

# CV MAJA ŠERIĆ

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**Maja Šerić, Ph.D.**

Associate Professor  
University of Valencia  
Spain

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## Languages

<u>Language</u>	<u>Listening</u>	<u>Reading</u>	<u>Spoken Interaction</u>	<u>Speaking</u>	<u>Writing</u>
Croatian	C2	C2	C2	C2	C2
Italian	C2	C2	C2	C2	C2
Spanish	C2	C2	C2	C2	C2
English	C2	C2	C2	C2	C2
Catalan	C1	C1	C1	C1	C1
French	B2	B2	B2	B2	B2

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## UNESCO CODES

531105    MARKETING  
531106    MARKET RESEARCH  
531101    ADVERTISING  
530802    CONSUMER BEHAVIOUR  
530602    TECHNOLOGY INNOVATION  
531290    SECTORIAL ECONOMY: TOURISM  
531204    EDUCATION

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**DATE OF FULFILLMENT:** 23/06/2021

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## Academic Studies

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**Key:** Doctoral Degree

**Title:** Ph.D. in Communication and Interculturality

**Center:** Universitat de València, Spain.

**Date:** 15/04/2021

**Academic file average qualification:** Honours cum laude

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**Key:** Doctoral Degree

**Title:** Ph.D. in Marketing. International Mention. Award for the best Ph.D. thesis in Economics and Sociology.

**Center:** Universitat de València, Spain.

**Date:** 17/06/2013

**Academic file average qualification:** Honours cum laude

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**Key:** Master Degree

**Title:** Dottore Magistrale in Comunicazione delle Organizzazioni Complesse. Master Degree in Public Communications.

**Center:** Università degli Studi di Padova, Italy.

**Date:** 25/10/2006

**Academic file average qualification:** 110/110 cum laude.

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**Key:** Bachelor Degree

**Title:** Dottore in Scienze della Comunicazione. Bachelor Degree in Communication Sciences.

**Center:** Università degli Studi di Padova, Italy.

**Date:** 16/07/2004

**Academic file average qualification:** 110/110.

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**Key:** Diploma / Degree / Activities

**Title:** Licenciada en Publicidad y Relaciones Públicas. Degree in Advertising and PR. TH.

**Center:** Spanish Ministry of Education

**Official approval date:** 22/02/2010

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## Research Topics

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Integrated Marketing Communications

Non-verbal Communication

Branding and Brand Equity

New Technologies

Social media

Hospitality and Tourism Marketing

Cross-Cultural Research

Innovative Education

Qualitative and Quantitative Methods

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## Lecture Courses

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**GRADUATE:**

Corporate Communications

Techniques of Commercial Research

**UNDERGRADUATE:**

Marketing Communications

Promotion of Tourism Organizations

Marketing

Tourism Marketing

Services and Sectorial Marketing

## Academic Experience

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**Position:** Associate Professor in Marketing, Ph.D.  
**Institution:** University of Valencia, Spain  
**Beginning date:** 15/10/2019 **Ending date:** Currently  
**Activities:** Research and lectures

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**Position:** Assistant Professor in Marketing, Ph.D.  
**Institution:** University of Valencia, Spain  
**Beginning date:** 08/01/2014 **Ending date:** 14/10/2019  
**Activities:** Research and lectures

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**Position:** Researcher in Marketing  
**Institution:** University of Valencia, Spain  
**Beginning date:** 01/12/2009 **Ending date:** 30/11/2013  
**Activities:** Research and lectures

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## Professional Experience

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**Position:** PR and Marketing junior manager  
**Institution:** Terra Group  
**Beginning date:** 23/08/2007 **Ending date:** 14/05/2008  
**Activities:** Market research, creation of promotional support materials, organization of events

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**Position:** PR and Marketing junior consultant  
**Institution:** Marcon - Consultancy in Tourism, Hospitality and Real Estate  
**Beginning date:** 01/11/2006 **Ending date:** 22/08/2007  
**Activities:** Tourism market research, benchmarking, promotion of tourism services in Spain

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**Position:** Accreditation Welcoming Assistant, stage  
**Institution:** America's Cup Management  
**Beginning date:** 02/05/2006 **Ending date:** 02/07/2006

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## Journal Publications (N=47)

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**Authors (signature):** Šerić, M. **Year:** 2021  
**Title:** The relationship between teacher non-verbal communication and student behavior: A cross-national perspective  
**Journal:** Journal of Communication Inquiry  
**Volume:** **Number:** **Pages,** **Initial:** **final:** **ISSN:** 0196859 **Key:** Article  
**Digital Object Identifier:** <https://doi.10.1177/0196859920977125>  
**\*\*Indexation Data Base:** SCOPUS (SJR) **Impact factor:** 0.689  
**Subject and Position within it:** Cultural studies-133/1093-Q1. Communication.-156/445-Q2. Arts and Humanities (miscellaneous)-171/468-Q2.

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**Authors (signature):** Mikulić, J., Krešić, D., & Šerić, M. **Year:** 2021  
**Title:** The factor structure of medical tourist satisfaction: exploring key drivers of choice, delight and frustration  
**Journal:** Journal of Hospitality and Tourism Research  
**Volume:** **Number:** --- **Pages,** **Initial:** **final:** **ISSN:** 1096-3480 **Key:** Article  
**Digital Object Identifier:** In press **\*\*Indexation Data Base:** Social Science Citation Index (SSCI) **Impact factor:** 3.816

**Subject and Position within it:** Hospitality, Leisure, Sport & Tourism-13/56-Q1.

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**Authors (signature):** Bordian M., Gil-Saura, I. Šerić, M. **Year:** 2021

**Title:** ¿Cómo impulsa la Comunicación Integrada de Marketing la satisfacción del huésped?: Una propuesta a través del conocimiento ecológico y la co-creación de valor

**Journal:** Cuadernos de Gestión

**Volume:** **Number:** **Pages, Initial: final:** **ISSN:** **Key:** Article

**Digital Object Identifier:** DOI: 10.5295/cdg.201303ig

**\*\*Indexation Data Base:** SCOPUS (SJR) **Impact factor:** 0.25

**Subject and Position within it:** Business Management and Accounting-Q3

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**Authors (signature):** Šerić, M. & Vernuccio, M. **Year:** 2020

**Title:** The impact of IMC consistency and interactivity on city reputation and consumer brand engagement: The moderating effects of gender

**Journal:** 915634 - Current Issues In Tourism

**Volume:** 23 **Number:** 17 **Pages, Initial: final:** 2127 **final:** 2145 **ISSN:** 1368-3500 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1080/13683500.2019.1637403>

**\*\*Indexation Data Base:** Social Science Citation Index (SSCI) **Impact factor:** 4.147

**Subject and Position within it:** Hospitality, Leisure, Sport & Tourism-10/56-Q1.

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**Authors (signature):** Šerić, M. & Mikulić, J. **Year:** 2020

**Title:** Building brand equity through communication consistency in luxury hotels: An impact-asymmetry analysis

**Journal:** Journal of Hospitality and Tourism Insights

**Volume:** 3 **Number:** 4 **Pages, Initial: final:** 451 **final:** 468 **ISSN:** 2514-9792 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1108/JHTI-11-2019-0119>

**\*\*Indexation Data Base:** Emerging Social Science Citation Index (ESCI)

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**Authors (signature):** Šerić, M., Ozretic-Dosen, D. & Skare, V. **Year:** 2020

**Title:** How can perceived consistency in marketing communications influence customer-brand relationship outcomes?

**Journal:** 916575 - European Management Journal

**Volume:** 38 **Number:** --- **Pages, Initial: final:** 335 **final:** 343 **ISSN:** 0263-2373 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1016/j.emj.2019.08.011>

**\*\*Indexation Data Base:** Social Science Citation Index (SSCI) **Impact factor:** 2.369

**Subject and Position within it:** Business-85/152-Q3. Management-118/226-Q3.

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**Authors (signature):** Šerić, M. **Year:** 2020

**Title:** The influence of technology-mediated and in-person communication on student satisfaction: The moderating role of national culture

**Journal:** European Journal of Education

**Volume:** 55 **Number:** **Pages, Initial: final:** 118 **final:** 133 **ISSN:** 1465-3435 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1111/ejed.12375>

**\*\*Indexation Data Base:** Social Science Citation Index (SSCI) **Impact factor:** 1.389

**Subject and Position within it:** Education & Educational Research-164/263-Q3.

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**Authors (signature):** Šerić, M. **Year:** 2020

**Title:** The impact of communication technology vs human-related factors on classroom performance: A cross-cultural study

**Journal:** The International Journal of Information and Learning Technology

**Volume:** 37 **Number:** 4 **Pages, Initial: final:** 139 **final:** 152 **ISSN:** 2056-4800 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1108/IJILT-03-2020-0037>

**\*\*Indexation Data Base:** SJR **Impact factor:** 0.509

**Subject and Position within it:** Education -445/1272-Q2. Computer networks and Communications-96/298-Q2. Computer Science applications- 272/627-Q2. Emerging Science Citation Index

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**Authors (signature):** Gil-Saura, I., Ruiz-Milina, E. Berenguer Contrí-G., & Šerić, M. **Year:** 2020

**Title:** The role of retail equity, value and relational benefits in building B2B relationships in retailing

**Journal:** 304460 - Journal of Relationship Marketing  
**Volume:** 19 **Number:** 4 **Pages,** **Initial:** 253 **final:** 286 **ISSN:** 1533-2667 **Key:** Article  
**Digital Object Identifier:** 10.1080/15332667.2019.1688599  
**\*\*Indexation Data Base:** SJR 2018 **Impact factor:** 0.21  
**Subject and Position within it:** Area 1. Business, Management and Accounting. Category 1.1. Marketing-127/178-Q3.

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**Authors (signature):** Šerić, M. **Year:** 2019  
**Title:** Have social media made their way in classrooms? A study at three European universities  
**Journal:** The Journal of International Communication  
**Volume:** 25 **Number:** 2 **Pages,** **Initial:** 230 **final:** 253 **Key:** Article  
**Digital Object Identifier:** 10.1080/13216597.2019.1642932  
**\*\*Indexation Data Base:** SJR **Impact factor:** 0.256  
**Subject and Position within it:** Area: Social Sciences. Category: Communication-173/411-Q3.

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**Authors (signature):** Moise, M.S., Gil-Saura, I., Šerić, M. & Ruiz-Molina, M.E. **Year:** 2019  
**Title:** Influence of environmental practices on brand equity, satisfaction and word of mouth  
**Journal:** 918686 - Journal of Brand Management  
**Volume:** 26 **Number:** --- **Pages,** **Initial:** 646 **final:** 657 **ISSN:** 1350-231X **Key:** Article  
**Digital Object Identifier:** <https://doi.org/10.1057/s41262-019-00160-y>  
**\*\*Indexation Data Base:** SSCI **Impact factor:** 1.829  
**Subject and Position within it:** Business-95/147-Q3. Management-135/217-Q3.

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**Authors (signature):** Šerić, M. & Gil-Saura, I. **Year:** 2019  
**Title:** Understanding brand equity in hotel firms. What is the role of brand loyalty and satisfaction?  
**Journal:** 916644 - International Journal of Contemporary Hospitality Management  
**Volume:** 31 **Number:** 9 **Pages,** **Initial:** 3526 **final:** 3546 **ISSN:** 0959-6119 **Key:** Article  
**Digital Object Identifier:** DOI10.1108/IJCHM-06-2018-0516  
**\*\*Indexation Data Base:** SSCI **Impact factor:** 3.957  
**Subject and Position within it:** Hospitality, Leisure, Sport & Tourism-6/52-Q1. Management-41/217-Q1.

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**Authors (signature):** Chang Lua, M. & Šerić, M. **Year:** 2019  
**Title:** Los servicios de apoyo a los estudiantes internacionales como promotor del turismo educativo: Un estudio cross-cultural en la ciudad de València  
**Journal:** 312021 - Gran Tour. Revista de Investigaciones Turísticas  
**Volume:** --- **Number:** 19 **Pages,** **Initial:** 103 **final:** 123 **Key:** Article  
**\*\*Indexation Data Base:** Emerging Sources Citation Index (ESCI)

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**Authors (signature):** Šerić, M. **Year:** 2018  
**Title:** A cross-cultural study on perceived quality in upscale hotels in Italy and Croatia  
**Journal:** 315579 - Journal of Hospitality and Tourism Insights **ISSN:** 2514-9792  
**Volume:** 1 **Number:** 4 **Pages,** **Initial:** 340 **final:** 366 (2018) **Key:** Article  
**Indexation Data Base:** Emerging Social Citation Index (ESCI)

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**Authors (signature):** Šerić, M. **Year:** 2018  
**Title:** Content analysis of the empirical research on IMC from 2000 to 2015  
**Journal:** 310361 - Journal of Marketing Communications **ISSN:** 1352-7266  
**Volume:** 24 **Number:** 7 **Pages,** **Initial:** 647 **final:** 685 **Key:** Article  
**Digital Object Identifier:** <https://doi.org/10.1080/13527266.2016.1184708>  
**\*\*Indexation Data Base:** SJR 2017 **Impact factor:** 1.074  
**Subject and Position within it:** Area 1. Business, Management and Accounting. Category 1.1. Business and International Management-48/386-Q1. Category 1.2. Marketing-33/173-Q1.

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**Authors (signature):** Šerić, M. & Garbin-Pranicevic, D. **Year:** 2018  
**Title:** Consumer-generated reviews on social media and brand relationship outcomes in the fast-food chain Industry  
**Journal:** 307907 - Journal of Hospitality Marketing & Management **ISSN:** 1936-8623  
**Volume:** 27 **Number:** 2 **Pages,** **Initial:** 218 **final:** 238 **Key:** Article  
**Digital Object Identifier:** <https://doi.org/10.1080/19368623.2017.1340219>  
**\*\*Indexation Data Base:** SSCI 2017 **Impact factor:** 2.683  
**Subject and Position within it:** Business-52/140-Q2. Hospitality, Leisure, Sport & Tourism-13/150-Q2. Management-69/209-Q2.

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**Authors (signature):** Šerić, M., Mikulic, J. & Gil-Saura, I. **Year:** 2018

**Title:** Exploring relationships between customer-based brand equity and its drivers and consequences in the hotel context. An impact-asymmetry assessment

**Journal:** 915634 - Current Issues In Tourism **ISSN:** 1368-3500

**Volume:** 21 **Number:** 14 **Pages, Initial:** 1621 **final:** 1643 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1080/13683500.2016.1209163>

**\*\*Indexation Data Base:** SSCI 2017 **Impact factor:** 3.462

**Subject and Position within it:** Hospitality, Leisure, Sport & Tourism-6/50-Q1.

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**Authors (signature):** Šerić, M. & Garbin Pranicevic, D. **Year:** 2018

**Title:** Managing group work in the classroom: An international study on perceived benefits and risks based on students' cultural background and gender

**Journal:** 024046 - Management: Journal of Contemporary Management Issues **ISSN:** 1331-0194

**Volume:** 23 **Number:** 1 **Pages, Initial:** 139 **final:** 156 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.30924/mjcmi/2018.23.1.139>

**\*\*Indexation Data Base:** SJR 2015 **Impact factor:** 0.378

**Subject and Position within it:** Area 1. Business, Management and Accounting. Category 1.1. Business, Management and Accounting (miscellaneous)-103/316-Q2. Category 1.2. Strategy and Management-167/422-Q2.

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**Authors (signature):** Cuadrado Garcia, M., Šerić, M. & Gallarza, M. **Year:** 2018

**Title:** Evaluating dance consumption through the experiential value approach

**Journal:** 312165 - Tržište (Zagreb) **ISSN:** 0353-4790

**Volume:** 30 **Number:** 2 **Pages, Initial:** -147 **final:** 164 (2018) **Key:** Article

**Digital Object Identifier:** <http://dx.doi.org/10.22598/mt/2018.30.2.147>

**\*\*Indexation Data Base:** SJR 2014 **Impact factor:** 0.227

**Subject and Position within it:** Area 1. Economics, Econometrics and Finance. Category 1.1. Economics, Econometrics and Finance (miscellaneous)-125/271-Q2.

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**Authors (signature):** Šerić, M., Gil-Saura, I. & Mikulic, J. **Year:** 2017

**Title:** Customer-based brand equity building: Empirical evidence from Croatian upscale hotels

**Journal:** 918485 - Journal of Vacation Marketing **ISSN:** 1356-7667

**Volume:** 23 **Number:** 2 **Pages, Initial:** 133 **final:** 144 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1177/1356766716634151>

**\*\*Indexation Data Base:** SSCI 2017 **Impact factor:** 0.875

**Subject and Position within it:** Hospitality, Leisure, Sport & Tourism-21/50-Q2. Business-76/140-Q3.

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**Authors (signature):** Mikulic, J., Prebezac, D., Šerić, M. & Kresic, D. **Year:** 2017

**Title:** Campsite choice and the camping tourism experience: Investigating decisive campsite attributes using relevance-determinance analysis

**Journal:** 912565 - Tourism Management **ISSN:** 0261-5177

**Volume:** 59 **Number:** --- **Pages, Initial:** 226 **final:** 233 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1016/j.tourman.2016.07.020>

**\*\*Indexation Data Base:** SSCI 2017 **Impact factor:** 5.921

**Subject and Position within it:** Hospitality, Leisure, Sport & Tourism-1/50-D1. Management-8/209-D1. Environmental Studies-4/108-D1.

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**Authors (signature):** Mikulic, J., Šerić, M. & Matas Milkovic, Lj. **Year:** 2017

**Title:** Airline loyalty determinants among business travelers: empirical evidence from Croatia

**Journal:** 917434 - Transportation Letters-The International Journal Of Transportation Research **ISSN:** 1942-7867

**Volume:** 9 **Number:** 3 **Pages, Initial:** 177 **final:** 183 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1080/19427867.2016.1274469>

**\*\*Indexation Data Base:** SCI; SSCI 2017 **Impact factor:** 0.350

**Subject and Position within it:** Area 1. Social Sciences. Category 1.1. Transportation-59/177-Q3.

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**Authors (signature):** Šerić, M. **Year:** 2017

**Title:** Relationships between social Web, IMC and overall brand equity: An empirical examination from the cross-cultural perspective

**Journal:** 914065 - European Journal of Marketing **ISSN:** 0309-0566

**Volume:** 51 **Number:** 3 **Pages, Initial:** 646 **final:** 667 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1108/EJM-08-2015-0613>

**\*\*Indexation Data Base:** SSCI 2017 **Impact factor:** 1.497

**Subject and Position within it:** Business-95/140-Q3.

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**Authors (signature):** G. Gallarza, M., Šerić, M. & Cuadrado-Garcia, M. **Year:** 2017

**Title:** Trading off benefits and costs in higher education: A qualitative research with international incoming students

**Journal:** 009725 - International Journal of Management Education **ISSN:** 1472-8117

**Volume:** 15 **Number:** --- **Pages, Initial:** 456 **final:** 469 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1016/j.ijme.2017.08.001>

**\*\*Indexation Data Base:** SJR 2017 **Impact factor:** 0.597

**Subject and Position within it:** Area: 1. Business, Management and Accounting. Category: 1.1. Strategy and Management-116/435-Q2. Area: 2. Social Sciences. Category 2.1. Education-293/1262-Q2.

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**Authors (signature):** Šerić, M. **Year:** 2017

**Title:** The analysis of integrated marketing communications in the hotel firm according to the hotel and guest profile

**Journal:** 025984 - Journal of Tourism Analysis: Revista de Análisis Turístico **ISSN:** 1885-2564

**Volume:** 24 **Number:** 2 **Pages, Initial:** 54 **final:** 66 (2017) **Key:** Article

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**Authors (signature):** Fayos-Gardó, T., Moliner-Velázquez, B., Ruiz-Molina E. & Šerić, M. **Year:** 2017

**Title:** Analysing the fulfilment of service recovery paradox in retailing

**Journal:** 001193 - The International Review of Retail, Distribution and Consumer Research **ISSN:** 0959-3969

**Volume:** 27 **Number:** 4 **Pages, Initial:** 369 **final:** 389 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1080/09593969.2017.1309675>

**\*\*Indexation Data Base:** SJR 2017 **Impact factor:** 0.440

**Subject and Position within it:** Area 1: Business, Management and Accounting. Category: 1.1. Business and International Management-108/386-Q2. 1.2. Marketing-70/173-Q2. Area 2: Econometrics and Finance. Category: 2.1. Economics and Econometrics-287/613-Q2.

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**Authors (signature):** Gil-Saura, I., Šerić, M., Ruiz-Molina, M.E., Berenguer-Contrí, G. **Year:** 2017

**Title:** The causal relationship between store equity and loyalty: Testing two alternative models in retailing

**Journal:** - Journal of Brand Management

**Volume:** 24 **Number:** 2 **Pages, Initial:** 193 **final:** 208 (2017) **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1057/s41262-016-0024-2>

**\*\*Indexation Data Base:** SJR 2017 **Impact factor:** 0.640

**Subject and Position within it:** Area 1. Business, Management and Accounting. Category 1.1. Strategy & Management-111/435-Q2. Category 1.2. Marketing-57/173-Q2.

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**Authors (signature):** Mikulic, J., Kresic, D., Prebezac, D., Milicevic, K., Šerić, M. **Year:** 2016

**Title:** Identifying drivers of destination attractiveness in a competitive environment: A comparison of approaches

**Journal:** 918113 - Journal of Destination Marketing & Management **ISSN:** 2212-571X

**Volume:** 5 **Number:** 2 **Pages, Initial:** 154 **final:** 163 (2016) **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1016/j.jdmm.2015.12.003>

**\*\*Indexation Data Base:** SSCI 2016 **Impact factor:** 1.556

**Subject and Position within it:** Hospitality, Leisure, Sport & Tourism-20/45-Q2. Management-104/194-Q3

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**Authors (signature):** Mikulic, J., Kresic, D., Milicevic, K., Šerić, M. & Curkovic, B. **Year:** 2016

**Title:** Destination attractiveness drivers among urban hostel tourists: An analysis of frustrators and delighters.

**Journal:** 915874 - International Journal of Tourism Research **ISSN:** 1099-2340

**Volume:** 18 **Number:** 1 **Pages, Initial:** 74 **final:** 81 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1002/jtr.2034>

**\*\*Indexation Data Base:** SSCI 2016 **Impact factor:** 1.857

**Subject and Position within it:** Category: Hospitality, Leisure, Sport & Tourism-16/45-Q2.

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**Authors (signature):** Šerić, M., Gil Saura, I., & Garbin Pranicevic, D. **Year:** 2016

**Title:** Latest technology and communication consistency in hospitality: A comparison between two Mediterranean countries

**Journal:** 914626 - Ekonomska Istrazivanja-Economic Research **ISSN:** 1331-677X

**Volume:** 29 **Number:** 1 **Pages, Initial:** 1091 **final:** 1108 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1080/1331677X.2016.1211949>

**\*\*Indexation Data Base:** SSCI 2016 **Impact factor:** 0.742

**Subject and Position within it:** Economics-209/347/Q3.

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**Authors (signature):** Šerić, M., Gil-Saura, I., & Mikulic, J. **Year:** 2016

**Title:** Exploring integrated marketing communications, brand awareness, and brand image in hospitality marketing: A cross-cultural approach

**Journal:** 312165 - Tržište (Zagreb) **ISSN:** 0353-4790

**Volume:** 28 **Number:** 2 **Pages, Initial:** 159 **final:** 172 **Key:** Article

**Digital Object Identifier:**

**\*\*Indexation Data Base:** SJR 2016 **Impact factor:** 0.123

**Subject and Position within it:** Area 1. Economics, Econometrics and Finance. Category 1.1. Economics, Econometrics and Finance (miscellaneous)-225/282-Q4. Area 2. Business, Management and accounting. Category 2.1. Marketing-128/157-Q4.

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**Authors (signature):** Šerić, M., Gil-Saura, I., & Garbin-Pranicevic, D. **Year:** 2016

**Title:** ICT for external use in Croatian four- and five-star hotels

**Journal:** 018190 - Tourism and Hospitality Management **ISSN:** 1330-7533

**Volume:** 22 **Number:** 1 **Pages, Initial:** 69 **final:** 85 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.20867/thm.22.1.2>

**\*\*Indexation Data Base:** SJR 2016 **Impact factor:** 0.18

**Subject and Position within it:** Area: Business, Management and Accounting. Category: Tourism, Leisure and Hospitality Management-71/84-Q4.

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**Authors (signature):** Šerić, M., Gil-Saura, I., & Mollá-Descals, A. **Year:** 2016

**Title:** Can advanced technology affect customer-based brand equity in service firms? An empirical study in upscale hotels

**Journal:** 918338 - Journal of Service Theory and Practice **ISSN:** 2055-6225

**Volume:** 26 **Number:** 1 **Pages, Initial:** 2 **final:** 27 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1108/JSTP-10-2014-0239>

**\*\*Indexation Data Base:** SSCI 2016 **Impact factor:** 1.098

**Subject and Position within it:** Category: Management-40/194-Q1 (Managing Service Quality)

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**Authors (signature):** Šerić, M., Gil-Saura, I. & Ozretic-Dosen, D. **Year:** 2015

**Title:** Insights on Integrated Marketing Communications: Implementation and impact in hotel companies

**Journal:** 916644 - International Journal of Contemporary Hospitality Management **ISSN:** 0959-6119

**Volume:** 27 **Number:** 5 **Pages, Initial:** 958 **final:** 979 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1108/IJCHM-12-2013-0568>

**\*\*Indexation Data Base:** SSCI 2015 **Impact factor:** 2.176

**Subject and Position within it:** Category: Hospitality, Leisure, Sport & Tourism-9/44-Q1. Category: Management-54/192-Q2.

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**Authors (signature):** Šerić, M., Gil-Saura, I., & Ruiz-Molina, M.E. **Year:** 2014

**Title:** How can integrated marketing communications and advanced technology influence the creation of customer-based brand equity? Evidence from the hospitality industry.

**Journal:** 915850 - International Journal of Hospitality Management **ISSN:** 0278-4319 **Volume:** 39 **Number:** May **Pages, Initial:** 144 **final:** 156 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1016/j.ijhm.2014.02.008>

**\*\*Indexation Data Base:** SSCI 2014 **Impact factor:** 1.939

**Subject and Position within it:** Category: Tourism, Leisure, Hospitality Management-7/43-Q1

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**Authors (signature):** Garbin-Pranicevic, D. & Šerić, M. **Year:** 2014

**Title:** The Role of ICT in Education: a Longitudinal Study Based on Tourism Students Perceptions

**Journal:** 313958 - Zagreb International Review of Economics & Business Special Conference Issue

**Volume:** 17 **Number:** --- **Pages, Initial:** 49 **final:** 64 **ISSN:** 1331-5609

**\*\*Indexation Data Base:** Emerging Social Citation Index (ESCI)

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**Authors (signature):** Šerić, M., Gil-Saura, I. & Mollá-Descals, A. **Year:** 2013

**Title:** Nuevas prácticas de comunicación y gestión de la información sobre el cliente: Un estudio empírico en los hoteles croatas

**Journal:** 312120 - AD research **ISSN:** 1889-7304

**Volume:** 7 **Number:** 7 **Pages, Initial:** 94 **final:** 115 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.7263/ADR.RSC.007.007>

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**Authors (signature):** Šerić, M., Gil-Saura, I. & Mollá-Descals, A. **Year:** 2013

**Title:** Loyalty in high-quality hotels of Croatia: From marketing initiatives to customer brand loyalty creation

**Journal:** 304460 - Journal of Relationship Marketing **ISSN:** 1533-2667



**Volume:** 12 **Number:** 2 **Pages, Initial:** 114 **final:** 140 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1080/15332667.2013.794101>

**\*\*Indexation Data Base:** SJR 2013 **Impact factor:** 0.302

**Subject and Position within it:** Area 1. Business, Management and Accounting. Category 1.1. Marketing-89/164-Q3.

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**Authors (signature):** Ruiz-Molina, M.E., Gil-Saura, I. & Šerić, M. **Year:** 2013

**Title:** The use of ICT in established and emerging tourist destinations: A comparative analysis in hotels

**Journal:** 002545 - Journal of Hospitality and Tourism Technology **ISSN:** 1757-9880

**Volume:** 4 **Number:** 2 **Pages, Initial:** 96 **final:** 118 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1108/JHTT-Oct-2011-0033>

**\*\*Indexation Data Base:** SJR 2013 **Impact factor:** 0.38

**Subject and Position within it:** Area 1. Business, Management and Accounting. Category 1.1. Tourism, Leisure and Hospitality Management-41/80-Q3. Area 2. Computer Science. Category 2.1. Computer Science Applications-266/470-Q3. Category 2.2. Information systems-115/218-Q3.

---

**Authors (signature):** Šerić, M. & Gil-Saura, I. **Year:** 2012

**Title:** ICT, IMC, and brand equity in high-quality hotels of Dalmatia: an analysis from guest perceptions

**Journal:** 307907 - Journal of Hospitality Marketing & Management **ISSN:** 1936-8623 **ISSN:** 1936-8623

**Volume:** 21 **Number:** --- **Pages, Initial:** 821 **final:** 851 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1080/19368623.2012.633211>

**\*\*Indexation Data Base:** SJR 2012 **Impact factor:** 0.468

**Subject and Position within it:** Area 1: Business, Management and Accounting. Category 1.1. Management Information Systems-25/67-Q2. Category 1.2. Marketing-63/167-Q2. Category 1.3. Tourism, Leisure and Hospitality Management-28/77-Q2.

---

**Authors (signature):** Šerić, M. & Gil-Saura, I. **Year:** 2012

**Title:** Integrated marketing communications in high-quality hotels of Dalmatia: A study from managers' and guests' perspectives.

**Journal:** 312165 - Tržište (Zagreb) **ISSN:** 0353-4790 **ISSN:** 0353-4790

**Volume:** XXIV **Number:** 1 **Pages, Initial:** 67 **final:** 83 **Key:** Article

**\*\*Indexation Data Base:** SJR 2012 **Impact factor:** 0.127

**Subject and Position within it:** Area 1. Economics, Econometrics and Finance. Category 1.1. Economics, Econometrics and Finance (miscellaneous)-186/242-Q4. Area 2. Business, Management and accounting. Category 2.1. Marketing-126/167-Q4.

---

**Authors (signature):** Šerić, M. & Gil-Saura, I. **Year:** 2012

**Title:** New technologies and information management in the hospitality industry: Analysis between upscale hotels in Italy and Croatia

**Journal:** 308274 - Acta Turistica **ISSN:** 0353-4316 **ISSN:** 0353-4316

**Volume:** 24 **Number:** --- **Pages, Initial:** 7 **final:** 38 **Key:** Article

**\*\*Indexation Data Base:** Emerging Social Citation Index (ESCI)

---

**Authors (signature):** Šerić, M. & Gil-Saura, I. **Year:** 2012

**Title:** Relaciones causales entre las TIC, la CIM y el valor de marca: Un estudio a partir de las percepciones de los huéspedes

**Journal:** 000324 - Papers de Turisme **ISSN:** 0214-8021

**Volume:** 52 **Number:** --- **Pages, Initial:** 1 **final:** 21 **Key:** Article

**\*\*Indexation Data Base:** In-Recs **Impact factor:** 0.143

**Subject and Position within it:** Economía-28/86-Q2

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**Authors (signature):** Šerić, M. & Gil-Saura, I. **Year:** 2012

**Title:** La investigación en torno a la Comunicación Integrada de Marketing: Una revisión

**Journal:** 312792 - Cuadernos de Administración (Pontificia Universidad Javeriana) **ISSN:** 0120-3592

**Volume:** 25 **Number:** 44 **Pages, Initial:** 63 **final:** 92 **Key:** Article

**\*\*Indexation Data Base:** SJR 2012 **Impact factor:** 0.126

**Subject and Position within it:** Area 1. Business, Management and Accounting. Category 1.1. Business and International Management-239/358-Q3. Category 1.2. Strategy and Management-288/365-Q4. Area 2. Economics, Econometrics and Finance. Category 2.1. Economics, Econometrics and Finance (miscellaneous)-191/242-Q4.

---

**Authors (signature):** Šerić, M. & Gil Saura, I. **Year:** 2011

**Title:** Analysis of high-quality hotels of Croatia from the hotel-guest approach

**Journal:** 017719 - European research on management and business economics **ISSN:** 2444-8834

**Volume:** 17 **Number:** 3 **Pages, Initial:** 127 **final:** 149 **Key:** Article

**\*\*Indexation Data Base:** SJR 2011 **Impact factor:** 0.153

**Subject and Position within it:** Area 1. Business, Management and Accounting. Category 1.1. Business and International

**Authors (signature):** Šerić, M. & Gil Saura, I. **Year:** 2011

**Title:** Valor de marca en los hoteles de alta categoría: Un análisis desde la perspectiva del huésped según su país de origen

**Journal:** 312021 - Gran Tour. Revista de Investigaciones Turísticas **ISSN:** 2172-8690

**Volume:** --- **Number:** 3 **Pages, Initial:** 10 **final:** 30 **Key:** Article

**\*\*Indexation Data Base:** Emerging Social Citation Index (ESCI)

---

**Authors (signature):** Šerić, M. & Gil Saura, I. **Year:** 2011

**Title:** Integrated Marketing Communications and Information and Communication Technology in the hotel sector: An analysis of their use and development in Dalmatian first-class and luxury hotels

**Journal:** 307908 - Journal of Retail and Leisure Property **ISSN:** 1479-1110

**Volume:** 9 **Number:** 5 **Pages, Initial:** 401 **final:** 414 **Key:** Article

**Digital Object Identifier:** <https://doi.org/10.1057/rjp.2011.4>

**\*\*Indexation Data Base:** SJR 2011 **Impact factor:** 0.139

**Subject and Position within it:** Area 1. Business, Management and Accounting. Category 1.1. Business and International Management-218/350-Q3. Category 1.2. Tourism, Leisure and Hospitality Management-64/72-Q4. Area 2. Economics, Econometrics and Finance. Category 2.1. Finance-175/206-Q4.

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## Book Chapter Publications (N=34)

---

**Authors (signature):** Šerić, M.

**Title:** Examining the impact of non-verbal communication on student perceptions and performance across cultures. Does teacher attractiveness matter?

**Book:** In press **Publisher:** Tirant lo Blanch

**Volume:** --- **Number:** --- **Pages, Initial:** **final:** **Year:** 2021 **Place of publication:** (SPAIN)

**Key:** Book chapter **Publisher:** National

**Comments:** Ranking Spanish Editorials SPI: 4/272. ICEE: 39.185.

---

**Authors (signature):** Šerić, M.

**Title:** Testing teacher non-verbal communication across three universities in Europe

**Book:** 14th annual International Technology, Education and Development Conference **Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** **final:** **Year:** 2020 **Place of publication:** (SPAIN) **ISBN:** 978-84-09-17939-8

**Key:** Book chapter **Publisher:** International

**Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.

**Title:** University students' motives for communicating with teachers and satisfaction with communication. What is the role of culture?

**Book:** 14th annual International Technology, Education and Development Conference **Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** **final:** **Year:** 2020 **Place of publication:** (SPAIN) **ISBN:** 978-84-09-17939-8

**Key:** Book chapter **Publisher:** International

**Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.

**Title:** Perceived usefulness and effectiveness of non-verbal communication in classroom: A cross-cultural approach

**Book:** 12th International Conference of Education, Research and Innovation November **Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 9620 **final:** 9627 **Year:** 2019 **Place of publication:** (SPAIN) **ISBN:** 978-84-09-14755-7

**Key:** Book chapter **Publisher:** International

**Link:** doi: 10.21125/iceri.2019 **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.

**Title:** Emerging technologies and teacher performance in classroom: A study from the perspective of national and international students

**Book:** 12th International Conference of Education, Research and Innovation November **Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 9659 **final:** 9667 **Year:** 2019 **Place of publication:** (SPAIN) **ISBN:** 978-84-09-14755-7

**Key:** Book chapter **Publisher:** International

**Link:** doi: 10.21125/iceri.2019 **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.  
**Title:** The impact of music-based learning on student achievement  
**Book:** 11th International Conference on Education and New Learning Technologies **Publisher:** IATED Academy  
**Volume:** --- **Number:** --- **Pages, Initial:** 8525 **final:** 8529 **Year:** 2019 **Place of publication:** (SPAIN) **ISBN:** 978-84-09-12031-4  
**Key:** Book chapter **Publisher:** International  
**Link:** doi: 10.21125/edulearn.2019 **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M. & Ruiz-Castell, P.  
**Title:** Insights on e-learning with Moodle: A study based on student gender, age, and nationality  
**Book:** 11th International Conference on Education and New Learning Technologies **Publisher:** IATED Academy  
**Volume:** --- **Number:** --- **Pages, Initial:** 8653 **final:** 8661 **Year:** 2019 **Place of publication:** (SPAIN) **ISBN:** 978-84-09-12031-4  
**Key:** Book chapter **Publisher:** International  
**Link:** doi: 10.21125/edulearn.2019 **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.  
**Title:** Student assessment of Socrative use in classroom: A qualitative-quantitative approach  
**Book:** 13th International Technology, Education and Development Conference  
**Publisher:** IATED Academy  
**Volume:** --- **Number:** --- **Pages, Initial:** 9193 **final:** 9201 **Year:** 2019 **Place of publication:** (SPAIN) **ISBN:** 978-84-09-08619-1  
**Key:** Book chapter **Publisher:** International  
**Link:** doi: 10.21125/inted.2019 **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.  
**Title:** Role-playing in a marketing-oriented academic experience  
**Book:** 13th International Technology, Education and Development Conference  
**Publisher:** IATED Academy  
**Volume:** --- **Number:** --- **Pages, Initial:** 9346 **final:** 9353 **Year:** 2019 **Place of publication:** (SPAIN) **ISBN:** 978-84-09-08619-1  
**Key:** Book chapter **Publisher:** International  
**Link:** doi: 10.21125/inted.2019 **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M. & Vernuccio, M.  
**Title:** Communication strategies for building a strong destination brand  
**Book:** The Routledge Handbook of Destination Marketing  
**Publisher:** Routledge, Taylor & Francis Group  
**Volume:** --- **Number:** --- **Pages, Initial:** 193 **final:** 204 **Year:** 2018 **Place of publication:** London & New York (UNITED KINGDOM)  
**ISBN:** 978-1-138-11883-6  
**Key:** Book chapter **Publisher:** International  
**Comments:** Ranking SPI: 3/258. ICEE: 45.950

---

**Authors (signature):** Šerić, M. & Ozretić Dosen, D.  
**Title:** Analyzing the effects of online and offline communication in the hotel and restaurant industry: The PLS approach  
**Book:** Applying Partial Least Squares in tourism and hospitality research  
**Publisher:** Emerald  
**Volume:** --- **Number:** --- **Pages, Initial:** 211 **final:** 231 **Year:** 2018 **Place of publication:** Howard House, Wagon Lane, Bingley (UNITED KINGDOM) **ISBN:** 978-1-78756-700-9  
**Key:** Book chapter **Publisher:** International  
**Link:** doi:10.1108/978-1-78756-699-620181010. **Comments:** Ranking SPI: 46/258. ICEE: 3.360

---

**Authors (signature):** Cuadrado-García, M; Šerić, M.  
**Title:** Programming dance using marketing research  
**Book:** Marketing culture and the arts  
**Publisher:** Carmelle and Rémi Marcoux Chair in Arts Management HEC  
**Volume:** --- **Number:** --- **Pages, Initial:** 54 **final:** 54 **Year:** 2018 **Place of publication:** Montreal (CANADA) **ISBN:** 978-2-9808602-8-7  
**Key:** Book chapter **Publisher:** International

---

**Authors (signature):** Šerić, M. & Gil-Saura, I.  
**Title:** Perceptual and relational approach to hotel brand equity: Measurement, criticism, and challenges  
**Book:** The Routledge Handbook of Hospitality Marketing

**Publisher:** Routledge, Taylor & Francis Group

**Volume:** --- **Number:** --- **Pages, Initial:** 234 **final:** 244 **Year:** 2018 **Place of publication:** New York (UNITED STATES) **ISBN:** 978-1-138-21466-8

**Key:** Book chapter **Publisher:** International

**Comments:** Ranking SPI: 3/258. ICEE: 45.950

---

**Authors (signature):** Šerić, M.

**Title:** Embracing entertainment and interactive activities in classroom: Cross-cultural and gender comparisons

**Book:** 11th annual International Conference of Education, Research and Innovation

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 5668 **final:** 5672 **Year:** 2018 **Place of publication:** (SPAIN) **ISBN:** 978-84-09-05948-5 **Legal Deposit:** V-2884-2018

**Key:** Book chapter **Publisher:** International

**Link:** doi: 10.21125/iceri.2018. **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M. & Vernuccio, M.

**Title:** How university students perceive different learning techniques: A study in Spain and Italy

**Book:** 11th annual International Conference of Education, Research and Innovation

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 5945 **final:** 5952 **Year:** 2018 **Place of publication:** (SPAIN) **ISBN:** 978-84-09-05948-5 **Legal Deposit:** V-2884-2018

**Key:** Book chapter **Publisher:** International

**Link:** doi: 10.21125/iceri.2018. **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.

**Title:** Benefits and risks of collaborative learning in a culturally diverse environment

**Book:** 10th International Conference on Education and New Learning Technologies

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 8566 **final:** 8572 **Year:** 2018 **Place of publication:** (SPAIN) **ISBN:** 978-84-09-02709-5 **Legal Deposit:** V-1578-2018

**Key:** Book chapter **Publisher:** International

**Link:** doi: 10.21125/edulearn.2018. **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M. & Ruiz Castell, P.

**Title:** Two sides of the medal: A study on teamwork perceptions based on gender, disciplinary and national culture

**Book:** 10th International Conference on Education and New Learning Technologies

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 8573 **final:** 8582 **Year:** 2018 **Place of publication:** (SPAIN) **ISBN:** 978-84-09-02709-5 **Legal Deposit:** V-1578-2018

**Key:** Book chapter **Relevance order:** **Publisher:** International

**Link:** doi: 10.21125/edulearn.2018. **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M

**Title:** Flipped teaching in classroom: Does it really work?

**Book:** 12th International Technology, Education and Development Conference

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 3838 **final:** 3843 **Year:** 2018 **Place of publication:** (SPAIN) **ISBN:** 978-84-697-9480-7 **Legal Deposit:** V-262-2018

**Key:** Book chapter **Publisher:** International

**Link:** doi: 10.21125/edulearn.2018 (<http://oi: 10.21125/inted.2018>). **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Chang Lua, M. & Šerić, M.

**Title:** Association services for international students: Use and barriers

**Book:** 12th International Technology, Education and Development Conference

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 3863 **final:** 3869 **Year:** 2018 **Place of publication:** (SPAIN) **ISBN:** 978-84-697-9480-7 **Legal Deposit:** V-262-2018

**Key:** Book chapter **Publisher:** International

**Link:** doi: 10.21125/edulearn.2018 (<http://oi: 10.21125/inted.2018>). **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.

**Title:** Insights on culture and communication in academic settings

**Book:** 11th International Technology, Education and Development Conference

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 6996 **final:** 7003 **Year:** 2017 **Place of publication:** (SPAIN) **ISBN:** 978-84-617-8491-2 **Legal Deposit:** V-369-2017

**Key:** Book chapter **Publisher:** International

**Link:** doi: 10.21125/inted.2017 **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.

**Title:** How to speak efficiently to a multicultural classroom

**Book:** 11th International Technology, Education and Development Conference

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 7024 **final:** 7031 **Year:** 2017 **Place of publication:** (SPAIN) **ISBN:** 978-84-617-8491-2 **Legal Deposit:** V-369-2017

**Key:** Book chapter **Publisher:** International

**Link:** doi: 10.21125/inted.2017 **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M. & Cuadrado-Garcia, M.

**Title:** The interactive lecturing method: An exploratory study from the perspective of international college students

**Book:** 9th International Conference on Education and New Learning Technologies

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 5860 **final:** 5866 **Year:** 2017 **Place of publication:** (SPAIN) **ISBN:** 978-84-697-3777-4 **Legal Deposit:** V-1538-2017

**Key:** Book chapter **Publisher:** International

**Link:** doi: 10.21125/edulearn.2017 **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M. & Garbin-Pranicevic, D.

**Title:** University students' attitudes toward teamwork: A cross-cultural study

**Book:** 9th International Conference on Education and New Learning Technologies

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 5807 **final:** 5813 **Year:** 2017 **Place of publication:** (SPAIN) **ISBN:** 978-84-697-3777-4 **Legal Deposit:** V-1538-2017

**Key:** Book chapter **Relevance order:** **Publisher:** International

**Link:** doi: 10.21125/edulearn.2017 **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.

**Title:** College students' preferences for evaluation methodologies: An international study

**Book:** 10th annual International Conference of Education, Research and Innovation

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 4570 **final:** 4575 **Year:** 2017 **Place of publication:** (SPAIN) **ISBN:** 978-84-697-6957-7 **Legal Deposit:** V- 2851-2017

**Key:** Book chapter **Publisher:** International

**Link:** doi: 10.21125/iceri.2017 (<http://doi:10.21125/iceri.2017>) **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.

**Title:** Students' opinions on class size and timetables: an international approach

**Book:** 10th annual International Conference of Education, Research and Innovation

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 4576 **final:** 4580 **Year:** 2017 **Place of publication:** (SPAIN) **ISBN:** 978-84-697-6957-7 **Legal Deposit:** V- 2851-2017

**Key:** Book chapter **Publisher:** International

**Link:** doi: 10.21125/iceri.2017 (<http://doi:10.21125/iceri.2017>) **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.

**Title:** Trends and issues on social web and emerging technologies in education: A review of empirical studies

**Book:** 9th International Conference of Education, Research and Innovation

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 8782 **final:** 8787 **Year:** 2016 **Place of publication:** (SPAIN) **ISBN:** 978-84-617-5895-1 **Legal Deposit:** V-2569-2016

**Key:** Book chapter **Publisher:** International

**Link:** 10.21125/iceri.2016.0982 **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M.

**Title:** Back to origins: The role of NVC in the technological area of teaching and learning

**Book:** 9th International Conference of Education, Research and Innovation

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 8803 **final:** 8811 **Year:** 2016 **Place of publication:** (SPAIN) **ISBN:** 978-84-617-5895-1 **Legal Deposit:** V-2569-2016

**Key:** Book chapter **Publisher:** International

**Link:** 10.21125/iceri.2016.0985 **Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Šerić, M., Gil-Saura, I. & Mollá-Descals, A.

**Title:** The impact of Integrated Marketing Communications on hotel brand equity. Does national culture matter?

**Book:** Handbook of Research on Global Hospitality and Tourism Management

**Publisher:** IGI Global

**Volume:** --- **Number:** --- **Pages, Initial:** 440 **final:** 467 **Year:** 2015 **Place of publication:** (UNITED STATES) **ISBN:** 978-1-4666-8606-9

**Key:** Book chapter **Publisher:** International

**Link:** DOI: 10.4018/978-1-4666-8606-9.ch022 **Comments:** Ranking editoriales extranjeras SPI: 116/258. ICEE: 0.944

---

**Authors (signature):** Gallarza, M.G., Šerić, M. & Cuadrado, G.

**Title:** International students value trade off: A qualitative approach at Universidad de Valencia

**Book:** 8th International Conference on Education, Research and Innovation ICERI

**Publisher:** IATED Academy

**Volume:** --- **Number:** --- **Pages, Initial:** 8580 **final:** 8590 **Year:** 2015 **Place of publication:** (SPAIN) **ISBN:** 9788460826576

**Key:** Book chapter **Publisher:** International

**Comments:** INDEXING: Web of Science - ISI Conference Proceedings Citation Index. Crossref.

---

**Authors (signature):** Gil-Saura, I., Ruiz-Molina, M.E., Berenguer-Contrí, G. & Šerić, M.

**Title:** Fidelizar a través del capital de marca en el comercio minorista: El papel antecedente de las TIC

**Book:** Experiencias y Comportamiento del Cliente en un Entorno de Marketing Multicanal: Claves de Éxito para Fabricantes y Detallistas

**Publisher:** Cátedra Fundación Ramón Areces de Distribución Comercial

**Volume:** --- **Number:** --- **Pages, Initial:** 59 **final:** 76 **Year:** 2014 **Place of publication:** (SPAIN) **ISBN:** 978-84-8367-469-7 **Legal**

**Deposit:** AS 1501-2014

**Key:** Book chapter **Publisher:** National

**Comments:** Ranking editoriales españolas SPI: 64/272. ICEE: 3.571

---

**Authors (signature):** Šerić, M., Gil-Saura, I. & Ruiz-Molina, M.E.

**Title:** El papel de las nuevas tecnologías en la creación del valor de marca: Una investigación en hoteles de lujo.

**Book:** Las nuevas tendencias y tecnologías en la comercialización de productos turísticos

**Publisher:** Tirant Lo Blanch

**Volume:** --- **Number:** --- **Pages, Initial:** 165 **final:** 182 **Year:** 2013 **Place of publication:** Castellon (SPAIN) **ISBN:** 978-84-9033-903-9

**Key:** Book chapter **Publisher:** National

**Comments:** Ranking Spanish Editorials SPI: 4/272. ICEE: 39.185.

---

**Authors (signature):** Cuadrado García, M., Miquel, M.J., González-Gallarza, M. & Šerić, M.

**Title:** Experiencias de integración entre docencia en grado e investigación como recurso metodológico práctico

**Book:** Retos de futuro en la enseñanza superior: Docencia e investigación para alcanzar la excelencia académica

**Publisher:** Instituto de Ciencias de la Educación

**Volume:** --- **Number:** --- **Pages, Initial:** 1356 **final:** 1367 **Year:** 2013 **Place of publication:** (SPAIN) **ISBN:** 978-84-695-8104-9

**Key:** Book chapter **Publisher:** National

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**Authors (signature):** Šerić, M. & Gil-Saura, I.

**Title:** CIM, TIC y lealtad en el sector hotelero de Croacia: Un análisis desde el enfoque hotel-huésped

**Book:** La diferenciación y segmentación de los mercados en los destinos turísticos

**Publisher:** Tirant Lo Blanch

**Volume:** --- **Number:** --- **Pages, Initial:** 401 **final:** 420 **Year:** 2012 **Place of publication:** Castellon (SPAIN) **ISBN:** 978-84-9004-924-2

**Key:** Book chapter **Publication code:** 052673 **Order:** 026 **Relevance order:** **Publisher:** National

**Comments:** Ranking Spanish Editorials SPI: 4/272. ICEE: 39.185

---

**Authors (signature):** Šerić, M., Gil-Saura, I. & Mollá-Descals, A.

**Title:** New marketing and communication management efforts in the hotel sector: The case of high-quality hotels of Dalmatia

**Book:** The Ninth International Conference: Challenges of Europe: Growth and Competitiveness. Reversing the trends

**Publisher:** Faculty of Economics, University of Split

**Volume:** --- **Number:** --- **Pages, Initial:** 743 **final:** 768 **Year:** 2011 **Place of publication:** (CROATIA) **ISBN:** 1847-4497

**Key:** Book chapter **Publication code:** 055008 **Order:** 027 **Relevance order:** **Publisher:** International

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## Conference Contributions (N=44)

---

**Authors:** Šerić, M.

**Title:** Assessing brand image in luxury hotels across two destinations: the role of gender in tourists' perceptions

**Type of participation:** Paper

**Conference:** Proceedings of the Conference on Managing Tourism Across Continent. MTCON 2021

**Publication:** ISBN 978-1-955833-01-1

**Location:** Virtual

**Year:** 2021

---

**Authors:** Šerić, M. & Ozretić Došen, Đ.

**Title:** Examining brand equity in restaurant firms: a gender approach among young consumers

**type of participation:** paper

**Conference:** Proceedings of the Conference on Managing Tourism Across Continent. MTCON 2021

**Publication:** ISBN 978-1-955833-01-1

**Location:** Virtual

**Year:** 2021

---

**Authors:** Šerić, M.

**Title:** Drivers of student satisfaction: communication and relationship-based approach

**Type of participation:** paper

**Conference:** Global Conference on Services and Retail Management. GLOSERV 2021.

**Location:** Virtual

**Year:** 2021

---

**Authors:** Šerić, M.

**Title:** Calidad de la información en los social media. Un estudio cross-cultural en el ámbito académico.

**Type of participation:** Paper

**Conference:** VI Congreso Internacional de Ética la Comunicación

**Location:** Virtual

**Year:** 2021

---

**Authors:** Šerić, M.

**Title:** La comunicación no-verbal del profesorado universitario. Una aproximación basada en el género

**Type of participation:** Paper

**Conference:** VI Congreso Internacional Comunicación y Pensamiento.

**Publication:** ISBN 978-84-18167-56-0.

**Location:** Virtual

**Year:** 2021

---

**Authors:** Šerić, M. & Cuadrado Garcia, M.

**Title:** Cómo diseñar las clases virtuales en los tiempos del COVID-19: Una aproximación cualitativa

**Type of participation:** Paper

**Conference:** XIX Jornadas de Redes de Investigación en Docencia Universitaria- REDES 2021

**Publication:** ISBN: 978-84-09-29160-1

**Location:** Virtual

**Year:** 2021

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**Authors:** Šerić, M.

**Title:** La evaluación de los conocimientos durante la pandemia: un estudio cuantitativo basado en las preferencias de los alumnos

**Type of participation:** Paper

**Conference:** XIX Jornadas de Redes de Investigación en Docencia Universitaria- REDES 2021

**Publication:** ISBN: 978-84-09-29160-1

**Location:** Virtual

**Year:** 2021

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**Authors:** Šerić, M.

**Title:** Insights from students on using videos and webcams in the times of covid-19: the role of gender, age and culture

**Type of participation:** paper

**Conference:** Global Conference on Education and Research. GLOCER 2021.

**Location:** Virtual

**Year:** 2021

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**Authors:** Šerić, M.

**Title:** Effectiveness of social media use for academic purposes. A comparative research based on culture and gender

**Type of participation:** Paper

**Conference:** 11th International Odyssey Conference on Economics and Business

**Publication:** ISBN: 978-953-346-114-4

**Location:** Zagreb (CROATIA)

**Year:** 2020

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**Authors:** Šerić, M.

**Title:** Innovation in university classrooms. The relationship between technology advancements, teacher expertise and student motivation

**Type of participation:** Paper

**Conference:** 11th International Odyssey Conference on Economics and Business

**Publication:** ISBN: 978-953-346-114-4

**Location:** Zagreb (CROATIA)

**Year:** 2020

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**Authors:** Šerić, M.

**Title:** El impacto de la comunicación no verbal en las percepciones y el rendimiento en el contexto universitario. Un estudio sobre el papel de la apariencia personal en distintas culturas

**Type of participation:** Paper

**Conference:** Congreso Universitario Internacional sobre la Comunicación en la profesión y en la Universidad de hoy: Contenidos, Investigación, Innovación y Docencia (CUICIID)

**Publication:** Proceedings

**Location:** SPAIN

**Year:** 2020

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**Authors:** Šerić, M.

**Title:** Integrated Marketing Communications, destination reputation and consumer brand engagement in a tourism context

**Type of participation:** Paper

**Conference:** European Marketing Academy 2018

**Publication:** ISBN: 978-1-5272-1911-3

**Location:** Glasgow (SCOTLAND)

**Year:** 2018

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**Authors:** Šerić, M.

**Title:** Driving perceived service quality and brand loyalty through brand's online and offline communication

**Type of participation:** Paper

**Conference:** European Marketing Academy 2018

**Publication:** ISBN: 978-1-5272-1911-3

**Location:** Glasgow (SCOTLAND)

**Year:** 2018

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**Authors:** Šerić, M. & Vernuccio, M.

**Title:** Integrated Marketing Communications, destination reputation and consumer brand engagement in a tourism context

**Type of participation:** Paper

**Conference:** European Marketing Academy 2018

**Publication:** ISBN: 978-1-5272-1911-3

**Location:** Glasgow (SCOTLAND)

**Year:** 2018

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**Authors:** Ozretić, D. & Šerić, M.

**Title:** Driving perceived service quality and brand loyalty through brand's online and offline communication

**Type of participation:** Paper

**Conference:** European Marketing Academy 2018

**Publication:** ISBN: 978-1-5272-1911-3

**Location:** Glasgow (SCOTLAND)

**Year:** 2018

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**Authors:** Mikulić, J. & Šerić, M.

**Title:** Managing brand equity through brand communication: An impact-asymmetry analysis

**Type of participation:** Paper

**Conference:** European Marketing Academy 2018

**Publication:** ISBN: 978-1-5272-1911-3

**Location:** Glasgow (SCOTLAND)

**Year:** 2018

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**Authors:** Gil-Saura, I. & Šerić, M.,

**Title:** An antecedent or a consequence? The role of brand loyalty in the brand equity framework.

**Type of participation:** Paper

**Conference:** European Marketing Academy 2018

**Publication:** ISBN: 978-1-5272-1911-3

**Location:** Glasgow (SCOTLAND)

**Year:** 2018

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**Authors:** Vernuccio, M. & Šerić, M.

**Title:** Integrated Marketing Communication e consumer brand engagement di tipo comportamentale. Il caso di Roma

**Type of participation:** Paper

**Conference:** Convegno di Società Italiana di Marketing

**Publication:** ISBN: 978-88-943918-2-4

**Location:** Rome (ITALY)

**Year:** 2018

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**Authors:** Šerić, M., Ozretić-Dosen, D. & Skare, V.

**Title:** New challenges in customer-based relationships: The role of Integrated Marketing Communications

**Type of participation:** Paper

**Conference:** European Marketing Academy 2017 - EMAC REGIONAL

**Publication:** ISBN: 978-973-125-580-4

**Location:** Timisoara (ROMANIA)

**Year:** 2017

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**Authors:** Šerić, M. & Gil-Saura, I.

**Title:** Establishing the development of overall brand equity in the hotel context: The role of brand equity dimensions, Integrated Marketing Communications, and social web

**Type of participation:** Paper

**Conference:** European Marketing Academy 2016 - EMAC  
**Publication:** ISBN printed version 978-82-8247-284-5 ISBN digital version 978-82-8247-285-2  
**Location:** Oslo (NORWAY)  
**Year:** 2016

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**Authors:** Cuadrado Garcia, M., Šerić, M., & Montoro-Pons, J.D.  
**Title:** The role of motivations and emotions on the intention to attend a contemporary dance show  
**Type of participation:** Paper  
**Conference:** 24th ENCATC Annual Conference  
**Publication:**  
**Location:** (SPAIN)  
**Year:** 2016

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**Authors:** Šerić, M., Gil-Saura, I. & Mikulic, J.  
**Title:** Marketing communications, brand awareness, and brand image. An analysis of customer perceptions' from the cross-cultural perspective  
**Type of participation:** Paper  
**Conference:** 24th CROMAR Congress: Marketing Theory and Practice - Building Bridges and Fostering Collaboration  
**Publication:** Conference proceedings. ISBN: 978-953-281-067-7  
**Location:** Split (CROATIA)  
**Year:** 2015

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**Authors:** Šerić, M., Gil-Saura, I. & Garbin-Pranicevic, D.  
**Title:** Latest technology and communication consistency in hospitality: A comparison between two Mediterranean countries  
**Type of participation:** Paper  
**Conference:** The 7th international scientific conference: European union future perspectives: Innovation, entrepreneurship and economic policy'  
**Publication:** Abstract in Conference Proceedings  
**Location:** Pula (CROATIA)  
**Year:** 2015

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**Authors:** Gil Saura, I., Šerić, M., Ruiz Molina, E. & Berenguer Contrí, G.  
**Title:** Store equity and loyalty in the context of retailing: What is the causal relationship?  
**Type of participation:** Paper  
**Conference:** 18th EAERCD Conference - European Association for Education and Research in Commercial Distribution  
**Publication:** Conference proceedings. 978-2-7466-8451-5  
**Location:** Rennes (FRANCE)  
**Year:** 2015

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**Authors:** Prebezac, D., Mikulic, J., Šerić, M. & Kresic, D.  
**Title:** Drivers of satisfaction and dissatisfaction in camping tourism: a case study from Croatia  
**Type of participation:** Paper  
**Conference:** 17th International Conference on Hospitality, Tourism Marketing and Management  
**Publication:** Abstract in International Journal of Social and Tourism Sciences. Vol. 9, No. 12, 2015  
**Location:** Bangkok (THAILAND)  
**Year:** 2015

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**Authors:** Gallarza, M.G., Šerić, M & Cuadrado, M.  
**Title:** International students value trade-off: a qualitative approach at Universidad de Valencia  
**Type of participation:** Paper  
**Conference:** 8th International Conference on Education, Research and Innovation ICERI  
**Publication:** Proceedings indexados en ISI Web of Knowledge. ISBN: 978-84-608-2657-6  
**Location:** Sevilla (SPAIN)  
**Year:** 2015

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**Authors:** Garbin-Pranicevic, D. & Šerić, M.  
**Title:** The role of ICT in education: A longitudinal study based on tourism students perceptions  
**Type of participation:** Paper

**Conference:** 7th International Conference 'An Enterprise Odyssey: Leadership, Innovation and Development for Responsible Economy'

**Publication:** ISBN: 97-953-6025-91-6 Indexing/abstracting: EconLit, ProQuest, EBSCO

**Location:** Zadar (CROATIA)

**Year:** 2014

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**Authors:** Mollà-Descals, A., Šerić, M. & Gil-Saura, I.

**Title:** Examining the relationships between Integrated Marketing Communications and brand equity dimensions. The effect of culture in the Italian hotel context

**Type of participation:** Paper

**Conference:** European Marketing Academy - EMAC 2014

**Publication:** ISBN: 978-84-370-9453-3

**Location:** Valencia (SPAIN)

**Year:** 2014

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**Authors:** Gil-Saura, I., Mikulic, J., Šerić, M. & Molla, A.

**Title:** Creation of customer-based brand equity in the hospitality industry: A study in Croatian upscale hotels

**Type of participation:** Poster

**Conference:** European Marketing Academy - EMAC 2014

**Publication:**

**Location:** Valencia (SPAIN)

**Year:** 2014

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**Authors:** Šerić, M. & Gil Saura, I.

**Title:** Unified communications, advanced technology, and brand equity dimensions in luxury hotels of Croatia: Some new perspectives from the consumer-centric approach

**Type of participation:** Paper

**Conference:** 16th Conference of the European Association for Education and Research in the Commercial Distribution - EAERCD

**Publication:** Conference Proceedings

**Location:** Parma (ITALY)

**Year:** 2011

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**Authors:** Ruiz Molina, M.E., Gil Saura, I. & Šerić, M.

**Title:** Capital de marca, valor y beneficios relacionales como determinantes de la lealtad en las relaciones B2B en el comercio minorista

**Type of participation:** Paper

**Conference:** XXVI Congreso ACEDE

**Publication:** Actas del congreso. ISBN: 978-84-608-8798-0

**Location:** Vigo (SPAIN)

**Year:** 2016

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**Authors:** Ruiz Molina, M.E., Šerić, M., Gil Saura, I. & Berenguer Contrí, G.

**Title:** Diferencias intersectoriales en la orientación hacia las TIC para la gestión de las relaciones en el comercio minorista.

**Type of participation:** Paper

**Conference:** XVIII Congreso de Marketing AEMARK 2016

**Publication:** Actas del congreso. ISBN 978-84-16701-48-3

**Location:** León (SPAIN)

**Year:** 2016

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**Authors:** Cuadrado, M., Šerić, M. & G.Gallarza, M.

**Title:** Analyzing the Influence of Demographic Descriptors on the Consumption Experience of Contemporary Dance

**Type of participation:** Paper

**Conference:** 19th International Conference on Cultural Economics, ACEI (Association for Cultural Economics International)

**Publication:**

**Location:** Valladolid (SPAIN)

**Year:** 2016

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**Authors:** Šerić, M., Gil-Saura, I. & Garbin-Pranicevic, D.

**Title:** Advanced technology and promotional solutions in upscale hotels in Croatia

**Type of participation:** Paper

**Conference:** 24th CROMAR Congress: Marketing Theory and Practice - Building Bridges and Fostering Collaboration  
**Publication:** Conference proceedings. ISBN: 978-953-281-067-7  
**Location:** Split (CROATIA)  
**Year:** 2015

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**Authors:** Šerić, M., Gil-Saura I. & Ozretic-Dosen, D.  
**Title:** Perceptions of Integrated Marketing Communications in Italian and Croatian hotels: A study from managers' and guests' points of view  
**Type of participation:** Poster  
**Conference:** European Marketing Academy - EMAC 2014  
**Publication:**  
**Location:** Valencia (SPAIN)  
**Year:** 2014

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**Authors:** Šerić, M., Gil-Saura, I. & Molla-Descals, A.  
**Title:** Antecedentes del valor de marca en la industria hotelera  
**Type of participation:** Paper  
**Conference:** XXVI Congreso de Marketing AEMARK  
**Publication:** ISBN: 978-84-15986-51-5. Editorial ESIC  
**Location:** Elche (SPAIN)  
**Year:** 2014

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**Authors:** Gil-Saura, I., Šerić, M., Ruiz-Molina, E. & Berenguer-Contrí, G.  
**Title:** Relación entre el capital de marca de la tienda y la lealtad: Propuesta de dos modelos causales alternativos  
**Type of participation:** Paper  
**Conference:** XXVI Congreso de Marketing AEMARK  
**Publication:** ISBN: 978-84-15986-51-5. Editorial ESIC  
**Location:** Elche (SPAIN)  
**Year:** 2014

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**Authors:** Cuadrado García, M., Miquel, M.J., González-Gallarza, M. & Šerić, M.  
**Title:** Experiencias de integración entre docencia en grado e investigación como recurso metodológico práctico  
**Type of participation:** Paper  
**Conference:** XI Jornadas de Redes de Investigación en Docencia Universitaria, Universidad de Alicante, 4 y 5 de julio de 2013  
**Publication:**  
**Location:** (SPAIN)  
**Year:** 2013

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**Authors:** Šerić, M., Gil-Saura, I. & Ruiz-Molina, M.E.  
**Title:** The impact of integrated marketing communications on customer-based hotel brand equity: The moderating role of new technologies.  
**Type of participation:** Paper  
**Conference:** 17th Conference of the European Association for Education and Research in the Commercial Distribution - EAERCD. Valencia, España, 3-5 de julio, 2013.  
**Publication:**  
**Location:** Valencia (SPAIN)  
**Year:** 2013

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**Authors:** Šerić, M., Gil Saura, I. & Ruiz Molina, M.E.  
**Title:** El papel de las nuevas tecnologías en la creación del valor de marca: Una investigación en hoteles de lujo  
**Type of participation:** Paper  
**Conference:** XV Congreso Internacional de Turismo Universidad y Empresa  
**Publication:** López, D. (2013). Las nuevas tendencias y tecnologías en la comercialización de productos turísticos (Ed.), Tirant lo Blanch. 165-182  
**Location:** (SPAIN)  
**Year:** 2012

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**Authors:** Šerić, M.; Gil Saura, I. & Ruiz Molina, M.E.

**Title:** The impact of new technologies on brand equity dimensions in the luxury hotel environment: An empirical evidence from a consumer-based perspective

**Type of participation:** Paper

**Conference:** EMAC 2012 Conference hosted by ISCTE Business School

**Publication:** Actas del Congreso

**Location:** Lisbon, Portugal (PORTUGAL)

**Year:** 2012

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**Authors:** Ruiz-Molina, M.E., Gil-Saura, I., Šerić, M., Cherubini, S. & Pattuglia, S.

**Title:** La inversión en tecnologías de la información y de la comunicación desde la perspectiva del hotel y del cliente: Un análisis para los hoteles de categoría superior

**Type of participation:** Paper

**Conference:** 11th International Marketing Trends Congress

**Publication:** SI

**Location:** Venecia (ITALY)

**Year:** 2012

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**Authors:** Šerić, M. & Gil Saura, I.

**Title:** CIM, TIC y lealtad en el sector hotelero de Croacia

**Type of participation:** Paper

**Conference:** XIV Congreso Internacional de Turismo Universidad y Empresa

**Publication:** Capítulo del libro

**Location:** Castellón (SPAIN)

**Year:** 2011

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**Authors:** Šerić, M., Gil Saura, I. & Mollá Descals, A.

**Title:** New marketing and communication management efforts in the hotel sector: The case of high-quality hotels of Dalmatia

**Type of participation:** Paper

**Conference:** The Ninth International Conference: Challenges of Europe: Growth and Competitiveness - Reversing the trends

**Publication:** Conference Proceedings

**Location:** Bol (CROATIA)

**Year:** 2011

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**Authors:** Ruiz Molina, M.E., Gil Saura, I. & Šerić, M.

**Title:** El uso de las TIC en destinos turísticos consolidados y emergentes: un análisis comparativo en hoteles

**Type of participation:** Paper

**Conference:** XXIII Congreso nacional de marketing - AEMARK

**Publication:** Actas del Congreso

**Location:** Castellón (SPAIN)

**Year:** 2011

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## Funded Projects (N=12)

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**Title of the project / contract:** Calidad en la enseñanza universitaria tras la crisis del Covid-19. Diseñando estrategias de innovación a partir de las opiniones de los alumnos

**Financing Firm/administration:** UNVA - Universitat de València

**Participation:** Universitat de València

**Duration:** since 2020 Until 2021

**Project leader:** Maja Šerić

**Number of the project / contract:** UV-SFPIE\_PID-1356364 **Amount:** 600,00 euros

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**Title of the project / contract:** Gestión transversal de un proyecto artístico-digital sobre diversidad afectivo-sexual a través de un enfoque de co-creación

**Financing Firm/administration:** UNVA - Universitat de València

**Participation:** Universitat de València

**Duration:** since 2020 Until 2021

**Project leader:** Manuel Cuadrado García  
**Number of the project / contract:** UV-SFPIE\_PID20-1348992 **Amount:** 375,00 euros

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**Title of the project / contract:** Co-creación de valor e innovación sostenible en servicio. Desafíos para la empresa turística en la era digital

**Financing Firm/administration:** MCNN - Ministerio de Ciencia e Innovación

**Participation:** Universitat de València, Universidad Católica de Valencia, Universidad Pablo de Olavide Sevilla, Universidad de las Islas Baleares

**Duration:** since 2017 Until 2020

**Project leader:** Irene Gil Saura

**Number of the project / contract:** ECO2016-76553-R **Amount:** 26.620,00 euros

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**Title of the project / contract:** Aprendiendo metodologías innovadoras e interculturales generadas por los estudiantes universitarios: un enfoque basado en el género y la edad

**Financing Firm/administration:** UNVA - Universitat de València

**Duration:** since 2018 Until 2019

**Project leader:** Maja Šerić

**Number of the project / contract:** UV-SFPIE\_RMD18-834196 **Amount:** 200,00 euros

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**Title of the project / contract:** Organización y gestión multidisciplinar de un maratón escénico (teatro, danza y música)**Financing Firm/administration:** UNVA - Universitat de València

**Participation:** Universitat de València

**Duration:** since 2018 Until 2019

**Project leader:** Manuel Cuadrado García

**Number of the project / contract:** V-SFPIE\_RMD18-830269 **Amount:** 200,00 euros

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**Title of the project / contract:** **Title of the project / contract:** Aprendiendo metodologías innovadoras e interculturales generadas por los estudiantes universitarios: un enfoque basado en el género

**Financing Firm/administration:** UNVA - Universitat de València

**Participation:** Universitat de València, Sapienza Unievrstà di Roma (Italia), Università degli Studi di Padova (Italia), Inholland University of Applied Sciences (Holanda)

**Duration:** since 2017 Until 2018

**Project leader:** Maja Šerić

**Number of the project / contract:** UV-SFPIE\_RMD17-588810 **Amount:** 600,00 euros

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**Title of the project / contract:** Producción y gestión multidisciplinar de una pieza teatral. Un proyecto de enseñanza-aprendizaje a la carta **Financing Firm/administration:** UNVA - Universitat de València

**Participation:** Universitat de València

**Duration:** since 2017 Until 2018

**Project leader:** Manuel Cuadrado García

**Number of the project / contract:** UV-SFPIE\_RMD17-586254 **Amount:** 750.00 euros

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**Title of the project / contract:** Aprendiendo metodologías innovadoras e interculturales generadas por los estudiantes universitarios

**Financing Firm/administration:** UNVA - Universitat de València

**Participation:** Universitat de València, University of Split (Croatia), Università degli Studi di Padova (Italia)

**Duration:** since 2016 Until 2017

**Project leader:** Maja Šerić

**Number of the project / contract:** UV-SFPIE\_RMD16-418989 **Amount:** 1.500,00 euros

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**Title of the project / contract:** Programación y comercialización de una actividad creativa-lúdica-solidaria

**Financing Firm/administration:** UNVA - Universitat de València

**Participation:** Universitat de València

**Duration:** since 2016 Until 2017

**Project leader:** Manuel Cuadrado García

**Number of the project / contract:** UV-SFPIE\_RMD16-418790 **Amount:** 450,00 euros

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**Title of the project / contract:** The branding of tourism destinations: Looking at brand performance in the context of the destination branding process

**Financing Firm/administration:** 13164 - Croatian Science Foundation. Public Call for Installation Research Projects.

**Duration:** since 2015 Until 2017

**Participation:** Univeristy of Zagreb, Croatia, Institute for Tourism, Croatia, Universitat de València

**Project leader:** Josip Mikulic

**Number of the project / contract:** DESTBRANDUIP-2014-09-7005 **Amount:** 18.200,00 euros

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**Title of the project / contract:** Crear capital de marca e innovar a través de la relación: Oportunidades para la empresa turística mediante los avances en las TIC

**Financing Firm/administration:** MCNN - Ministerio de Ciencia e Innovación

**Participation:** Universitat de València, Universidad Católica de Valencia, Universidad Pablo de Olavide Sevilla

**Duration:** since 2014 Until 2017

**Project leader:** Irene Gil Saura

**Number of the project / contract:** ECO2013-43353-R **Amount:** 36.100,00 euros

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**Title of the project / contract:** Innovar a través de la relación en el comercio minorista: Implicaciones de las TIC y del capital de marca de la tienda

**Financing Firm/administration:** 0124 - Ministerio de Educación y Ciencia. Dirección General de Investigación Científica y Técnica

**Participation:** Universitat de València, Universidad Católica de Valencia, Universidad Pablo de Olavide Sevilla, Universidad de las Islas Baleares

**Duration:** since 2011 Until 2014

**Project leader:** Irene Gil Saura

**Number of the project / contract:** ECO2010/17475 **Amount:** 53.600,00 euros

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**Title of the project / contract:** Análisis del efecto de las tecnologías de la información en el ámbito de la empresa y el consumidor turístico. Aproximación a la creación del valor y lealtad a través de la diferenciación

**Financing Firm/administration:** 0124 - Ministerio de Educación y Ciencia. Dirección General de Investigación Científica y Técnica

**Duration:** since 2007 Until 2010

**Participation:** Universitat de València, Universidad Católica de Valencia, Universidad Pablo de Olavide Sevilla, Universitat Politècnica de València

**Project leader:** Irene Gil Saura

**Number of the project / contract:** SEJ2007-66054 / ECON **Amount:** 40.400,00 euros

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## Research Contracts with Companies and/or Public Services (N=6)

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**Title of the project / contract:** Seminaire international Management de la marque et de la communication dans l'entreprise espagnole. La marque espagnole deans le monde.

**Financing Firm/administration:** 8633 - Université Paris 1 Panthéon-Sorbonne

**Duration:** since 2019 Until 2020

**Number of the project / contract:** --- **Amount:** 6.000,00 euros

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**Title of the project / contract:** Seminaire international Management de la marque et de la communication dans l'entreprise espagnole. La marque espagnole deans le monde.

**Financing Firm/administration:** 8633 - Université Paris 1 Panthéon-Sorbonne

**Duration:** since 2018 Until 2019

**Number of the project / contract:** --- **Amount:** 6.000,00 euros

---

**Title of the project / contract:** Seminaire international Management de la marque et de la communication dans l'entreprise espagnole. La marque espagnole deans le monde.

**Financing Firm/administration:** 8633 - Université Paris 1 Panthéon-Sorbonne

**Duration:** since 2017 Until 2018

**Number of the project / contract:** --- **Amount:** 5.500,00 euros

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**Title of the project / contract:** Seminaire international Management de la marque et de la communication dans l'entreprise espagnole. La marque espagnole deans le monde.

**Financing Firm/administration:** 8633 - Université Paris 1 Panthéon-Sorbonne

**Duration:** since 2016 **Until** 2017  
**Number of the project / contract:** --- **Amount:** 5.500,00 euros

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**Title of the project / contract:** Colaboración en la organización de jornadas académicas de análisis. Nuevas formulas de gestión y marketing en el contexto de las artes escénicas

**Financing Firm/administration:** 3783 - Universitat de València y otras

**Duration:** since 2015 **Until** 2016

**Number of the project / contract:** ---

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**Title of the project / contract:** Seminaire international Management de la marque et de la communication dans l'entreprise espagnole. La marque espagnole deans le monde.

**Financing Firm/administration:** 8633 - Université Paris 1 Panthéon-Sorbonne

**Duration:** since 2014 **Until** 2015

**Number of the project / contract:** --- **Amount:** 5.000,00 euros

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## International collaboration

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**Center:** Sapienza Università di Roma, ITALY

**Collaboration Type:** Research, Lectures, Project of Innovative Education

**Period:** Since 2017 - ongoing

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**Center:** Università degli Studi di Padova, ITALY

**Collaboration Type:** Lectures, Project of Innovative Education

**Period:** Since 2017 - ongoing

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**Center:** University of Mostar, BOSNIA & HERZEGOVINA

**Collaboration Type:** Lectures

**Period:** Since 2017 - ongoing

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**Center:** Inholland University of Applied Sciences, HOLLAND

**Collaboration Type:** Lectures, Project of Innovative Education

**Period:** Since 2016 - ongoing

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**Center:** Université Paris 1 Panthéon-Sorbonne, FRANCE

**Collaboration Type:** OTRI contract

**Period:** Since 2016 - ongoing

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**Center:** University of Zagreb, CROATIA

**Collaboration Type:** Research, Lectures

**Period:** Since 2013- ongoing

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**Center:** University of Split, CROATIA

**Collaboration Type:** Research, Lectures, Project of Innovative Education

**Period:** Since 2013- ongoing

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**Center:** Università di Roma Tor Vergata, ITALY

**Collaboration Type:** Research, Lectures

**Period:** 2011

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## Stays Abroad - Research (1 month or longer)

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**Center:** Sapienza University of Rome, Department of Management  
**Place:** Rome **Country:** ITALY **Year:** 2019 **Duration:** 1 month  
**Issue:** Research  
**Key:** \*\*Invited

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**Center:** Sapienza University of Rome, Department of Management  
**Place:** Rome **Country:** ITALY **Year:** 2018 **Duration:** 2 months  
**Issue:** Research  
**Key:** \*\*Invited

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**Center:** **Center:** University of Zagreb, Faculty of Economics  
**Place:** Zagreb **Country:** CROATIA **Year:** 2017 **Duration:** 1.5 months  
**Issue:** Research  
**Key:** \*\*Invited

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**Center:** Sapienza University of Rome, Department of Management  
**Place:** Rome **Country:** ITALY **Year:** 2017 **Duration:** 3 months  
**Issue:** Research  
**Key:** \*\*Invited

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**Center:** **Center:** University of Zagreb, Faculty of Economics  
**Place:** Zagreb **Country:** CROATIA **Year:** 2016 **Duration:** 2 months  
**Issue:** Research  
**Key:** \*\*Invited

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**Center:** University of Split, Faculty of Economics & University of Zagreb, Faculty of Economics  
**Place:** Split/Zagreb **Country:** CROATIA **Year:** 2013 **Duration:** 4 Months and 15 Days  
**Issue:** Research and Lecturing  
**Key:** \*\*Invited

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**Center:** University of Split, Faculty of Economics  
**Place:** Split **Country:** CROATIA **Year:** 2012 **Duration:** 3 Months  
**Issue:** Research and Lecturing  
**Key:** \*\*Invited

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**Center:** Università degli Studi di Roma 'Tor Vergata', Facoltà di Economia, Dipartimento di 'Studi sull'Impresa'  
**Place:** Roma **Country:** ITALY **Year:** 2011 **Duration:** 3 Months  
**Issue:** Research and Lecturing  
**Key:** \*\*Ph.D.

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## Stays Abroad - Lectures

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**Center:** Sapienza University of Rome, Department of Management  
**Place:** Roma **Country:** ITALY **Year:** 2021 **Duration:** 1 month  
**Issue:** Lecturing  
**Key:** \*\*Invited

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**Center:** University of Split, Faculty of Economics  
**Place:** Split **Country:** CROATIA **Year:** 2019 (November) **Duration:** 5 Days  
**Issue:** Lecturing Erasmus+ 8 hours  
**Key:** \*\*Invited

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**Center:** University of Mostar, Faculty of Economics  
**Place:** Mostar **Country:** BOSNIA AND HERZEGOVINA **Year:** 2019 **Duration:** 5 Days  
**Issue:** Lecturing Erasmus+ Non European Mobility 8 hours  
**Key:** \*\*Invited

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**Center:** University of Split, Faculty of Economics  
**Place:** Split **Country:** CROATIA **Year:** 2019 (May) **Duration:** 5 Days  
**Issue:** Lecturing Erasmus+ 8 hours  
**Key:** \*\*Invited

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**Center:** Sapienza University of Rome, Department of Management  
**Place:** Roma **Country:** ITALY **Year:** 2018 **Duration:** 2 Days  
**Issue:** Innovative Education Project  
**Key:** \*\*Invited

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**Center:** **Center:** Università degli Studi di Padova. Dipartimento di Economia e Scienze Aziendali  
**Place:** Padova **Country:** ITALY **Year:** 2018 **Duration:** 5 Days  
**Issue:** Lecturing Erasmus+ 8 hours  
**Key:** \*\*Invited

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**Center:** Università degli Studi di Padova. Dipartimento di Studi Linguistici e Letterari  
**Place:** Padova **Country:** ITALY **Year:** 2017 **Duration:** 4 Days  
**Issue:** Innovative Education Project  
**Key:** \*\*Invited

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**Center:** University of Split, Faculty of Economics  
**Place:** Split **Country:** CROATIA **Year:** 2017 **Duration:** 4 Days  
**Issue:** Innovative Education Project  
**Key:** \*\*Invited

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**Center:** University of Zagreb, Faculty of Economics  
**Place:** Zagreb **Country:** CROATIA **Year:** 2017 **Duration:** 5 Days  
**Issue:** Lecturing Erasmus+ 8 hours  
**Key:** \*\*Invited

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**Center:** University of Mostar, Faculty of Economics  
**Place:** Mostar **Country:** BOSNIA AND HERZEGOVINA **Year:** 2017 **Duration:** 5 Days  
**Issue:** Lecturing Erasmus+ Non European Mobility 8 hours  
**Key:** \*\*Invited

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**Center:** Inholland University of Applied Sciences, Department of Tourism Management  
**Place:** Amsterdam **Country:** HOLLAND **Year:** 2016 **Duration:** 5 Days  
**Issue:** Lecturing Erasmus+ 8 hours  
**Key:** \*\*Invited

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**Center:** University of Split, Faculty of Economics  
**Place:** Split **Country:** CROATIA **Year:** 2016 **Duration:** 3 Days  
**Issue:** Research  
**Key:** \*\*Invited

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**Center:** University of Zagreb, Faculty of Economics  
**Place:** **Country:** CROATIA **Year:** 2015 **Duration:** 5 Days  
**Issue:** Lecturing Erasmus+ 8 hours  
**Key:** \*\*Invited

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**Center:** University of Split, Faculty of Economics  
**Place:** Split **Country:** CROATIA **Year:** 2015 **Duration:** 3 Days  
**Issue:** Lecturing  
**Key:** \*\*Invited

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**Center:** University of Split, Faculty of Economics & University of Zagreb, Faculty of Economics  
**Place:** Split/Zagreb **Country:** CROATIA **Year:** 2013 **Duration:** 4 Months and 15 Days  
**Issue:** Research and Lecturing  
**Key:** \*\*Invited

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**Center:** University of Split, Faculty of Economics  
**Place:** Split **Country:** CROATIA **Year:** 2012 **Duration:** 3 Months  
**Issue:** Research and Lecturing  
**Key:** \*\*Invited

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**Center:** University of Split, Faculty of Economics  
**Place:** Split **Country:** CROATIA **Year:** 2012 **Duration:** 5 Days  
**Issue:** Lecturing  
**Key:** \*\*DInvited

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**Center:** Università degli Studi di Padova, Facoltà di Economia, Dipartimento di Scienze Economiche 'Marco Fanno'  
**Place:** Padova **Country:** ITALY **Year:** 2011 **Duration:** 2 Days  
**Issue:** Lecturing  
**Key:** \*\*Invited

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**Center:** Università degli Studi di Roma 'Tor Vergata', Facoltà di Economia, Dipartimento di 'Studi sull'Impresa'  
**Place:** Roma **Country:** ITALY **Year:** 2011 **Duration:** 3 Months  
**Issue:** Research and Lecturing  
**Key:** \*\*Ph.D.

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## Participation in Committees, Editorial Boards, and International Delegations

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**Title:** Member of the Scientific Committee of GLOSERV Global Conference on Services and Retail Management. 2021  
**Years:** 2021

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**Title:** Member of the Scientific Committee of Communication Management Forum. 2021.  
**Years:** 2021

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**Title:** Associate Editor of Tourism: An International Interdisciplinary Journal. Croatian Institute for Tourism. ESCI.  
**Years:** 2020

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**Title:** Member of the Scientific Committee of EMAC Regional Conference 2020. European Marketing Academy  
**Years:** 2020

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**Title:** Member of the Scientific Committee of International Tourism Conference Dubrovnik 2019  
**Years:** 2019

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**Title:** Member of the Editorial Advisory Board. Journal of Hospitality and Tourism Insights. Emerald. ESCI.  
**Years:** 2019-Currently

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**Title:** Member of the Editorial Advisory Board. International Journal of Contemporary Hospitality Management. Emerald. JCR-D1. SJR-D1.  
**Years:** 2018-Currently

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**Title:** Member of the Editorial Advisory Board. Ekonomski Pregled. Croatian Society of Economics. SJR-Q3.  
**Years:** 2018-Currently

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**Title:** Member of the Editorial Review Board. International Journal of Tourism and Hospitality Management in the Digital Age. IGI Global.  
**Years:** 2016-Currently

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**Title:** Member of the Appeal Committee of University of Valencia.  
**Years:** 2016-2019

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**Title:** Member of the Professor Evaluation Committee of University of Valencia.  
**Years:** 2016-2019

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**Title:** Member of the Teachers and Researchers Committee of University of Valencia  
**Years:** 2016-2019

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**Title:** Member of the Scientific Committee for Security in Function of Developing Destination Tourism. BC Council. Croatia.  
**Year:** 2015.

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**Title:** Member of the Scientific Committee of XVII, XVIII and XXIX International Congress in Marketing, Spain  
**Years:** 2014-Currently

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**Title:** Member of the Council of Department of Marketing, Faculty of Economics, University of Valencia.  
**Years:** 2014-Currently

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**Title:** Member of the Editorial Advisory Board. Handbook of Research on Global Hospitality and Tourism Management. IGI Global.  
**Years:** 2014-2015.

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**Title:** International Mobility Coordinator for Tourism Degree, Faculty of Economics, University of Valencia.  
**Years:** 2014-2015

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**Title:** Member of the Board of International Economics Institute, University of Valencia  
**Years:** 2010-2013

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**Title:** Member of the Council of International Economics Institute. University of Valencia  
**Years:** 2010-2013

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## **Reviewer and Chair Session Activities**

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Overall: 186 reviews Publons Record (until 18.12.2020)

### **Reviewer for Journals indexed in WOS**

International Journal of Contemporary Hospitality Management – 39 reviews

Sage Open – 15 reviews + Articles' Editor

International Journal of Hospitality Management – 15 reviews

Journal of Hospitality Marketing and Management –12 reviews

Current Issues in Tourism - 6 reviews

Journal of Business Research – 5 reviews

Tourism - 5 reviews

Trziste – Market – 4 reviews

Journal of Marketing for Higher Education – 6 reviews

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Journal of Hospitality and Tourism Insights – 4 reviews  
 Journal of Advertising Research - 4 reviews  
 Journal of Retailing and Consumer Services – 3 reviews  
 Journal of Consumer Behaviour – 3 reviews  
 Sustainability – 3 reviews  
 Cornell Hospitality Quarterly- 3 reviews  
 Tourism and Hospitality Management – 3 reviews  
 Organizacija – 3 reviews  
 Journal of Hospitality and Tourism Technology – 2 reviews  
 International Journal of Hospitality & Tourism Administration -2 reviews  
 European Journal of Tourism Research- 2 reviews  
 Journal of Travel and Tourism Marketing – 2 reviews  
 Electronic Commerce Research and Applications – 2 reviews  
 Journal of Product and Brand Management – 2 reviews  
 Journal of Brand Management – 2 reviews  
 Nutrients -2 reviews  
 Tourism Management Perspectives – 1 review  
 Frontiers in Psychology – 1 review  
 Journal of Vacation Marketing – 1 review  
 Journal of Services Marketing – 1 review  
 Services Industries Journal – 1 review  
 Frontiers in Psychology- 1 review  
 Journal of Hospitality and Tourism Technology – 1 review  
 Business Ethics: A European Review – 1 review  
 Economic Research – 1 review  
 International Journal of Environment and Sustainable Development – 1 review  
 Asia Pacific Management Review – 1 review  
 Journal of Co-Operative Organization and Management – 1 review  
 Tourism Review – 1 review  
 International Journal of Retail and Distribution Management – 1 review  
 @Tic. Revista d'innovació Educativa – 1 review  
 Tourism Management perspectives – 1 review  
 Cuadernos De Gestión – 1 review  
 Cuadernos De Administración – 1 review

#### **Reviewer for Journals indexed in SCOPUS**

Journal of Marketing Communications – 7 reviews  
 Journal of Communication Inquiry – 1 review  
 International Review of Retail, Distribution and Consumer Research – 3 reviews  
 Innovar – 1 review

#### **Reviewer for Journals indexed in other databases:**

International Journal of Tourism and Hospitality Management in the Digital Age (IJTHMDA) – 7 reviews  
 Papers de Turisme – 1 review  
 Semestre Económico – 1 review  
 Revista de Comunicación – 1 review

#### **Reviewer for Books indexed in SCOPUS:**

Handbook of Research on Global Hospitality and Tourism Management. IGI GLOBAL – 1 review

#### **Reviewer for Conferences:**

GLOSERV 2020 - Global Conference on Services and Retail Management – 1 review.  
 AEMARK 2019 – 31. Congreso Internacional de Marketing – 4 reviews.  
 AEMARK 2018 – 30. Congreso Internacional de Marketing – 4 reviews.  
 AEMARK 2017 – 29. Congreso Internacional de Marketing – 4 reviews.  
 AEMARK 2016 – 28. Congreso de Marketing  
 AEMARK 2015 – 27. Congreso de Marketing – 3 reviews  
 EMAC REGIONAL 2018 – 8th European Marketing Academy Regional Conference – 3 reviews  
 EMAC REGIONAL 2015 – 6th European Marketing Academy Regional Conference – 1 review  
 EMAC REGIONAL 2014 – 5th European Marketing Academy Regional Conference – 1 review  
 EMAC 2016 – 45th European Marketing Academy Conference – 2 reviews  
 EMAC 2015 – 44th European Marketing Academy Conference – 2 reviews  
 EMAC 2014 - 43rd European Marketing Academy Conference – 4 reviews  
 EAERCD2013 - 17th International Conference on Research in the Distributive Trades of the European Association of Education and Research in Commercial Distribution

**Chair session for Conferences:**

Global Conference on Services and Retail Management, GLOSERV, 12.05.2021. Virtual conference  
Services Marketing - Service Performance and Customer Loyalty, EMAC, 31.05.2018, Glasgow, Scotland.  
'International and Cross Cultural Marketing', CROMAR, 24.19.2015, Split, Croatia  
'Branding and private labels' EAERCD congress, 05.07.2013, Valencia, Spain.  
New Technologies and E-Marketing'. EMAC congress, 25.05.2012, Lisbon, Portugal.

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## **Lecturing - University of Valencia - UNDERGRADUATE DEGREE-**

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**Course:** Promotion of tourism organizations. Language: English & Spanish. 1st semester. 45 hours. **Coordinator of the course.**  
**Study program:** Bachelor degree in Tourism Management  
**Dates:** 09/2020 – 02/2021  
**Organization:** Faculty of Economics, University of Valencia

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**Course:** Consumer behavior. Language: English. 1st semester. 90 hours. **Coordinator of the course.**  
**Study program:** Bachelor degree in International Business  
**Dates:** 09/2020 – 02/2021  
**Organization:** Faculty of Economics, University of Valencia

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**Course:** Consumer behavior. Language: English. 1st semester. 30 hours.  
**Study program:** Services and Sectorial Marketing  
**Dates:** 09/2020 – 02/2021  
**Organization:** Faculty of Economics, University of Valencia

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**Course:** Promotion of tourism organizations. Language: English & Spanish. 1st semester. 45 hours. **Coordinator of the course.**  
**Study program:** Bachelor degree in Tourism Management  
**Dates:** 09/2019 – 02/2020  
**Organization:** Faculty of Economics, University of Valencia

---

**Course:** Consumer behavior. Language: English. 1st semester. 90 hours. **Coordinator of the course.**  
**Study program:** Bachelor degree in International Business  
**Dates:** 09/2019 – 02/2020  
**Organization:** Faculty of Economics, University of Valencia

---

**Course:** Promotion of tourism organizations. Language: English & Spanish. 1st semester. 15 hours.  
**Study program:** Bachelor degree in Tourism  
**Dates:** 09/2018 – 02/2019  
**Organization:** Faculty of Economics, University of Valencia

---

**Course:** Consumer behavior. Language: English. 1st semester. 90 hours. **Coordinator of the course.**  
**Study program:** Bachelor degree in International Business  
**Dates:** 09/2018 – 02/2019  
**Organization:** Faculty of Economics, University of Valencia

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**Course:** Marketing communications. Language: English. 2<sup>nd</sup> semester. 60 hours.  
**Study program:** Bachelor degree in Business Administration  
**Dates:** 02/2017 – 06/2018  
**Organization:** Faculty of Economics, University of Valencia

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**Course:** Consumer behavior. Language: English. 1st semester. 54 hours. **Coordinator of the course.**  
**Study program:** Bachelor degree in International Business  
**Dates:** 09/2017 – 02/2018  
**Organization:** Faculty of Economics, University of Valencia

---

**Course:** Promotion of tourism organizations. Language: Spanish. 1st semester. 15 hours.

**Study program:** Bachelor degree in Tourism  
**Dates:** 09/2015 – 02/2016  
**Organization:** Faculty of Economics, University of Valencia

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**Course:** Consumer behavior. Language: English. 1st semester. 73 hours. **Coordinator of the course.**  
**Study program:** Bachelor degree in International Business  
**Dates:** 09/2016 – 02/2017  
**Organization:** Faculty of Economics, University of Valencia

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**Course:** Fundamentals of Market Research. Language: English. 2<sup>nd</sup> semester. 22.5 hours.  
**Study program:** Bachelor degree in Business Administration  
**Dates:** 02/2016 – 06/2016  
**Organization:** Faculty of Economics, University of Valencia

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**Course:** Marketing communications. Language: English. 2<sup>nd</sup> semester. 30 hours. **Coordinator of the course.**  
**Study program:** Bachelor degree in Business Administration  
**Dates:** 02/2016 – 06/2016  
**Organization:** Faculty of Economics, University of Valencia

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**Course:** Tourism marketing. Language: Spanish. 2<sup>nd</sup> semester. 30 hours.  
**Study program:** Bachelor degree in Tourism  
**Dates:** 02/2016 – 06/2016  
**Organization:** Faculty of Economics, University of Valencia

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**Course:** Consumer behavior. Language: English. 1st semester. 90 hours. **Coordinator of the course.**  
**Study program:** Bachelor degree in International Business  
**Dates:** 09/2015 – 02/2016  
**Organization:** Faculty of Economics, University of Valencia

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**Course:** Marketing. Language: Valencian. 2<sup>nd</sup> semester. 30 hours  
**Study program:** Bachelor degree in Business Administration  
**Dates:** 02/2015 – 06/2015  
**Organization:** Faculty of Economics, University of Valencia

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**Course:** Marketing. Language: English. 2<sup>nd</sup> semester. 30 hours  
**Study program:** Bachelor degree in Business Administration  
**Dates:** 02/2015 – 06/2015  
**Organization:** Faculty of Economics, University of Valencia

---

**Course:** Marketing communications. Language: English. 2<sup>nd</sup> semester. 60 hours  
**Study program:** Bachelor degree in Business Administration  
**Dates:** 02/2015 – 06/2015  
**Organization:** Faculty of Economics, University of Valencia

---

**Course:** Consumer behavior. Language: English. 1st semester. 90 hours. **Coordinator of the course.**  
**Study program:** Bachelor degree in International Business  
**Dates:** 09/2014 – 02/2015  
**Organization:** Faculty of Economics, University of Valencia

---

**Course:** Tourism Marketing. Language: Valencian. 2<sup>nd</sup> semester. 45 hours  
**Study program:** Bachelor degree in Tourism  
**Dates:** 02/2014 – 06/2014  
**Organization:** Faculty of Economics, University of Valencia

---

**Course:** Marketing. Language: Valencian. 2<sup>nd</sup> semester. 20 hours  
**Study program:** Bachelor degree in Business Administration  
**Dates:** 02/2015 – 06/2015

**Organization:** Faculty of Economics, University of Valencia

---

**Course:** Consumer behaviour. Language: Valencian. 2<sup>nd</sup> semester. 30 hours

**Study program:** Bachelor degree in International Business

**Dates:** 02/2014 – 06/2014

**Organization:** Faculty of Economics, University of Valencia

---

**Course:** Consumer behaviour. Language: English. 2<sup>nd</sup> semester. 30 hours

**Study program:** Bachelor degree in International Business

**Dates:** 02/2014 – 06/2014

**Organization:** Faculty of Economics, University of Valencia

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**Course:** Marketing. Language: English. 2<sup>nd</sup> semester. 30 hours.

**Study program:** Degree in Business Administration

**Dates:** 02/2013 – 06/2013

**Organization:** Faculty of Economics, University of Valencia

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**Course:** Commercial Distribution. Language: English. 2<sup>nd</sup> semester. 30 hours.

**Study program:** Degree in Business Administration

**Dates:** 02/2013 – 06/2013

**Organization:** Faculty of Economics, University of Valencia

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**Activity:** Supervisor of bachelor thesis

**Organization:** Faculty of Economics, University of Valencia

**Dates:** 15/09/2013- Currently

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## **Lecturing - University of Valencia - GRADUATE AND POSTGRADUATE DEGREE-**

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**Course:** Corporate communications. Language: Spanish. 2<sup>nd</sup> semester. 36 hours. **Coordinator of the course**

**Study program:** Master in Marketing and Market Research. Language: Spanish

**Dates:** 02/2021 – 06/2021

**Organization:** Faculty of Economics, University of Valencia

**Broad field:** \*\*National

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**Course:** Techniques of commercial research. Language: Spanish. 2<sup>nd</sup> semester. 25 hours. **Coordinator of the course**

**Study program:** Master in Marketing and Market Research. Language: Spanish

**Dates:** 02/2021 – 06/2021

**Organization:** Faculty of Economics, University of Valencia

**Broad field:** \*\*National

---

**Course:** Corporate communications. Language: Spanish. 2<sup>nd</sup> semester. 36 hours. **Coordinator of the course**

**Study program:** Master in Marketing and Market Research. Language: Spanish

**Dates:** 02/2020 – 06/2020

**Organization:** Faculty of Economics, University of Valencia

**Broad field:** \*\*National

---

**Course:** Techniques of commercial research. Language: Spanish. 2<sup>nd</sup> semester. 25 hours. **Coordinator of the course**

**Study program:** Master in Marketing and Market Research. Language: Spanish

**Dates:** 02/2020 – 06/2020

**Organization:** Faculty of Economics, University of Valencia

**Broad field:** \*\*National

---

**Course:** Corporate communications. Language: Spanish. 2<sup>nd</sup> semester. 36 hours. **Coordinator of the course**

**Study program:** Master in Marketing and Market Research. Language: Spanish

**Dates:** 02/2019 – 06/2019

**Organization:** Faculty of Economics, University of Valencia

**Broad field:** \*\*National

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**Course:** Techniques of commercial research. Language: Spanish. 2<sup>nd</sup> semester. 25 hours. **Coordinator of the course**  
**Study program:** Master in Marketing and Market Research. Language: Spanish  
**Dates:** 02/2019 – 06/2019  
**Organization:** Faculty of Economics, University of Valencia  
**Broad field:** \*\*National

---

**Course:** Corporate communications. Language: Spanish. 2<sup>nd</sup> semester. 36 hours. **Coordinator of the course**  
**Study program:** Master in Marketing and Market Research. Language: Spanish  
**Dates:** 02/2018 – 06/2018  
**Organization:** Faculty of Economics, University of Valencia  
**Broad field:** \*\*National

---

**Course:** Techniques of commercial research. Language: Spanish. 2<sup>nd</sup> semester. 25 hours. **Coordinator of the course**  
**Study program:** Master in Marketing and Market Research. Language: Spanish  
**Dates:** 02/2018 – 06/2018  
**Organization:** Faculty of Economics, University of Valencia  
**Broad field:** \*\*National

---

**Course:** Corporate communications. Language: Spanish. 2<sup>nd</sup> semester. 36 hours. **Coordinator of the course**  
**Study program:** Master in Marketing and Market Research. Language: Spanish  
**Dates:** 02/2017 – 06/2017  
**Organization:** Faculty of Economics, University of Valencia  
**Broad field:** \*\*National

---

**Course:** Techniques of commercial research. Language: Spanish. 2<sup>nd</sup> semester. 25 hours. **Coordinator of the course**  
**Study program:** Master in Marketing and Market Research. Language: Spanish  
**Dates:** 02/2017 – 06/2017  
**Organization:** Faculty of Economics, University of Valencia  
**Broad field:** \*\*National

---

**Course:** Corporate communications. Language: Spanish. 2<sup>nd</sup> semester. 36 hours. **Coordinator of the course**  
**Study program:** Master in Marketing and Market Research. Language: Spanish  
**Dates:** 02/2016 – 06/2016  
**Organization:** Faculty of Economics, University of Valencia  
**Broad field:** \*\*National

---

**Seminar:** Master practicalities and students facilities.  
**Study program:** Master in International Business and Administration. Language: English. 9 hours.  
**Dates:** 02/2014 – 02/2018  
**Organization:** Faculty of Economics, University of Valencia  
**Broad field:** \*\*International

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**Activity:** Supervisor of master thesis  
**Organization:** Faculty of Economics, University of Valencia  
**Dates:** 15/09/2013 - Currently

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**Activity:** Supervisor of PH.D. thesis  
**Organization:** Faculty of Economics, University of Valencia  
**Dates:** 15/09/2017 - Currently

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## **Lecturing abroad** **-UNDERGRADUATE DEGREE-**

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**Seminar:** IT, marketing communications and branding in in hospitality. 8 hours. Bachelor program in Hotel Management  
**Dates:** 29/11/2019 - 05/12/2019  
**Broad field:** International  
**Organization:** Department of Business Informatics, Faculty of Economics, University of Split, Croatia

**Classification:** Courses and Seminars

---

**Seminar:** New technologies and marketing communications in hospitality. 8 hours. Bachelor program in Hotel Management

**Dates:** 20/03/2019 - 26/03/2019

**Broad field:** International

**Organization:** Department of Business Informatics, Faculty of Economics, University of Split, Croatia

**Classification:** Courses and Seminars

---

**Seminar:** Integrated Marketing Communications and Brand Equity in hotel companies in Mediterranean. 8 hours. Bachelor program in Marketing Management

**Dates:** 30/10/2017 - 03/11/2017

**Broad field:** International

**Organization:** Department of Marketing, Faculty of Economics, University of Mostar, Bosnia and Herzegovina

**Classification:** Courses and Seminars

---

**Seminar:** Marketing. 8 hours. Bachelor program in Marketing Management

**Dates:** 10/04/2017 - 14/04/2017

**Broad field:** International

**Organization:** Department of Marketing, Faculty of Economics, University of Zagreb, Croatia

**Classification:** Courses and Seminars

---

**Seminar:** The impact of IMC on brand equity in hospitality and tourism. 8 hours. Bachelor Program in Tourism Management.

**Dates:** 22/04/2016 - 29/04/2016

**Broad field:** International

**Organization:** Department of Tourism Management, Inholland University of Applied Sciences, Amsterdam, Holland.

**Classification:** Courses and Seminars

---

**Seminar:** Consumer behavior in tourism. 8 hours. Bachelor program in Business Economics and Bachelor program in Marketing Management

**Dates:** 07/04/2015 - 13/04/2015

**Broad field:** International

**Organization:** Department of Marketing, Faculty of Economics, University of Zagreb, Croatia

**Classification:** Courses and Seminars

---

**Seminar:** Customer loyalty. The comparative analysis of Croatian and Italian hotels. Four 4 hours seminars – 16 hours. Bachelor program in Business Economics and Bachelor program in Marketing Management

**Dates:** 29/10/2013 - 30/10/2013

**Broad field:** International

**Organization:** Department of Marketing, Faculty of Economics, University of Zagreb, Croatia

**Classification:** Courses and Seminars

---

**Seminar:** Marketing and communication initiatives in high quality hotels of Croatia – 5 hours. Bachelor study program in Tourism.

**Dates:** 09/10/2013 - 09/10/2013

**Broad field:** \*\*International

**Organization:** Department of Tourism, Faculty of Economics, University of Zagreb, Croatia

**Classification:** Courses and Seminars

---

**Seminar:** New marketing and communication activities in hospitality: The case of upscale hotels in Dalmatia – 1 hour. Bachelor program in Hotel Management

**Dates:** 21/12/2012 - 21/12/2012

**Broad field:** International

**Organization:** Department of Tourism, Faculty of Economics, University of Split, Croatia

**Classification:** Courses and Seminars

---

**Seminar:** L'innovazione in un settore 'tradizionale': La diffusione delle ICT nelle imprese alberghiere in Spagna e Croazia. Corso in Economia e Gestione dei Servizi

**Dates:** 01/04/2011 - 01/04/2011

**Broad field:** \*\*International

**Organization:** Dipartimento di Scienze Economiche 'Marco Fanno', Università degli Studi di Padova

**Classification:** \* Courses and Seminars

---

**Seminar:** Il settore turistico come motore dello sviluppo economico nell'economia europea. Corso in Economia e Gestione dei Servizi  
**Dates:** 31/03/2011 - 31/03/2011  
**Broad field:** \*\*International  
**Organization:** Dipartimento di Scienze Economiche 'Marco Fanno', Università degli Studi di Padova  
**Classification:** \* Courses and Seminars

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**Seminar:** L'organizzazione e la promozione degli eventi - Case study: la 32sima Coppa America a Valencia. Corso in Economia delle Attività Terziarie y 'Corso in Economia delle Attività Motorie'  
**Dates:** 30/04/2008 - 30/04/2008  
**Broad field:** \*\*International  
**Organization:** Dipartimento di Scienze Economiche 'Marco Fanno', Università degli Studi di Padova  
**Classification:** \* Courses and Seminars

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## **Lecturing abroad** **- GRADUATE AND POSTGRADUATE DEGREE-**

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**Seminar:** Qualitative research methods. applications in business and social sciences. Ph.D in Management, Banking and Commodity Sciences.  
**Dates:** 24/05/2021 – 23/06/2021  
**Organization:** Department of Management, Sapienza University of Rome, Italy  
**Broad field:** \*\*International  
**Classification:** \* Courses and Seminars

---

**Seminar:** Marketing Communications and Branding. 8 hours. Master in Marketing Management  
**Dates:** 20/05/2019 – 24/05/2019  
**Organization:** Faculty of Economics, University of Mostar, Bosnia and Hercegovina  
**Broad field:** \*\*International  
**Classification:** \* Courses and Seminars

---

**Seminar:** Qualitative Research Methods: Content analysis and creative techniques. 3 hours. Ph.D in Management, Banking and Commodity Sciences.  
**Dates:** 12.04.2019  
**Organization:** Department of Management, Sapienza University of Rome, Italy  
**Broad field:** \*\*International  
**Classification:** \* Courses and Seminars

---

**Seminar:** Innovative teaching methodologies in higher education institutions. 4 hours. Bachelor, Master and Ph.D. students  
**Dates:** 15.03.2018  
**Organization:** Department of Management, Sapienza University of Rome, Italy  
**Broad field:** \*\*International  
**Classification:** \* Courses and Seminars

---

**Seminar:** Integrated Marketing Communications and Brand Equity in hotel companies in Mediterranean. 8 hours. Master in Advanced Marketing  
**Dates:** 09/04/2018 – 13/04/2018  
**Organization:** Department of Economics and Management, Università degli Studi di Padova, Italia  
**Broad field:** \*\*International  
**Classification:** \* Courses and Seminars

---

**Seminar:** Integrated Marketing Communications and Brand Equity in hotel companies in Mediterranean. 3.5 hours. Master in Marketing Management  
**Dates:** 06/07/2017 – 06/07/2017  
**Organization:** Department of Management, Sapienza University of Rome, Italy  
**Broad field:** \*\*International  
**Classification:** \* Courses and Seminars

---

**Seminar:** Learning innovative and intercultural teaching methodologies created by university students. 4 hours. Master in Strategies in Communication.

**Dates:** 21/03/2017 – 24/03/2017

**Organization:** Dipartimento di Studi Linguistici e Letterari, Università degli Studi di Padova, Italy

**Broad field:** \*\*International

**Classification:** \* Courses and Seminars

---

**Seminar:** Innovative teaching methodologies. 4 hours. Master in IT Project Management.

**Dates:** 18/04/2017 - 21/04/2017

**Organization:** Department of Business Informatics, Faculty of Economics, University of Split, Croatia.

**Broad field:** \*\*International

**Classification:** \* Courses and Seminars

---

**Seminar:** IT and database management in Croatian and Italian hotels. 2 hours. Professional study program in Tourism Management

**Dates:** 08/01/2015 - 08/01/2015

**Organization:** Department of Business Informatics, Faculty of Economics, University of Split, Croatia.

**Broad field:** \*\*International

**Classification:** \* Courses and Seminars

---

**Seminar:** The impact of Information and Communication Technology on brand equity creation. 5 hours. Professional study program in Tourism Management.

**Dates:** 14/10/2013 - 14/10/2013

**Organization:** Department of Business Informatics, Faculty of Economics, University of Split, Croatia.

**Broad field:** \*\*International

**Classification:** \* Courses and Seminars

---

**Seminar:** ICT and loyalty in the hospitality industry. 5 hours. Master in Tourism and Hospitality.

**Dates:** 11/10/2013 - 11/10/2013

**Organization:** Department of Tourism, Faculty of Economics, University of Split, Croatia.

**Broad field:** \*\*International

**Classification:** \* Courses and Seminars

---

**Seminar:** The effects of Integrated Marketing Communications on the creation of brand equity in tourism and hospitality. 5 hours. Master in Tourism and Hospitality.

**Dates:** 22/10/2013 - 22/10/2013

**Organization:** Department of Marketing, Faculty of Economics, University of Split, Croatia.

**Broad field:** \*\*International

**Classification:** \* Courses and Seminars

---

**Seminar:** The role of technology on brand equity building. The case of Croatian hotels. 2 hours. Master in Business Studies

**Dates:** 18/10/2013 - 18/10/2013

**Organization:** Department of Marketing, Faculty of Economics, University of Split, Croatia.

**Broad field:** \*\*International

**Classification:** \* Courses and Seminars

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**Seminar:** The employment of IT, information management and loyalty in the hospitality industry: A comparative analysis between high-quality hotels of Italy and Croatia. 1.5 hours. Professional study program in Tourism Management.

**Dates:** 17/12/2012 - 17/12/2012

**Organization:** Department of Business Informatics, Faculty of Economics, University of Split, Croatia.

**Broad field:** \*\*International

**Classification:** \* Courses and Seminars

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**Seminar:** The impact of marketing communications on creation of brand equity of a tourism destination. 3 hours. Master in Tourism and Hospitality

**Dates:** 18/12/2012 - 18/12/2012

**Organization:** Department of Marketing, Faculty of Economics, University of Split, Croatia.

**Broad field:** \*\*International

**Classification:** \* Courses and Seminars

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**Seminar:** Comunicazione Integrata di Marketing, ICT e fedeltà nel settore alberghiero della Croazia. 2 hours. Master in Economia e

Management delle Attività Turistiche e Culturali

**Dates:** 30/06/2011 - 30/06/2011

**Organization:** Dipartimento di Studi sull'Impresa, Facoltà di Economia, Università degli Studi di Roma 'Tor Vergata',

**Broad field:** \*\*International

**Classification:** \* Courses and Seminars

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**Activity:** Nuove attività di comunicazione e marketing negli alberghi di alta categoria della Croazia. 2 hours. Master in Economia e Gestione della Comunicazione e dei Media

**Dates:** 24/06/2011 - 24/06/2011

**Organization:** Dipartimento di Studi sull'Impresa, Facoltà di Economia, Università degli Studi di Roma 'Tor Vergata',

**Broad field:** \*\*International

**Classification:** \* Courses and Seminars

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## Scholarships and Grants

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**Scholarship/grant:** Grant for Visiting Professors. Outstanding researchers/professors. Funded by Sapienza University of Rome

**Dates:** 24/05/2021 - 23/06/2021

**Place:** Sapienza University of Rome, Rome, Italy.

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**Scholarship/grant:** Erasmus + scholarship for teaching mobility. Funded by European Union.

**Dates:** 29/11/2019 -05/12/2019

**Place:** University of Split, Croatia

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**Scholarship/grant:** Erasmus + scholarship for Non-European teaching mobility. Funded by European Union.

**Dates:** 20/05/2019 -24/05/2019

**Place:** University of Mostar, Mostar, Bosnia and Herzegovina.

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**Scholarship/grant:** Erasmus + scholarship for teaching mobility. Funded by European Union.

**Dates:** 20/03/2019 -26/03/2019

**Place:** University of Split, Croatia

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**Scholarship/grant:** Top 1% Reviewers 2017/2018.

**Dates:** 2018

**Organization:** Publons. Clarivate Analytics.

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**Scholarship/grant:** Grant for research stays abroad. Funded by Generalitat Valenciana

**Dates:** 05/07/2018 -04/09/2018

**Place:** Sapienza University of Rome, Rome, Italy.

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**Scholarship/grant:** Erasmus + scholarship for teaching mobility. Funded by European Union.

**Dates:** 09/04/2018 -13/04/2018

**Place:** University of Padova, Padova, Italy.

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**Scholarship/grant:** Grant for research stays abroad. Funded by University of Valencia.

**Dates:** 13/11/2017 -27/12/2017

**Place:** University of Zagreb, Zagreb, Croatia

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**Scholarship/grant:** Erasmus + scholarship for Non-European teaching mobility. Funded by European Union.

**Dates:** 30/10/2017 -03/11/2013

**Place:** University of Mostar, Mostar, Bosnia and Herzegovina.

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**Scholarship/grant:** Grant for Visiting Professors. Funded by Sapienza University of Rome

**Dates:** 04/05/2017 -03/08/2013

**Place:** Sapienza University of Rome, Rome, Italy.

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**Scholarship/grant:** Erasmus + scholarship for teaching mobility. Funded by European Union.  
**Dates:** 10/04/2017 -14/04/2017  
**Place:** University of Zagreb, Zagreb, Croatia

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**Scholarship/grant:** Grant for research stays abroad. Funded by University of Valencia.  
**Dates:** 01/07/2016- 31/08/2016  
**Place:** University of Zagreb, Zagreb, Croatia

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**Scholarship/grant:** Erasmus + scholarship for teaching mobility. Funded by European Union.  
**Dates:** 22/04/2016 -29/04/2016  
**Place:** University of Inholland, Amsterdam, Netherlands

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**Scholarship/grant:** Award for the best Ph.D thesis in Economics and Sociology.  
**Dates:** 28/07/2015  
**Organization:** Universitat de València

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**Scholarship/grant:** Erasmus + scholarship for teaching mobility. Funded by European Union.  
**Dates:** 07/04/2015 -13/04/2015  
**Place:** University of Zagreb, Croatia

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**Scholarship/grant:** 'V Segles' grant for short stays abroad. Funded by University of Valencia.  
**Dates:** 15/07/2013 - 26/11/2013  
**Place:** University of Split & University of Zagreb, Croatia

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**Scholarship/grant:** 'V Segles' grant for short stays abroad. Funded by University of Valencia.  
**Dates:** 28/05/2012 - 27/08/2012  
**Place:** University of Split, Croatia

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**Scholarship/grant:** 'V Segles' grant for short stays abroad. Funded by University of Valencia.  
**Dates:** 18/04/2011 - 18/07/2011  
**Place:** Università degli studi di Roma 'Tor vergata', Italy

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**Scholarship/grant:** Predoctoral Research Grant 'V Segles'. Funded by University of Valencia.  
**Dates:** 01/12/2009 -30/11/2013  
**Place:** University of Valencia, Spain

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**Scholarship/grant:** Erasmus Studies Scholarship. Funded by European Union.  
**Dates:** 21/09/2005 - 21/09/2006  
**Place:** University of Valencia, Spain

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**Scholarship/grant:** Special mention of the Grant 'Emilio for the paper and multimedia Project: "Croazia, lo sport ci ha reso famosi nel mondo!'. Funded by Corecom Veneto, Italy.  
**Dates:** 24/11/2004 - 24/11/2004  
**Organization:** Corecom Veneto

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**Scholarship/grant:** Borsa di studi per gli studenti provenienti dai paesi in via di sviluppo  
**Dates:** 01/10/2002 - 31/07/2003  
**Place:** Università degli studi di Padova

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**Scholarship/grant:** Borsa di studio regionale  
**Dates:** 01/10/2001 - 25/10/2006  
**Place:** Università degli studi di Padova

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