics (Marketing) Faculty of Economics & Business, University of Zagreb, Croatia
2006	M.Sc. in Economics (Marketing) Faculty of Economics & Business, University of Zagreb, Croatia
2002	B.Sc. in Economics (Marketing) Faculty of Economics & Business, University of Zagreb, Croatia

TRAINING

2012	IFP-International Faculty Program (case study method; case writing; career development) IESE Business School, University of Navarra, Barcelona, Spain
2009	Advanced Pedagogical Skills Course (tailor-made program for teaching assistants) Faculty of Philosophy, University of Zagreb, Croatia
2003	Pedagogical Skills Course (tailor-made program for teaching assistants) Faculty of Philosophy, University of Zagreb, Croatia

ACADEMIC CAREER DEVELOPMENT AND PROFESSIONAL WORK EXPERIENCE

2019-present	Associate Professor at the Marketing Department Faculty of Economics & Business, University of Zagreb, Croatia
2013-2019	Assistant Professor at the Marketing Department Faculty of Economics & Business, University of Zagreb, Croatia
2011-2013	Senior Teaching and Research Assistant at the Marketing Department Faculty of Economics & Business, University of Zagreb, Croatia
2003-2011	Teaching and Research Assistant at the Marketing Department Faculty of Economics & Business, University of Zagreb, Croatia

TEACHING EXPERIENCE AT UNIVERSITY OF ZAGREB

2003-present	Principles of Marketing, Product Management (bachelor courses at Faculty of Economics & Business)
2008-present	Marketing Management, Internet Marketing (bachelor courses at Faculty of Economics & Business)
2009-present	Digital Marketing, Marketing Simulations-MARKSTRAT (Marketing Management Executive Education Program at Faculty of Economics & Business)
2010-present	Services Marketing, Brand Management (master courses at Faculty of Economics & Business)
2019-present	Selected Topics in Business Administration - Digital Transformation of Marketing (Faculty of Economics & Business - Doctoral Program in Economics & Business)
2014-2017	Design Management (master course at Faculty of Architecture, School of Design)

TEACHING EXPERIENCE AT FOREIGN UNIVERSITIES

2018-present	Digital Marketing (visiting professor) IMB, Faculty of Economics, University of Ljubljana
2016-present	Digital Marketing Communication (visiting professor) Faculty of Economics, Vilnius University
2015-present	Digital and Social Media Marketing (visiting professor) ISM University of Management and Economics
2014-present	Digital and Social Media Marketing (course head & lecturer) Ljubljana Summer School, Faculty of Economics, University of Ljubljana
2013-present	Online and Digital Marketing (guest lecturer) Faculty of Business Administration, Corvinus University of Budapest
2014-2015	Business Communication Strategy (guest lecturer) Faculty of Business Administration, Corvinus University of Budapest
2014-2015	Marketing Planning; Retail Marketing (guest lecturer) Faculty of Economics and Business Administration, Babes Bolyai University
2013-2015	Digital marketing (co-lecturer) Faculty of Economics, University of Ljubljana

LANGUAGES

Croatian	mother tongue
English	proficient (C2) in understanding, speaking and writing

RESEARCH PROJECTS

- "Factors influencing the willingness to disclose personal data, and its impact on the choice of a purchasing channel", commissioned by Research Council of Lithuania - member of the research team
- "Extended model of online Privacy Concern (PRICON)"; commissioned by Croatian Science Foundation's Research Projects Programme (project code: 7913, July 2014-November 2017) - member of the research team
- "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-January 2010) - member of the research team
- "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) - member of the research team

PUBLICATIONS

Full bibliography available at <http://bib.irb.hr/lista-radova?autor=257542&lang=EN>

Journal papers

- Rydén, P., Kottika, E., Hossain, M., Škare, V., Morrison, A. M. (2019). Threat or treat for tourism organizations? The Copenhagen Zoo social media storm. *International Journal of Tourism Research*, 1-12., DOI: 10.1002/jtr.2322
- Šerić, M., Ozretić Došen, Đ., Škare, V. (2019). How can perceived consistency in marketing communications influence customer-brand relationship outcomes?. *European Management Journal*, DOI: 10.1016/j.emj.2019.08.011

- Ozretić Došen, Đ., Malešević, K., Komarac, T., Škare, V. (2019). Marketing Perceptions of National and Nature Parks Managers – The Case of Croatia. *European Journal of Tourism Research*, 23, 191-207.
- Komarac, T., Ozretić Došen, Đ., Škare, V. (2019). Managing edutainment and perceived authenticity of museum visitor experience: Insights from qualitative study. *Museum management and curatorship*, DOI: 10.1080/09647775.2019.1630850
- Anić, I. D., Škare, V., Kursan Milaković, I. (2019). The determinants and effects of online privacy concerns in the context of e-commerce. *Electronic commerce research and applications*, 36, DOI: 10.1016/j.elerap.2019.100868
- Komarac, T., Ozretić Došen, Đ., Škare, V. (2019). The Role of the Museum Shop: Eliciting the Opinions of Museum Professionals. *International Journal of Arts Management*, 21(3); 28-41.
- Anić, I.D., Budak, J., Rajh, E., Recher, V., Škare, V., Škrinjaric, B. (2018). Extended model of online privacy concern: what drives consumers' decisions? *Online Information Review*, <https://doi.org/10.1108/OIR-10-2017-0281>
- Komarac, T., Ozretić Došen, Đ., Škare, V. (2017). Understanding competition and service offer in museum marketing. *Academia-Revista Latinoamericana de Administracion*, 30(2), 215-230.
- Anić, I. D., Škare, V., Kursan Milaković, I. (2016). Determinants and behavioural consequences of online privacy concerns among young consumers in Croatia. *Economic Review*, 67(5), 377-398.
- Rašković, M., Ding, Z., Škare, V., Ozretić Došen, Đ., Žabkar, V. (2016). Comparing consumer innovativeness and ethnocentrism of young-adult consumers. *Journal of Business Research*, 69(9), 3682–3686.
- Škare, V., Gospić, D. (2015). Dynamic pricing and customers' perceptions of price fairness in the airline industry. *Tourism*, 63(4), 515-528.
- Ozretić Došen, Đ., Škare, V., Škare, T. (2010). Measuring Health Care Service Quality by Using SERVQUAL. *Revija za socijalnu politiku*, 17(1), 27-44.
- Ozretić Došen, Đ., Škare, V., Krupka, Z. (2008). The Overall Image of Slovenia Among Croatian Students of Business and Economics. *Our Economy*, 54(5/6), 95-102.
- Ozretić Došen, Đ., Škare, V., Krupka, Z. (2007). Assessments of country of origin and brand cues in evaluating a Croatian, western and eastern European food product. *Journal of Business Research*; 60(2), 130-136.
- Ozretić Došen, Đ., Škare, V., Krupka, Z. (2007). Odrednice imidža zemlje: Imidž Kanade u Republici Hrvatskoj. *Market-Tržište*, 19(2), 173-188.
- Škare, V. (2006). Internet kao novi kanal komunikacije, prodaje i distribucije za segment mladih potrošača. *Market-Tržište*, 18(1-2), 29-40.
- Škare, V. (2005). Primjena internetskog marketinga kod izdavača dnevnih novina. *Market-Tržište*, 17(1-2), 53-64.
- Ozretić Došen, Đ., Škare, V. (2004). Delivering Services via Internet: New Distribution Channel for traditional services. *Zagreb International Review of Economics & Business, Special Conference Issue*. 141-148.
- Ozretić Došen, Đ., Previšić, J., Škare, V. (2003). Komunikacija imagea zemlje putem web stranica. *Zbornik Ekonomskog fakulteta u Zagrebu*, 1 (1), 149-162.

Book chapters

- Ozretić Došen, Đ., Škare, V., Krupka, Z. (2017). Researching Country Image Construct in the Context of Emerging Economies. In: Marinov, M. (Ed.) *Research Handbook of Marketing in Emerging Economies*. Cheltenham: Edward Elgar Publishing, 163-196.
- Ozretić Došen, Đ., Škare, V., Krupka, Z., (2011). 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.
- Krupka, Z., Previšić, J., Škare, V., (2008). The Influence Of Ownership And Management Function Relations On The Autonomy Of The Subsidiaries In Croatian Group Of Companies. In: Grbac, B.,

Meler, M. (Eds.) Marketing u društvu znanja-Marketing in a knowledge based society. Rijeka: Ekonomski fakultet & CROMAR, 179-191.

- Previšić, J., Škare, V. (2004). Proizvod. In: Previšić, J., Ozretić Došen, Đ., (ur.): *Marketing*, Adverta, Zagreb, 169-199.
- Škare, V. (2004). Internet marketing. In: Previšić, J., Ozretić Došen, Đ., (ur.): *Marketing*, Adverta, Zagreb, 487-517.

Selected conference proceedings

- Anić, I. D., Budak, J., Rajh, E., Recher, V., Škare, V., Škrinjarić B. (2017). How Online Privacy Concern Affects Decision-Making of Internet Users // 7th GIKA Conference proceedings "Innovation, Knowledge, Judgment and Decision-Making as Virtuous Cycles" / da Conceicao Goncavles, V., Augusto Felicio, J., Martins Goncalves, H. (Eds.). Pamplona : Thomson Reuters, 113-114.
- Šerić, M., Ozretić Došen, Đ., Škare, V. (2017). New Challenges in Customer-Brand Relationships: The Role of Integrated Marketing Communications // Proceedings of 8th EMAC Regional Conference "Bridging the Marketing Theory/Practice Gap and the Competitiveness of New Europe" / Foltean, F., Wagner, U., Veghes, C.(Eds.). Timisoara : West University Press, 32.
- Anić, I. D., Škare, V. (2017). Online Privacy Concern in Croatia: the Effect of Consumer- and Regulatory Control Factors. *Proceedings of 14th International CIRCLE Conference "Creating and Delivering Value"*. (Urednici: Ryding, D., Krzyzanowska, M.), Access Press, Lancashire, 88-89.
- Škare, V., Ozretić Došen, Đ., Komarac, T., Mikulić, J. (2016). Towards Understanding Consumers' Acceptance of Location-Based Services in Mobile Applications: The Role of Perceived Value and Attitude. *Proceedings of 7th EMAC Regional Conference "Where the East kisses the West: Marketing Convergence and Divergence in the New Europe"*. (Urednice: Arslanagić-Kalajdžić, M., Kadić-Maglajlić, S.), Sarajevo, 76.
- Zhonghui, D., Vuchkovski, D., Žabkar, V., Hirose, M., Škare, V., Ozretić Došen, Đ., Rašković, M. (2016). Consumer Innovativeness Among Young-Adult Consumers Across Two Regions: Acculturation, Regionalism, Glocality? // Proceedings of Global Marketing Conference "Bridging Asia and the World: Global Platform for Interface between Marketing and Management" / Kim, J. (Ed.). Hong Kong, 68.
- Ryden, P., Kottika, E., Škare, V., Hossain, M. I. (2016). Don't blame it on the customers! An investigation of the strategy implications of companies' response to shitstorms // Proceedings of 45th EMAC Annual Conference "Marketing in the age of big data" / Knoeferle, K. (Ed.). Oslo : BI, 235.
- Škare, V., Ozretić Došen, Đ., Komarac, T., Mikulić, J. (2015). Towards understanding consumers' acceptance of location-based services in mobile applications // 6th EMAC Regional Conference Marketing Theory Challenges in Emerging Markets: Convergence and Divergence in the New Europe: / Vienna University of Economics and Business (WU Vienna), September 16-18, 2015
- Komarac, T., Ozretić Došen, Đ., Škare, V. (2015). The role of museum shop in museum's marketing activities. *Proceedings of 24th CROMAR Congress "Marketing theory and practice - building bridges and foresting collaboration"*. (Urednica: Mihić, M.), Split, 41.
- Komarac, T., Ozretić Došen, Đ., Škare, V. (2014). Museum marketing and virtual museums in 21st century: Can museums survive without it? // 5th EMAC Regional Conference - Marketing Theory Challenges in Emerging Markets / Maja Szymura-Tyc (Ed.). Katowice : University of Economics Katowice, 105-112
- Škare, V., Ozretić Došen, Đ. (2012). How innovative are electronic services? An empirically-based typology // 3rd EMAC CEE Regional Conference Marketing Theory Challenges in Emerging Societies / Maričić, B., Ognjanov, G. (Eds). Beograd : Faculty of Economics, University of Belgrade - Publishing Centre, 203-209.
- Ozretić Došen, Đ., Pleli, N., Škare, V. (2011). The influence of economic and political environment on print advertising investments in Croatia // 2nd EMAC Regional Conference Marketing Theory

Challenges in Emerging Societies : Conference Proceedings / Munteanu, C., (Ed). Alexandru Ioan Cuza University of Iasi, 191-197.

- Pleli, N., Ozretić Došen, Đ., Škare, V. (2010). Econometric approach to marketing communication in print media. Proceedings of *GFA 2010 Conference "New Directions New Insights"*. Beč.

RESEARCH INTERESTS

Digital Marketing, Consumer Empowerment, Services Innovation, Brand Management, Country Image

OTHER SCIENTIFIC AND PROFESSIONAL ACTIVITIES

- EMAC (European Marketing Academy) National Representative for Croatia, 2014-2019
- Member of European Marketing Academy - EMAC (www.emac-online.org) and Croatian Marketing Association - CROMAR (www.cromar.hr)
- Program Director of the V-Executive, in-house executive education program (Valamar)
- Assistant to the Head of the PhD Program in Economics & Business at University of Zagreb, Faculty of Economics & Business
- Technical Editor of the scientific journal Market-Tržište (www.efzg.unizg.hr/market)
- Member of the Editorial Board of the scientific journal Forum on Economics and Business (Közgazdász Fórum)
- Member of the Scientific Committee of the International Conference: Marketing - from Information to Decision– MID (<https://econ.ubbcluj.ro/mid/>), Cluj-Napoca, Romania, 2015-2016
- Member of the Scientific Committee of the International Conference on Economics and Business Management – ICEBM (www.econ.ubbcluj.ro/icebm/), Cluj-Napoca, Romania, 2015
- Reviewer for the scientific journals: Market-Tržište, Economic and Business Review-EBR, Economic Review-Ekonomski pregljed, Journal of Business Research, Organizations and Markets in Emerging Economies, etc.
- Co-chair of the Organizing Committee, International Scientific Conference "Marketing Theory Challenges in Transitional Societies", Zagreb, Croatia, 2008
- Member of the Organizing Committee, International Scientific Conference "Marketing Theory Challenges in Transitional Societies", Maribor, Slovenia, 2009
- Member of the Organizing Committee, EMAC Regional Conference "Challenging the status quo in marketing research", Zagreb, Croatia, 2020

CONSULTING ACTIVITIES

- Marketing strategy (sectors: tourism & hospitality, media/publishing, local government, tourism organizations, retail, banking, transportation)
- Brand management (sectors: tourism & hospitality, media, local government, tourism organizations, insurance, sport events)
- Digital marketing (sectors: tourism & hospitality, media, local government, tourism organizations)
- Marketing decision-making (sectors: banking, IT)
- In-house trainings (sectors: tourism & hospitality, banking, retail, pharmaceuticals)