



## **MATEA CVJETKOVIĆ**

(2025)

### **CONTACT**

Institute of Public Finance  
Smičiklasova 21  
10000 Zagreb, Croatia  
Tel. (+385 1) 2226 802  
E-mail: matea.cvjetkovic@ijf.hr

### **FIELDS OF INTEREST**

Public sector economics; managerial economics; entrepreneurship and innovation

### **PRESENT POSITION**

Assistant, Institute of Public Finance, Zagreb

### **ACADEMIC EDUCATION**

2025 University North, Koprivnica – PhD  
2021 Libertas International University, Zagreb – Master of International Relations and Diplomacy  
2011 Neoma Business School, Mont Saint Aignan, France – MSc in Global Management  
2009 Rochester Institute of Technology, Dubrovnik – Bachelor of Science

### **RELEVANT PREVIOUS POSITIONS**

Since 2024 – Assistant, Institute of Public Finance, Zagreb  
2021 – 2024 Marketing Specialist, Marvie Hotel & Health, Split  
2018 – 2021 Marketing Manager, Cvjetković Trgovina, Zagreb  
2013 – 2018 Marketing Manager, Tisak plus d.o.o., Zagreb

### **EDUCATION AND RESEARCH ABROAD**

2021 – 2024 Workshops organized by the University North: Delphi method: experiences and application; Social research methodology: fundamental insights; Quantitative data analysis with the MAXQDA tool; Analysis of media content; Applications for data processing and presentation; Qualitative research methods; Peer review procedure and plagiarism in science; Academic writing; Management of scientific research projects  
2016 – Internet Marketing specialist, Marketing odjel d.o.o., Zagreb (February 29 – May 10)  
2022 – 2023 PLS-SEM Academy (online)  
2010 – Neoma Business School, Brussels EU seminar (Workshops and lectures at the European Parliament, the European Economic and Social Committee, ING Bank, Reuters International, and MEDEF)  
2010 – Neoma Business School, London seminar (Workshops and lectures at the London Stock Exchange, SIEMENS IT, Kingston College, Bank of England, BBC)

### **LANGUAGES**

English and Italian

## RESEARCHER AND COLLABORATOR ON RESEARCH PROJECTS

Strategic networking and innovation as determinants of the business performance of small and medium-sized enterprises: possibilities of applying the experiences of private enterprises in the public sector economics (2024 – 2027)

## CONFERENCES AND COURSES

Presentation “Analysis of the mutual perception of journalists and PR specialists working in state and public institutions with regard to gender, years of work experience, and field of work” (with Ž. Perić and K. Čirjak) on University North Annual Conference: Information and Communication Sciences in the Context of Change, Koprivnica, Croatia, September 23. – 24, 2023

Presentation “A child as a perpetrator of a crime. Ways in which the media presents the child – the perpetrator of the crime” (with E. Dadić Hero, K. Čirjak and Ž. Perić) on University North Annual Conference: Information and Communication Sciences in the Context of Change, Koprivnica, Croatia, November 23 – 24, 2023

Presentation “Reflections on Causes and Implications of Information Overload” (with M. Biti) on conference Challenges for Science in the 21st Century, Iași, Romania, June 22 – 24, 2023

Presentation “Mutual perception and cooperation of journalists and public relations professionals working in Croatian public and state institutions” (with Ž. Perić and K. Čirjak) on International Conference on Global Advances in Management and Economics, Zadar, Croatia, June 16 – 17, 2023