

OSOBNJE INFORMACIJE

Bilić Ivana



 Primoštenska 8, 21000 Split (Hrvatska)

 (+385) 21 430 785  (+385) 98 428 425

 ivana.bilic.ib@gmail.com

 <http://linkd.in/10P9i2s>

Spol Žensko | **Datum rođenja** 29/04/1974 | **Državljanstvo** hrvatsko

RADNO ISKUSTVO

- | | |
|------------------|---|
| 09/2014–danas | Vanjski suradnik
Fakultet građevinarstva, arhitekture i geodezije, Sveučilište u Split, Split (Hrvatska)
Izvođenje predavanja na kolegiju Poslovno komuniciranje |
| 06/2013–danas | Vanjski suradnik
Medicinski fakultet, Sveučilište u Splitu, Split (Hrvatska)
Izvođenje predavanja na kolegiju Komunikacijske vještine, Doktorski studij TRIBE |
| 2011–2013 | Gostujući predavač
Univerza na Primorskoj, Poslovne vede, Kopar (Slovenija)
Izvođenje nastave na kolegiju Bankarstvo i osiguranje, komunikacijski sadržaji, pregovaranje i prodaja u bankarstvu i osiguranju. |
| 15/05/2018–danas | Izvanredni profesor (od 2012-2018 Docent; 2006-2012 Asistent)
Ekonomski fakultet, Sveučilište u Splitu, Split (Hrvatska)
Izvođenje nastave na kolegijima: Poslovno komuniciranje (stručni i preddiplomski studij), Poslovno planiranje (stručni i preddiplomski studij), Krizni menadžment (Diplomski studij), Menadžment (ERASMUS+), Poduzetničke radionice (stručni studiji) i Međunarodni menadžment (Poslijediplomski studiji)
Angažman na različitim nacionalnim i međunarodnim projektima.
Organiziranje i provođenje komuniciranja fakulteta s javnostima putem medija i društvenih mreža.
Istraživačke i druge akademske aktivnosti |
| 03/2003–10/2006 | Voditelj, koordinator u maloprodaji i veleprodaji
Koteks d.d., Split (Hrvatska)
Razni poslovi nabave, veleprodaje, maloprodaje, pregovaranja i marketinških aktivnosti. |
| 10/2002–10/2006 | Vanjski suradnik
Ekonomski fakultet, Sveučilište u Splitu, Split (Hrvatska)
Suradnja u nastavi na kolegiju Poslovno komuniciranje |
| 03/1998–03/2003 | Osobni bankar
BSD d.d., Split (Hrvatska)
Od pripravničkog staža do različitih poslova unutar male banke: računovodstva, provjere kreditne dokumentacije, odobravanja kredita i vođenja depozita. |

OBRAZOVANJE I OSPOSOBLJAVANJE

- 05/2015–06/2016 **Integralni organizacijski razvoj**
Aspiria, Zagreb (Hrvatska)
Razumijevanje organizacijskog ponašanja, organizacijskih promjena i upravljanje razvojem organizacije.
- 03/2007–11/2011 **Dr.sc.** razina 8 EKO-a
Ekonomski fakultet, Sveučilište u Splitu, Split (Hrvatska)
Doktorat znanosti u području poslovne ekonomije
- 03/2001–03/2005 **Magisterij struke**
Ekonomski fakultet, Sveučilište u Splitu, Split (Hrvatska)
Magisterij struke iz područja Marketinga
- 1992–1998 **Diplomirani ekonomist**
Ekonomski fakultet, Sveučilište u Splitu, Split (Hrvatska)

OSOBNJE VJEŠTINE

Materinski jezik hrvatski

Ostali jezici	RAZUMIJEVANJE		GOVOR		PISANJE
	Slušanje	Čitanje	Govorna interakcija	Govorna produkcija	
engleski	C2	C2	C2	C2	C2
talijanski	A2	A2	A2	A2	A2
slovenski	A2	A2	A2	A2	A2
makedonski	A2	A2	A2	A2	A2

Stupnjevi: A1 i A2: Početnik - B1 i B2: Samostalni korisnik - C1 i C2: Iskusni korisnik
Zajednički europski referentni okvir za jezike

Komunikacijske vještine Komunikacija predstavlja osnovu svih poslova koje sam do sada obavljala, radeći različite poslove koji su izloženi visokoj razini osobnog kontakta u govoru ili pismu. Kroz svoj dosadašnji rad surađivala sam u brojnim domaćim i međunarodnim timovima, na različitim policijama od člana tima do voditelja. Po prirodi sam društvena osoba i rado komuniciram s drugima.

Organizacijske / rukovoditeljske vještine U svom dosadašnjem radu i postignućima moje organizacijske vještine su bile ključne u ostvarivanju poslovnih ciljeva. Samo moje obrazovanje usmjereno je organizaciji i menadžmentu, te sam dobro upoznata s teorijskim aspektima organizacije i vođenja. Moje radno iskustvo, te iskustvo vođenja različitih timova i projekata pomogli su mi u tome da teorijska znanja primijenim u praksi. Detaljan popis projekata i moja uloga u svakom od njih nalaze se u prilogu.

Poslovne vještine Tijekom proteklih nekoliko godina sudjelovala sam na mnogim projektima, između kojih bi istakla financiranje projekta od strane State Departmenta za međunarodni projekt u 2012. Također, kao predsjednik (a prije kao tajnik), bila sam odgovorna za cjelokupno poslovanje

Američke alumni zajednice, kao i udruge za promicanje poduzetništva 3PSplit. Sudjelovala sam kao evaluator pri odobravanju financiranja projekata američkih alumnijskih u Hrvatskoj. Kroz organizaciju različitih događaja na svom radnom mjestu, kao i kroz volonterske aktivnosti udruga ostvarila sam brojne poslovne suradnje. Od 2015. jedna sam od direktora Europske mreže američkih alumni organizacija.

Digitalna kompetencija

SAMOPROCJENA				
Obrada informacija	Komunikacija	Stvaranje sadržaja	Sigurnost	Rješavanje problema
Iskusni korisnik	Iskusni korisnik	Temeljni korisnik	Samostalni korisnik	Samostalni korisnik

Informacijsko-komunikacijske tehnologije - tablica za samoprocjenu

Tečaj internetske sigurnosti na Ekonomskom fakultetu, Sveučilišta u Splitu

Vozačka dozvola

B

PRILOZI

- Dodatne reference HRV_Ivana Bilic.pdf

Dodatne reference HRV_Ivana Bilić.pdf

Honors and awards

2021 – Sveučilište u Splitu – Rektorova timska nagrada – Centar za DKU
2020 - University of Split, Faculty of Economics, Business and Tourism – timska nagrada – WIRE
2019 - University of Split, Faculty of Economics, Business and Tourism – timska nagrada – Centar za DKU - Project (ESF)
2018 - University of Split, Faculty of Economics, Business and Tourism - special appreciation for Public Relations, Social Media and promotion of Entrepreneurship.
2017 – Splitsko-dalmatinska županije i Sveučilište u Splitu - Projekt Urbane aglomeracije Splita
2016 – ZIP – Zagreb Entrepreneurship Incubator (<http://zipzg.com/en/>) – Promotion of entrepreneurship and entrepreneurship education
2016 – SHIFT Conference (<http://shift.codeanywhere.com/>) – Supporting the organization of the conference and promotion of entrepreneurship and entrepreneurship education
2016 – Crowdfunding Academy – Crowdfunding Convention (<http://www.crowdfundingacademy.eu/>) – Promotion of entrepreneurship and entrepreneurship education - Crowdfunding
2012 - US Embassy Zagreb – Organizing US Alumni conference, Economic Transition Forum
2012 - US Department of State – Project – Entrepreneurship for VIPs
2012 - US Department of State – Project - Ensuring Equal Access through Service Learning for Persons with Disabilities;
2009 - US Department of State - Junior Faculty Development Program etc.

Članstva

2015 – 2019 ENAM – European Network of American Alumni Associations – Managing Director
2015 – 2017 co-founder and President of 3PSplit www.3psplit.org
2014 – 2016 US Alumni Community of Croatia; Predsjednik
2013 - 2014 Croatian Marketing Association – Member
2012 - Croatian Union of Youth and Students with Disabilities "SUMSI", Committee for Students with Disabilities
2011 – 2014 US Alumni Community of Croatia; Co-founder and Treasurer
2011 – 2021 HUOJ

Neke interesantne reference

2019 - Programme Committee RUTCON conference, Latvia
2018 - onward University of Split, Faculty of Economics – Predsjednik povjerenstva za unutarnju prosudbu
2017 - sad - Agency for science and high education (Croatia) – **Predsjednika panela**
2017 - sadd Accelerator for social entrepreneurs (Croatia) - **Mentor**
2017 – 2021 – Etičko povjerenstvo Vlade RH – **Član**
2017 – 2021 – Nacional na zaklada za razvoj cilinog društva (4. Saziv)
2016/2017 – Summer Jam Croatia – **Mentor**
<http://www.summerjamcroatia.com/> 2015/2017 – Student Entrepreneurship Incubator – **Mentor** - <http://spi.efst.hr/>
2014 – sad – International Scientific Conference: Challenge of Europe – **Organizacijski odbor**
2014 – Acceleration Boot Camp Osijek – **Panelist, Evaluator and Mentor**
2014 – now Social Innovation Hub – Skopje – **Mentor**
(<http://socialinnovation.mk/>) 2014 – StartUp Weekend Skopje (September, 19 – 21) – **Mentor**
2014 – 2016 Entrepreneurship Camp – Solin – **Suorganizator**
2014 – Baku World Forum of Young Scientists - **Sudionik**
2013 – Secretary Kery's Forum of Youth

Employment - **Panelist**

2013- Poduzetnički kamp – Solin, (Entrepreneurship Camp) - **Predavač**
 2013/2014 - Microsoft Software StartUp Academy – **Predavač**
 2013/2014 – Grand Prix – Hrvatska udruga za odnose s javnošću – **Član žirija**
 2013 – 2016 Shift Conference – **Mentor**, (<http://shiftsplit.com/>)
 2009 – Junior Faculty Development Program – US Department of State Scholarship (California State University Long Beach-College of Business Administration) - stipendija
 2003 – French Foundation for Management Education – Scholarship (ESSEC Business School) - stipendija

Popis projekata

2021 – CA 19135-CERCIRAS: Connecting Education and Research Communities for an Innovative Resource Aware Society
 2020 - WIRE – Week of Innovative Regions in Europe 2020, H2020, team member – Social Media and Digital promotion, Organizacijski odbor
 2019 – SEA – EU Alliance ERASMUS+ - **Ekspert – Društveno korisno učenje**, Sveučilište u Splitu
 2018 - 2020 - Cultural study in Business - ERASMUS+
 2018 - 2020 - Centar za društveno korisno učenje - Center for Service Learning (ESF)
 2018 - 2019 Hajdučkom) suradnjom i volonterstvom do društvenog razvoja - Service Learning -
 2017 – iDEA lab – TEMPUS project – **Vanjski evaluator**
 2016 – 2019 ERASMUS+ FINancial management, Accounting and Controlling curricula development for capacity building of public administration / FINAC – Partner/Coordinator – WP Quality Control – Voditelj tima
 2016 – Strategija urbane aglomeracije – Split (Social entrepreneurship /Business environment)
 2016 - Jačanje kapaciteta ustanova za obrazovanje odraslih – faza II – EDU VG PP PLUS – **Ekspert za društveno poduzetništvo**
 2015 - CA 15127 - COST Action Resilient communication services protecting end-user applications from disaster-based failures (RECODIS), **Upravni odbor**
 2015 – 2017 – ERASMUS+, Student Business e-Academy
 2015 – **Change yourself – change the world** – www.3psplit.org – **Organizator**
 2014 – 2019 COST TU 1408: Air Transport and Regional Development, Management Committee
 2014 – **Transatlantic Trade and Investment Partnership** – Real Benefits for Both Sides – Round table – **Suorganizator**
 2014 - ME4Catalogue – IPA Project – **Lokalni ekspert za poduzetništvo**
 2014 - Economic empowerment: cross-border tourism development, Lika and Punje Accessing Resources – **Suvoditelj**
 2014 – Entrepreneurship programme - 'Move on! If you can't find a job, create it!' – Split, **Voditelj**- USACC
 2013/2015 - Volunteering makes communities socially and economical stronger – EU project - **Koordinator** (Faculty of Economic is project partner)
 2013/2015 - Let's Study Together – EU project
 2013 – Entrepreneurship programme - 'Yes you can – Yes you should' – Split, **Voditelj** - USACC
 2013. – EUclassroom 2; Croatia – **Autor**
 2012/2013 - IP Project - Chambers of Commerce in Internationalizing SME's" ERA/IP/12/46, Netherlands, Croatia, Germany, Lithuania
 2012/2013 - Entrepreneurship for VIPs, Croatia, Albania, Macedonia, Serbia - **Voditelj**
 2012 - Economic Transition Forum – **Organizacijski odbor**
 2011/2012 - Turkish Identity and the Turkey in the World, Croatia/Turkey, **Istraživač**
 2011/2012 - Ensuring Equal Access through Service Learning for Persons with Disabilities, Croatia/Macedonia, **Voditelj za Hrvatsku**
 2009/2012, TEMPUS – Fostering Entrepreneurship in High Education – FoSentHE 144713- TEMPUS-1-2008-1-HR-TEMPUS-JPCR EU/Israel,

Profesor

2008 - Assessing and Benchmarking Financial Participation of Employees in the EU 27, Croatia/EU, Researcher in Croatia
2007/2013 - Role of human resources in implementing business processes improvement programs, Croatia, **Istraživač**
2013 – Entrepreneurship for Persons with Disabilities – **Organizator**
2013 – The Role of EU and NATO in Promoting Security and Cooperation in Southeast Europe -Lecturer
2012 - Economic Transition Forum' - "Global Power Shift and South-East Europe, Split, Croatia – Organizator

Popis radova

- Alfirević, N., Bilić, I., Petrusovski, Lj. i Marchetti, M.C. (2020). Editorial to the Special issue of the Journal. *Management*, 25 (Special issue), I-VII. Preuzeto s <https://hrcak.srce.hr/244551>
- Kunicina, N., Zabasta, A., Patlins, A., Bilic, I. and Peksa, J. (2020). What a prototype is: the first step for commercialization of scientific ideas, *2020 IEEE 61th International Scientific Conference on Power and Electrical Engineering of Riga Technical University (RTUCON)*, Riga, Latvia, 2020, pp. 1-6, doi: 10.1109/RTUCON51174.2020.9316594.
- Kunicina, N., Zabasta, A., Patlins, A., Bilic, I. and Peksa, J. (2020). Prototyping process in education and science, *2020 IEEE 61th International Scientific Conference on Power and Electrical Engineering of Riga Technical University (RTUCON)*, Riga, Latvia, 2020, pp. 1-6, doi: 10.1109/RTUCON51174.2020.9316550.
- Bilić, I., Banić, A., and Čuić Tanković, A. (2020). Public Relations for Science Promotion: Perspectives from Scholars, XVII International Symposium Business and Artificial Intelligence, Symposium Proceedings / Starčević, Dušan ; Marinković, Sanja (ur.). Beograd: University of Belgrade, Faculty of Organizational Sciences, 2020. p. 550-556
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- Zovko, L., Bilić, I. and Dulčić, Ž. (2020). Determinants of students' entrepreneurial intention: An empirical research. *Management*, 25 (1), 25-44.
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- Kunicina, N., Zabasta, A., Ziravecka, A., Ribickis, L. and Bilic, L. (2019). Development of entrepreneurship skills for Innovation driven career in Adaptronics, *RUTCON 2019, Latvia*
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- Bilić, I. (2018). Companies' Communication Through Official Web site and Social Media - Case Study of Croatia, Proceedings of the 5th International Scientific Conference on Contemporary Issues in Economics, Business and Management (EBM 2018), Faculty of Economics in Kragujevac, Republic of Serbia, 9-10th November, 2018, p. 133-138.
- Bilić, I. Pivčević, S. and Čevra, A. (2017). Crisis Management in Hotel Business – Insights from Croatia, *Communication Management Review*, Vol. 2 No. 2, p. 100-118., DOI 10.22522/cmr20170225
- Čirić, D., Bilić, I. & Raguž, A. (2017). THE INFLUENCE OF MEDIA ON RISING AWARENESS ABOUT NON-FORMAL ENTREPRENEURIAL EDUCATION: CLASSIC VS. NEW MEDIA IN CROATIA, Proceedings of EDULEARN17 Conference 3rd-5th July 2017, Barcelona, Spain, p. 2784- 2793. ISBN: 978-84-697-3777-4
- Bilić Ivana, Lovrinčević Marina (2017). Moving towards social entrepreneurship in South East Europe: Can we rate academic contribution?, Proceedings of the 30th International Business Information Management Association Conference (IBIMA), 8-9.11.2017., Madrid, Spain, Vision 2020: Sustainable Economic Development, Innovation Management, and Global Growth (Ed. Soliman, K. S.), p. 2236-2247. (ISBN: 978-0-9860419-9-0)
- Marjan Gusev, M.; Ristov, S.; Prodan, R.; Dzanko, M. and Bilic, I. (2017). Resilient IoT eHealth solutions in case of disasters, Conference 2017 9th International Workshop on Resilient Networks Design and Modeling (RNDM), p. 1-7.
- Bilić, I. (2017). Communication with Persons with Disabilities vs. Communication with Differently Abled Persons, in, Santoshi Halder and Lori Czop Assaf (Eds.), *Inclusion, Disability and Culture An Ethnographic Perspective Traversing Abilities and Challenges*, Springer, Cham: Switzerland, pp. 135-151, ISBN 978-3-319-55223-1
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- Bilić, I. & Vrkić, F. (2017). Crisis communication and crisis management during the crisis, case study of Croatia, *Tools and Techniques for Economic Decision Analysis*, (Eds.) Stanković, J. et al. IGI Global, pp. 208-224.
- Dulčić, Ž., Bilić, I. & Ninčević, V. (2016). Corporate Social Responsibility in Croatia Case Study of the Best Value Added Companies, *Journal of Business Theory and Practice*, 4(7), pp. 151-157
- Bilić, I., Čirić, D., Lalić, B. & Gračanin, D. (2016). MACRO AND MICRO INNOVATIVENESS OF THE WESTERN BALKAN COUNTRIES, Conference Proceedings, 8th INTERNATIONAL CONFERENCE, The Economies of Balkan and Eastern Europe in the Changed World, Split, Croatia, May 5-8, 2016.
- Bilić, I. (2015). Consumers Motives for Connecting with Famous Brands through Social Networks, Case Study of Croatia. *Int J Econ Manag Sci* 4:303. doi:10.4172/2162-6359.1000303
- Bilić, I. & Duplančić Rogošić, G. (2015). BUSINESS COMMUNICATION COURSE SYLLABI IN UNDERGRADUATE MANAGEMENT

AND TECHNICAL EDUCATION IN CROATIA – A

COMPARISON - keynote lecture, Proceedings of TEAM 2015 7th International Scientific and Expert Conference of the International TEAM Society 14–16th, October 2015, Belgrade, Serbia, pp. 305-309.

Bilić, I. & Mateljak, Z. (2015). Interdependence Between Corporate Strategy And Integrated Marketing Communications In Croatian Companies, *Journal of Business Theory and Practice*, Vol.3, No.2, pp. 119-128. ISSN 2329-2644 (Online)

Bilić, I. & Markovina, J. (2015). PERCEIVED SELF-EFFICACY AND DESIRABILITY OF SELF-

EMPLOYMENT ON A SAMPLE OF CROATIAN YOUNG ADULTS, accepted for 11th International Conference, Challenges of Europe, Hvar, Croatia, May 27-29, 2015.

Bilić, I., Vuković, I., Krstić, Ž. (2015). Grassroots campaign as a technique of indirect lobbying, *Communication Management Forum*, Zagreb, May 8-9, 2015.

Bilić, I., (2014). Enable Disabled Through the Self Employment Proceedings of the Baku World Forum of Young Scientists 2014, Baku, May, p. 279-281.

Jajac, N, Bilić, I., Ajduk, A. (2013). Decision Support Concept to Management of Construction Projects – Problem of Construction Site Selection, *Croatian Operational Research Review (CRORR)*, ISSN 1848-0225, Vol. 4, pp. 235 – 246.

Bilić, I., Goić, S. & Vidović, G. (2012). How ISO Standard Certification Affect Organizational Communication? Evidence from Croatia, *Proceedings of the 6th International Conference of the School of Economics and Business: Beyond the Economic Crisis: Lessons Learned and Challenges Ahead*, ISBN 978-9958-25-077-4, Sarajevo, October, pp. 336-347

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Mateljak, Ž., i Bilić, I. (2012). Does Type of Organizational Structure Affect Organizational Performances? Case Study of Croatia?, *Proceedings from International Scientific Conference: From Global Crisis to Economic Growth, Which Way to Take?*, Beograd, September, pp. 925-934.; ISBN 978-86-403-1244-8

Bilić, I. & Stojanovska – Džingovska, D. (2012). Classification of the Types of Disabilities and their main Characteristics, in Lazarevska, A. (ed.) et al. (2012): *GUIDELINES for correct attitude towards persons with disabilities or limited abilities in higher education*, Skopje: Makedonsko amerikanska alumni asocijacija; ISBN 978-608-4700-01-2 , pp. 7- 19.

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Lazarevska, A., M., Bilic, I. & Koçi, A. (2012). Book of case studies: service learning success stories in Macedonia and Croatia, Skopje: Makedonsko amerikanska alumni asocijacija, pp. 165, ISBN 978-608-4700-04-3

Bilic, I. (2011). Corporate Communications – Shall We Take the Next Step?; *Croatian Review*, No1, pp., 20 – 21.

Bilic, I. & Sustic, I. (2011). Influence of Ethics Education on Management and Entrepreneurship Students Attitude Toward Ethical Behavior: Case of Croatia, *The Business Review*, Cambridge, Vol. 17, No. 2, 2011, pp. 197-204.

Bilic, I., Vidovic, G., & Prka, A. (2011). How does education influence entrepreneurship orientation? Case of Croatia, *Management, Journal of Contemporary Management Issues*, Vol. 16, No. 1, pp. 115 – 128

Bilic I., Marasovic B., Tadic I. (2011). Multicriteria Methods In Performing Companies' Results Using Electronic Recruiting, *Corporate Communication and Financial Ratios*, *Croatian Operational Research Review (CRORR)*, ISSN 1848-0225, Vol. 2, pp. 208-218.

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Bilic, I. & Americ, J. (2010). Influence of various information on price movements at the Zagreb stock exchange, *Proceedings of the 5th International Conference An Enterprise Odyssey, From Crisis to Prosperity - Challenges for Government and Business / Galetić, L. ; Spremić, M. ; Ivanov, M. (ed.)*, pp. 83.

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Rogosic, A., Grubisic, D., & Bilic, I. (2010). Voluntary disclosure of accounting and management information ISO 9001 certified companies, *Business Excellence*, Zagreb, Vol. 4, No. 2. pp. 25 – 36

Bilić, I. & Rogošić, A. (2010): *Objava računovodstvenih informacija u kontekstu korporativnog komuniciranja*, RIF, July, 2010, pp. 41 – 46.

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Goic, S. & Bilic, I. (2008). Business Culture in Croatia and Neighboring Countries in Transition, *Management: Journal of Contemporary Management Issues*. Vol. 13, No. 2, pp. 41-63

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Darko Tipurić et al., (2007). „Konceptija i provedba poslovne strategija Croatia osiguranja d.d.“, Sveučilište u Zagreb