

Nina Grgurić Čop

Date of birth: 19/09/1990

Place of birth: Rijeka, Croatia

Citizenship: Croatian

CONTACT

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WORK EXPERIENCE

Postdoctoral Researcher

2018 – Present

Faculty of Economics and Business, University of Rijeka, Croatia

- Teaching and evaluation of student work at undergraduate and graduate levels in courses: Marketing (in English), Brand Management, International Marketing (in English), Strategic Marketing Management, and Marketing Project
- Guest lecturer at Wroclaw University of Economics and Business (Marketing and Strategic Marketing courses)
- Guest lecturer at Academy of Applied Arts, University of Rijeka (Brand Management course in Visual Communication and Graphic Design program)
- Application of innovative teaching methods, including software simulations, COIL (Collaborative Online International Learning), and active student engagement in the learning process
- Participation and presentation at international scientific conferences
- Organization of international scientific conferences
- Scientific research in brand management, marketing ethics, and influencer marketing, independently as a doctoral student and as a collaborator on scientific and professional projects
- Publishing papers in international scientific journals
- Mentoring students in final thesis work

- Erasmus coordinator: Informing students about exchange opportunities (study, internship, BIP); assistance in selecting partner institutions and finding appropriate programs; managing administrative procedures: applications, Learning Agreements, collecting and verifying documentation; communication with foreign partner universities; advising students on funding conditions, accommodation, and mobility preparation; ensuring ECTS credit recognition upon return
- Secretary of the Marketing Department: administration and coordination of activities, co-creation of study programs and development of future projects
- Regular professional development within doctoral studies and projects, focusing on qualitative and quantitative research, teaching competencies, student-centered teaching, critical thinking, research methodology, and the use of artificial intelligence tools in teaching and research

Building Management Leader and Energy Renovation Project Coordinator

2017 – 2018

Cordis d.o.o.

- Preparation of contracts and decisions, and ensuring and maintaining accounts for multi-residential buildings
- Management and administration of ISGE (Energy Management Information System) for eight cities and municipalities, including data entry and analysis
- Application for energy renovation projects for multi-residential buildings and public facilities, and project management throughout the entire implementation process
- Organization of building and business facility cleaning services
- Coordination of cooperation with local government units, contractors, and other participants in the energy renovation process
- Sales of building management and cleaning services, coffee machine rentals, and management of energy renovation projects and ISGE systems
- Management of personnel and administrative affairs related to building management and projects

Associate for Strategic Development, European Funds and Economy

2015 – 2016

Municipality of Matulji

- Participation in preparation of energy renovation projects for business entities and households, including user counseling and project documentation development
 - Monitoring and controlling the purposeful spending of EU funds according to project conditions
 - Management and administration of ISGE system (Energy Management Information System) for municipality-owned facilities
 - Preparation, publication, and implementation of public calls for co-financing interest on loans for entrepreneurs
 - Cooperation with the Ministry of Agriculture and Environmental Protection and Energy Efficiency Fund for education purposes and preparation of aid applications for farmers and entrepreneurs
 - Participation in public procurement procedures: documentation preparation, application control, and compliance verification with tender conditions
 - Creation of informational materials and communication with users about financing opportunities from national and EU sources
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EDUCATION AND TRAINING

Doctor of Science

2018 – 2025

Faculty of Economics, University of Ljubljana, Slovenia

European Qualifications Framework Level 8

Master of Economics

2012 – 2014

Faculty of Economics and Business, University of Rijeka, Croatia

European Qualifications Framework Level 7

Bachelor of Economics

2009 – 2012

Faculty of Economics and Business, University of Rijeka, Croatia

European Qualifications Framework Level 6

Professional Development Programs

2022 Rijeka, Croatia

Lifelong Learning Program - Teaching Competencies in Higher Education: Knowledge Assessment

Faculty of Humanities and Social Sciences, University of Rijeka

2022 Rijeka, Croatia

Lifelong Learning Program - Information Tools for Researchers

University Library Rijeka, University of Rijeka

2018 Rijeka, Croatia

Lifelong Learning Program - Teaching Competencies in Higher Education: Learning and Teaching

Faculty of Humanities and Social Sciences, University of Rijeka

2016 Rijeka, Croatia

Lifelong Learning Program - Online Marketing

Faculty of Economics and Business, University of Rijeka

2025 Rijeka, Croatia

Methodological Workshop - Creative Classrooms: Design Thinking and Gamification in Teaching

Faculty of Economics and Business, University of Rijeka

2024 Rijeka, Croatia

Methodological Workshop - Assessment of Learning Outcomes in Online Environment

Faculty of Economics and Business, University of Rijeka

2021 Rijeka, Croatia

Methodological Workshop - Development and Assessment of E-courses

Faculty of Economics and Business, University of Rijeka

2020 Rijeka, Croatia

Methodological Workshop - Online Teaching Delivery

Faculty of Economics and Business, University of Rijeka

2020 Rijeka, Croatia

Methodological Workshop - Competency Approach to Outcome-based Assessment

Faculty of Economics and Business, University of Rijeka

2025 Rijeka, Croatia

Professional Seminar - From Problem to Solution – Design Thinking for Scientists and Entrepreneurs

EDIH Adria

2025

Education - Next Level Science Using AI Assistants

EDIH Adria

2024 Rijeka, Croatia

Education - Application of Generative AI in Education: Designing Project Applications and Scientific Papers

Faculty of Informatics and Digital Technologies, University of Rijeka

2024

Workshop - Academic Writing

Faculty of Economics and Business, University of Rijeka

2023 Rijeka, Croatia

Workshop - Event-Related Potentials (ERP) Method in Neurocognitive Research

Faculty of Maritime Studies, University of Rijeka

2023

Education - ProQuest One Business

ProQuest Customer Education Trainer

2021

Workshop - Qualitative Research Methods & Data Analysis

University of St. Gallen

2020 Rijeka, Croatia

Workshop - Challenges of Doctoral Student Mentoring

Faculty of Economics and Business, University of Rijeka

2019 Croatia

Course - Virtual Lecture Preparation - Webinars

University Computing Centre, University of Zagreb

2019 Ljubljana, Slovenia

Workshop - Theory Development

Faculty of Economics, University of Ljubljana

2018 Rijeka, Croatia

Education - Community Service Learning

Faculty of Humanities and Social Sciences, University of Rijeka

2018

Workshop - Emerald Guide to Getting Published

Emerald Publishing

2018 Ljubljana, Slovenia

Workshop - IRSSM-9 Pre-symposium Research Workshop

Faculty of Economics, University of Ljubljana

2010 Rijeka, Croatia

Training Program - Independent Bookkeeper

Adult Education Institution for Education and Culture

LANGUAGE SKILLS

NATIVE LANGUAGE: Croatian

Other languages:

English

- Listening: C2
- Speaking: C2
- Reading: C2
- Spoken interaction: C2
- Writing: C2

French

- Listening: A1
- Speaking: A1
- Reading: B1
- Spoken interaction: A1
- Writing: A1

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

SKILLS

MS Office (Word, Excel, PowerPoint) • Computer work • Windows • Teamwork • Adaptability • Ability to work in a team • Communication programs (Skype, Zoom, TeamViewer) • Internet • Ability to adapt to change • Accessible • Good stress tolerance

CONFERENCES AND SEMINARS

16/05/2024 – 18/05/2024

Sustainability and Croatian Agriculture

12/10/2023 – 13/10/2023 Pula, Croatia

28th CROMAR Congress - Marketing in multiverse: From real to virtual

30/05/2022 – 31/05/2022 Ljubljana, Slovenia

EMCB (Emerging Markets Conference Board) 2022 Conference

22/09/2021 – 25/09/2021 Osijek, Croatia

27th CROMAR Congress - Let the masks fall: New consumer in business and research

25/06/2020 – 26/06/2020 Barcelona, Spain
Digital Marketing and eCommerce Conference

12/12/2019 – 13/12/2019 Zagreb, Croatia
26th CROMAR Congress - Looking forward! Marketing from past to future

HONORS AND AWARDS

12/10/2023 CROMAR
Award for Best Collaboration with Industry received for Band Booster project

20/12/2023 University of Rijeka
University of Rijeka Recognition for Achievements in 2023

SOCIAL CONTRIBUTION AND INDUSTRY COLLABORATION

2016 – PRESENT
Member of School Board, Elementary School Jelenje Dražice

2020 – PRESENT
Brand Booster - collaboration with Startup Incubator Rijeka
Link: <https://startup.rijeka.hr/novosti/maratonom-studentskih-prezentacija-završio-jos-jedan-brandbooster-1>

2024 – PRESENT
Marketing Project - collaboration with socially responsible business entities within the course

2019 – PRESENT
International Marketing - mentoring students in developing international business plans for local business entities

2022 – PRESENT
Participation in L'Oréal Brandstorm competition promoting innovation with Marketing course students

2025 – PRESENT
SPACE project - improving partnership relations between higher education institutions and local community
Link: <https://uniri.hr/vijesti/space-ciklus-kratkih-treninga-drustvena-angaziranost-u-visokom-obrazovanju/>