



## **ANJA ŠPOLJARIĆ, PhD**

(2025)

### **CONTACT**

Institute of Public Finance  
Smičiklasova 21  
10000 Zagreb, Croatia  
E-mail: anja.spoljaric@ijf.hr

### **FIELDS OF INTEREST**

Internal communication, employer branding, organizational psychology

### **PRESENT POSITION**

Research associate, Institute of Public Finance, Zagreb

### **ACADEMIC EDUCATION**

2023 Faculty of Economics and Business, University of Zagreb – PhD  
2018 Faculty of Economics and Business, University of Zagreb – mag. oec.  
2017 Faculty of Economics and Business, University of Zagreb – univ. bacc. oec.

### **PROFESSIONAL EXPERIENCE**

Since 2025 Research associate, Institute of Public Finance  
2023 – 2025 Postdoctoral researcher and assistant, Faculty of Economics and Business,  
University of Zagreb  
2019 – 2025 Research assistant, Faculty of Economics and Business, University of Zagreb

### **EDUCATION AND RESEARCH ABROAD**

2024 How to Forge Arguments in Writing (Social Sciences) Scientific Papers (Predavač: Benedetto Lepori, PhD; Andrea Rocci, PhD), 28th Summer School in Social Sciences Methods, Università della Svizzera italiana, Lugano, Switzerland, August 12<sup>th</sup> – 16<sup>th</sup> 2024  
2024 Quantitative Approaches to Literature Reviews (Predavač: Ivan Zupic, PhD), 2024 Ljubljana Doctoral Summer School, University of Ljubljana, Ljubljana, Slovenia, July 8<sup>th</sup> – 12<sup>th</sup> 2024  
2023 Experimental Research Design (Predavač: Bob Fennis, PhD), EDEN Doctoral Seminar, European Institute for Advanced Studies in Management, Bruxelles, Belgium, December 18<sup>th</sup> – 20<sup>th</sup> 2023  
2022 The University of the Future: Rethinking the Role of Universities Worldwide in the Face of the Challenges of the 21st Century (izabrana predstavica Sveučilišta u Zagrebu) (Predavači: Maartem Hajer, PhD; Jeroen Oomen, PhD; Kurt Deketelaere, PhD), 12th LERU Doctoral Summer School, Utrecht University, Utrecht, Netherlands, July 3<sup>rd</sup> – 8<sup>th</sup> 2022  
2021 Structural Equation Modeling (SEM) (Predavači: Peter Schmidt, PhD; Eldad Davidov, PhD), 25th Summer School in Social Science Methods, Università della Svizzera italiana, Lugano, Switzerland, August 23<sup>rd</sup> – 27<sup>th</sup> 2021  
2021 Structural Equation Modelling in R (Predavači: Bao Sheng Loe, PhD; Luning Sun, PhD), The Psychometrics Centre Workshop, University of Cambridge, Cambridge, Ujedinjeno kraljevstvo, April 19<sup>th</sup> – 23<sup>rd</sup> 2021

- 2021 Quantitative Research with R Studio (Predavač: Marko Pahor, PhD), 2021 Ljubljana Doctoral Winter School, University of Ljubljana, Ljubljana, Slovenia, February 15<sup>th</sup> – 19<sup>th</sup> 2021
- 2020 Quantitative Data Analysis: Issues & Applications (Predavač: Georgios Halkias, PhD), 2020 Ljubljana Doctoral Summer School, University of Ljubljana, Ljubljana, Slovenia, July 20<sup>th</sup> – 24<sup>th</sup> 2020
- 2020 Mixed Methods Research Design & Analysis (Predavač: Tamara Pavasovic Trost, PhD), 2020 Ljubljana Doctoral Summer School, University of Ljubljana, Ljubljana, Slovenija, July 13<sup>th</sup> – 17<sup>th</sup> 2020
- 2019 Doctoral Colloquium (Predavač: Mary Brennan, PhD), 26th CROMAR Congress, Sveučilište u Zagrebu, Zagreb, Hrvatska, December 12<sup>th</sup> – 13<sup>th</sup> 2019

## LANGUAGES

English, Italian

## RESEARCHER AND COLLABORATOR ON RESEARCH PROJECTS

How digitalization of internal communication affects internal communication satisfaction, employee engagement and consequently perceived life satisfaction – DIGINTCOM (since 2023)

The role of internal communication in an organization: position, channels, measurement and relationship with related concepts– IntComORG (2019 – 2023)

## OTHER PROFESSIONAL ACTIVITIES

Jury member for student award Mlada nada by Croatian Public Relations Association (2022)

## CONFERENCES, LECTURES AND PRESENTATIONS

Presentation Effects of Digital Channel Acceptance on Internal Communication Channel Satisfaction at 16<sup>th</sup> International Odyssey Conference on Economics and Business, Dubrovnik, Croatia, May 7<sup>th</sup> – 10<sup>th</sup> 2025

Presentation A Systematic Review of Digital Internal Communication (with Tkalac Verčič, A.; Verčič, D.; Čož, S.) at EUPRERA 24th Annual Congress, Prague, Czech, September 20<sup>th</sup> – 23<sup>rd</sup> 2023

Presentation The Effect of Crisis on the Link Between Internal Communication and Employer Brands (with Tkalac Verčič, A.) at EUPRERA 23rd Annual Congress, Vienna, Austria, September 21<sup>st</sup> – 24<sup>th</sup> 2022

Presentation How Internal Communication Impacts Organizational Success (with Najjar Raškaj, D.; Tkalac Verčič, A.) na BledCom 2022 – 29th International Public Relations Research Symposium, Bled, Slovenia, July 1<sup>st</sup> – 2<sup>nd</sup> 2022

Presentation The Influence Of Psychological Contract Fulfilment And Perceived Organizational Support On Employee Engagement Through Internal Communication Satisfaction (with Verčič, D.) na EUPRERA 2021 Annual Congress, Pamplona, Spain, October 7<sup>th</sup> – 9<sup>th</sup> 2021

Presentation How crises affect internal communication channel preference? (with Tkalac Verčič, A.; Verčič, D.) na BledCom 2021 – 28th International Public Relations Research Symposium, Bled, Slovenia, July 2<sup>nd</sup> – 3<sup>rd</sup> 2021

Presentation Internal communication satisfaction and employee engagement as determinants of the employer brand (with Tkalac Verčič, A.) na BledCom 2020 – 27th International Public Relations Research Symposium, Bled, Slovenia, July 3<sup>rd</sup> 2020

Presentation Managing crisis communication via social media platforms na 26th CROMAR Congress, Zagreb, Croatia, 12. – 13. December 12<sup>th</sup> – 13<sup>th</sup> 2019