



Matea Šipura

Nationality: Croatian **Date of birth:** 21/04/1997 **Place of birth:** Rijeka, Croatia

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ABOUT MYSELF

PhD student at School of Economics and Business, University of Ljubljana & Teaching Assistant at Faculty of Economics and Business, University of Rijeka

Linkedin: <https://www.linkedin.com/in/matea-%C5%A1ipura-b020b9241/?originalSubdomain=hr>

Google scholar: <https://scholar.google.com/citations?user=RhDULk4AAAAJ&hl=en>

ORCID: <https://orcid.org/0009-0007-8034-6966>

EDUCATION AND TRAINING

PhD student

University of Ljubljana, School of Economics and Business [09/2023 – Current]

City: Ljubljana | Country: Slovenia | Website: <https://www.ef.uni-lj.si/en>

Master of Economics, magna cum laude (M. Econ.)

Faculty of Economics and Business, University of Rijeka [09/2020 – 09/2022]

City: Rijeka | Country: Croatia | Website: <https://www.efri.uniri.hr/en> | Field(s) of study: International Business

Erasmus+ Student Mobility

Facultad de Economía y Empresa, Universidad Zaragoza, Spain [09/2019 – 02/2020]

City: Zaragoza | Country: Spain | Website: <https://fecem.unizar.es/en>

Bachelor in Economics (univ. bacc. oec.)

Faculty of Economics and Business, University of Rijeka [09/2017 – 09/2020]

City: Rijeka | Country: Croatia | Website: <https://www.efri.uniri.hr/en>

WORK EXPERIENCE

Faculty of Economics and Business, University of Rijeka – Rijeka, Croatia

City: Rijeka | Country: Croatia

University teaching assistant

[10/2023 – Current]

Organization and management department

Orada Adriatic – Rijeka, Croatia

City: Rijeka | Country: Croatia

Sales assistant

[05/2023 – 08/2023]

- processing, creation and verification of sales documentation

 **JGL d.d.** – Rijeka, Croatia

City: Rijeka | Country: Croatia

Internship position in the Market Controlling Department

[02/2022 – 07/2022]

- introduction, monitoring and analysis of sales processes
- analysis and processing of feedback after educational trainings

 **Pinkman d.o.o.** – Rijeka, Croatia

City: Rijeka | Country: Croatia

Customer service representative

[06/2021 – 07/2022]

- daily e-mail and live chat communication with clients in English
- solving problems and complaints

 **DIODEN, Azimuth CX Consulting** – Rijeka, Croatia

City: Rijeka | Country: Croatia

Project assistant

[10/2021 – 02/2022]

- designing and creating promotional activities for social networks
- writing an investment study
- market research

 **Gorenje Zagreb d.o.o.** – Rijeka, Croatia

City: Rijeka | Country: Croatia

Sales representative

[10/2017 – 09/2019]

- promotion, monitoring and tabular analysis of consumer behavior and sales for the purpose of product improvement

 **Faculty of Economics and Business, University of Rijeka** – Rijeka, Croatia

City: Rijeka | Country: Croatia

Student assistant

[03/2019 – 08/2022]

 **Faculty of Economics and Business, University of Rijeka** – Rijeka, Croatia

City: Rijeka | Country: Croatia

University teaching assistant

[10/2022 – 04/2023]

- Marketing department
- Temporary Position

HONOURS AND AWARDS

[2022] University of Rijeka

Rector's Award for Academic Excellence

[2022] Faculty of Economics and Business, University of Rijeka

Dean's Award for Academic Excellence academic year 2021/2022

[2021] Faculty of Economics and Business, University of Rijeka
Dean's Award for Academic Excellence academic year 2020/2021

[2021] University of Rijeka
Scholarship for Excellence, University of Rijeka, academic year 2020/2021

PROJECTS

[2025 – Current]

ProSPERO- Piloting the Portfolio of the Center for Business Excellence -University of Rijeka project-project member-project lead: Professor Lara Jelenc, PhD

[2024 – Current]

CROSS-REIS -CROSS-disciplinary network for research excellence in Regenerative Economy Innovation eco-Systems-project member-project lead: Professor Saša Čegar, PhD

[2024 – 2025]

Ambidexterity and the postulate of continuous improvement -University of Rijeka project-project member-project lead: Professor Lara Jelenc, PhD

CONFERENCES & SEMINARS

[25/07/2025 – 29/07/2025] Copenhagen

85th Annual Meeting of the Academy of Management Poster presentation: Team Design and Performance in Lean Organizations: The Moderating Role of Industry 4.0 Technologies

[02/12/2024 – 03/12/2024] Zagreb

International Conference on the Economics of the Decoupling (ICED) Mijatović, M., Zron, A. M., & Filipas, A. (2025). FROM INNOVATIVE LEADERS TO INNOVATIVE EMPLOYEES: THE MEDIATING ROLE OF JOB DESIGN AND WORK ENGAGEMENT. In Conference Proceedings of the 6th International Conference on the Economics of the Decoupling (ICED) (pp. 649-669). Zagreb: Croatian Academy of Sciences and Arts; University of Zagreb Faculty of Economics & Business.

Link: <https://www.croris.hr/crosbi/publikacija/prilog-skup/880764>

[16/09/2024 – 19/09/2024] Vienna

53rd DGPs Congress/15th ÖGP Conference Mijatović, M., & Sitar, A. S. (2024). The role of lean leadership and soft lean practices in employee adoption of Industry 4.0 technologies: A conceptual framework. In 53rd DGPs Congress/ 15th ÖGP Conference: Book of Abstracts (pp. 1066-1066). Beč: Universität Wien.re the description...

Link: <https://www.croris.hr/crosbi/publikacija/prilog-skup/854166>

PUBLICATIONS

[2024]

MARKETING OF CRAFT PRODUCERS: EVALUATION AND IMPLICATIONS FOR FUTURE EDUCATION

Authors: Ivana First Komen, Matea Mijatović | **Journal Name:** Journal of the Polytechnic of Rijeka | **Volume, Issue and Pages:** Vol.12, Issue 1 | **Publisher:** University of Applied Sciences of Rijeka

First Komen, I., & Mijatović, M. (2024). Marketing of craft producers: evaluation and implications for the future education. Journal of the Polytechnic of Rijeka, 12(1), 181-199.

[2025]

FROM INNOVATIVE LEADERS TO INNOVATIVE EMPLOYEES: THE MEDIATING ROLE OF JOB DESIGN AND WORK ENGAGEMENT

Authors: Matea Mijatović, Zron Anamarija, Filipas Ana Marija | **Journal Name:** Conference proceedings of the 6th International Conference on the Economics of the Decoupling-ICED | **Publisher:** Zagreb: Croatian Academy of Sciences and Arts; University of Zagreb Faculty of Economics & Business

Mijatović, M., Zron, A. M., & Filipas, A. (2025). FROM INNOVATIVE LEADERS TO INNOVATIVE EMPLOYEES: THE MEDIATING ROLE OF JOB DESIGN AND WORK ENGAGEMENT. In Conference Proceedings of the 6th ICED (pp. 649-669).

CERTIFICATIONS

[University of Ljubljana, School of Economics and Business, 2025]

Doctoral Summer School "Multilevel Analysis"

[University of Ljubljana, School of Economics and Business, 2025]

Doctoral Winter School "Scientific Writing Operating System"

[University of Ljubljana, School of Economics and Business, 2024]

Doctoral Summer School "Mixed Methods Research Design & Analysis"

[EDIH Adria consortium & Faculty of Informatics and Digital Technologies of the University of Rijeka, 2024]

"Artificial intelligence in education", organized by the EDIH Adria consortium and the Faculty of Informatics and Digital Technologies of the University of Rijeka

[Faculty of Economics and Business, University of Rijeka, 2024]

Academic writing workshop at Faculty of Economics and Business, University of Rijeka

[Faculty of Economics and Business, University of Rijeka, 2024]

Workshop for assistants - Teacher training for English in higher education

[Faculty of Philosophy, University of Rijeka, 07/2024]

Lifelong Learning Program "Teaching competencies in higher education: Learning and teaching"

[Faculty of Philosophy, University of Rijeka, 02/2024]

Lifelong Learning Program "Teaching competences in higher education: Quality assurance in higher education"

[Erasmus+ project Collaborative & transparent use of Learning Analytics in online university courses, 2023]

Workshop "Leveraging Learning Analytics in Learning Ecosystems" as a part of Erasmus+ project Collaborative and transparent use of Learning Analytics in online university courses

[Week of the Center for e-Learning of the Heart "Centar za e-učenje Srca", 2023]

Webinars "Tools for collaborative learning"; "How to design a good e-course" as part of the Week of the Center for e-Learning of the Heart

[Faculty of Economics and Business, University of Rijeka , 2023]

Webinar "ProQuest One Business"

[University of Rijeka Library , 03/2023]

Lifelong Learning Program "Information tools for researchers"

[Coursera , 2022]

Online Professional Certificate Programs, Coursera - Brand Management: Aligning Business, Brand and Behaviour, University of London- Emotional and Social Intelligence, University of California, Davis

[Faculty of Economics and Business, University of Rijeka, 2021]

Program for the Development of Digital Skills (EU project CEZAR)

NETWORKS & MEMBERSHIPS

[2024 – Current]

Croatian Academy of Management

[06/2025 – Current]

Academy of Management

Link: <https://www.aom.org/>

[2023 – Current]

Committee for Quality Assurance and Improvement - Faculty of Economics and Business, University of Rijeka

[2020 – 2022]

International Advisory Board (IAB) - Faculty of Economics and Business, University of Rijeka