




# Božena Krce Miočić

**Nationality:** Croatian

**Gender:** Female

## CONTACT

 Mihovila Pavlinovića 1,  
23000 ZADAR, Croatia  
**(Work)**

 [krceb@unizd.hr](mailto:krceb@unizd.hr)

## WORK EXPERIENCE

**04/2018 – CURRENT** Zadar , Croatia

**Associated Professor in Economics, Vice-head of the Department** University of Zadar, Department of Tourism and Communication Studies

Teaching, Supervisory and Research responsibilities (Economics of Tourism, Tourism, Special interest Tourism, Marketing)

**05/2012 – 04/2018** Zadar , Croatia

**Assistant Professor in Economics, Trade and Tourism U**niversity of Zadar, Department of Tourism and Communication Studies

Teaching, Supervisory and Research responsibilities (Economics of Tourism, Tourism, Special interest Tourism, Marketing)

**11/2010 – 06/2012** Zadar , Croatia

**Senior Lecturer** University of Zadar, Department of Tourism and Communication Studies

Teaching and Research

**11/2004 – 12/2010** Zadar , Croatia

**Research Assistant** University of Zadar, Department of Tourism and Communication Studies

Teaching and Research

**11/2002 – 10/2004** Zadar , Croatia

**Marketing manager** International Seaport Management d.o.o

Development and implementation of marketing strategies for Marina Dalmacija d.o.o. and Marina Borik.

**08/2001 – 12/2002** Zadar , Croatia

**Deputy manager** Kepol terminal d.o.o.

**04/1995 – 08/2001** Zagreb, Croatia

**Export- Import and Purchasing manager** Grafotehna d.d

**08/1992 – 04/1995** Zagreb, Croatia

**Export Import officer** Bezet s.p.o.

## EDUCATION AND TRAINING

**13/07/2011** Zagreb , Croatia

**PhD in Economics, (Thesis: Valuation of the Economic development components of Nautical Tourism)** University of Zagreb (Croatia), Faculty of Economics & Business, Department of Tourism

Ekonomski fakultet Sveučilišta u Zagrebu Izvandoktorski poslijediplomski studij iz ekonomskih znanosti

Obranjena doktorska disertacija „Valorizacija ekonomskih komponenti razvoja nautičkog turizma“ izradila je pod mentorstvom prof.dr.sc. Nevenke Čavlek.

**Address** Trg J. F. Kennedyja 6, 10000, Zagreb , Croatia | **Website** <https://www.efzg.unizg.hr/> |

**Field of study** Ekonomija | **Level in EQF** EQF level 8

**1995 – 02/07/2002** Zagreb , Croatia

● **M.A. in Economics, (Thesis: Marketing characteristics of the ecological packaging for organic food)** University of Zagreb (Croatia), Faculty of Economics & Business, Department of Marketing

Poslijediplomski znanstveni studij iz poslovne ekonomije, smjer Teorija i politika marketinga

**Address** Trg J. F. Kennedyja 6, 10000, Zagreb , Croatia | **Website** <https://www.efzg.unizg.hr/> |

**Field of study** Ekonomija | **Level in EQF** EQF level 7

**01/10/1987 – 17/02/1992** Zagreb , Croatia

● **B.A. in Economics** University of Zagreb (Croatia), Faculty of Economics & Business, Department of Marketing

Smjer: Trgovina i razmjena

**Address** Trg J. F. Kennedyja 6, 10000, Zagreb , Croatia | **Field of study** Ekonomija | **Level in EQF** EQF level 7

## LANGUAGE SKILLS

**MOTHER TONGUE(S):** Croatian

**Other language(s):**

**English**

**Listening** B2

**Reading** B2

**Writing** B2

**Spoken production** B2

**Spoken interaction** B2

---

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## DIGITAL SKILLS

Microsoft Office™ tools: excellent user | ■ Good communication skills | Good experience in teamwork | Good Organisation Skills

## ADDITIONAL INFORMATION

### Projects

06/2022 – CURRENT

**PODUZMI - Učinkovito aktivno PODUčavanje i učenje o PODUzetništvu u gospodarski nerazvijenim i ruralnim PODručjima** The EEA and *Norway Grants* are funded by Iceland, Liechtenstein and *Norway*.

09/2020 – CURRENT

**RURAL SPOT** Scientific project

02/2020 – CURRENT

**EU-CONEXUS Research For Society** Horizon 2020

05/2020 – 06/2023

**VODIME – Vode Imotske krajine** The European Regional Development Fund (ERDF) KK.05.1.1.02.0024

06/2020 – 06/2023

**TAKE IT SLOW - Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow** Interreg Italy Croatia

01/2020 – 06/2022

**EXCOVER - Experience, Discover & Valorise Hidden Treasure Towns and Sites of the Adriatic Area** Interreg Italy Croatia

01/2019 – 06/2022

**Obnova i turistička valorizacija kulturno povijesnog kompleksa Kneževe palače** The European Regional Development Fund (ERDF)

09/2019 – 10/2022

**EU-CONEXUS – European University for Smart Urban Coastal Sustainability** Erasmus+

05/2020 – 05/2022

**JEDRO - Jadranski međusektorski edukacijski i društveni centar za održivi razvoj otoka** European Social Fund

03/2019 – 03/2022

**Izvrsnost i učinkovitost u visokom obrazovanju u polju ekonomije (E4)** European Social Fund

03/2019 – 12/2021

**Razvoj i unapređenje studijskih programa sukladno HKO-u na Sveučilištu Jurja Dobrile u Puli** European Social Fund

01/2018 – 06/2018

**ATRIUM PLUS - Arhitektura totalitarnih režima XX stoljeća u gospodarenju urbanim razvojem** Interreg Italy Croatia

05/2015 – 09/2016

**Ravnatelj: profesija i kvalifikacija, a ne funkcija** European Social Fund.

**Transformation of civil society in Croatia within the EU integration context** Scientific project

**Hrvatsko – europski dodiri u pisanim medijima zadarskog područja (19. i 20. st.)** MZO

**Tradicija u hrvatskoj javnoj političkoj komunikaciji** MZO

### Publications

<https://www.croris.hr/osobe/profil/10500>

[https://scholar.google.com/citations?user=u\\_80izcAAAAJ&hl=en](https://scholar.google.com/citations?user=u_80izcAAAAJ&hl=en)