



**Scientific Research Strategy
of the Postgraduate University Joint Doctoral Study
in
“International Economic Relations and
Management”
of University North
for the period 2019 – 2023**

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1. INTRODUCTION

University North is a public institution of higher education registered in the court register of the Commercial Court in Bjelovar under the number MBS 060260692, and in the Register of Higher Education Institutions under the registry number 336 kept with the Ministry of Science and Education. It is organized as an integrated structure based on two equal university centres: University Centre Varaždin and University Centre Koprivnica. It was established for the purpose of educating competent staff in the field of technical, biomedical, biotechnical, social and humanistic, and interdisciplinary sciences and arts, while its activities and scientific accomplishments seek to contribute to the advancement of the economy of the north-western region.

University North has adopted and is implementing the document *Scientific Research Strategy for the period 2014-2019* (hereinafter referred to as the Scientific Research Strategy) for the purpose of empowerment and systematic approach to conducting a scientific activity. In addition to its core teaching activities, University North contributes to the development of a culture of knowledge through its comprehensive scientific research and artistic activities.

The University operates in the region of north-western Croatia and is complementary in its mission to the development needs of the region; it possesses highly educated, scientific, artistic and professional staff and a quality structure of various study programmes in the fields of technical sciences, biomedicine and health, biotechnical and social sciences. There are constant investments into the academic advancement of teachers, the number of publications and employees' teaching materials are continuously increasing, and significant financial resources are provided for the further development of practicum and the equipping of new laboratories.

The document Scientific Research Strategy of the Postgraduate University Joint Doctoral Study in "International Economic Relations and Management" 2019-2023 (hereinafter referred to as the Strategy) draws on the relevant strategic documents of University North as set out below, as well as on the principles of doctoral education according to the EU documents.¹ Furthermore, the Strategy is based on a self-analysis of the current situation (SWOT analysis), and on the identification of modern world trends in the field of social sciences in the area of economy and management.

It is the responsibility of the Office for Science and Artistic Work of University North to collect data on the achieved general strategic goals once a year, that is, to collect data and analyse the achieved activities and aims within the scientific topics of the Postgraduate University Joint Doctoral study in International Economic Relations and Management.

1.1. LEGAL ACTS

- The Statute of University North - Class: 602-04/18-02/8, File No. 2137-0336-09-18-18 from 7 November 2018, https://www.unin.hr/wp-content/uploads/Statut_izmjene-i-dopune_studenii-2018_pro%C4%8Di%C5%A1%C4%87eni-tekst.pdf
- Code of Ethics of University North - Class: 602-04/14-02/88, File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Eti%C4%8Dki-kodeks-Sveu%C4%8Dili%C5%A1ta-Sjever.pdf>
- Code of Ethics of the Scientific Activities of University North - Class: 602-04/14-02/89, File No. 2137-0336-14-01 – entered into force on 13 June 2014, Changes and Amendments to the Code of Ethics of the Scientific Activities of University North – Class: 602-04/18-02/09, File No. 2137-0336-09-18-45 entered into force on 29 December 2019, <https://www.unin.hr/wp-content/uploads/Eti%C4%8Dki-kodeks-znanstvene-djelatnosti-Sveu%C4%8Dili%C5%A1ta->

¹ Kottmann, A., Weyer, E 2013. *Exploration of the implementation of the Principles for Innovative Doctoral Training in Europe* Final Report. Brussels: European Commission.

(<https://ris.utwente.nl/ws/portalfiles/portal/5141476/IDT+Final+Report+FINAL.pdf>)

Bogle, D. 2014. *Good Practice Elements in Doctoral Training* (<https://www.leru.org/files/Good-Practice-Elements-in-Doctoral-Training-Full-paper.pdf>)

Other relevant documents in the field of doctoral education have been implemented in the programme of Postgraduate University Doctoral Study in Media and Communication (e.g. *Salzburg II Recommendations; European Universities' Achievements Since 2005 in Implementing the Salzburg Principles; Quality Assurance in Doctoral Education – results of the ARDE project; Principles and Practices for International Doctoral Education; Quality Assurance of Doctoral Studies in Croatia: recommendations and examples of good practice; Doctoral Studies in Croatia: Position of the Agency for Science and Higher Education based on the results of external evaluation of doctoral study programmes conducted in 2016 and 2017; Transferable Skills in Doctoral Education in Croatia: Guidelines for Further Development*, etc.

[Sjever.pdf](#), <https://www.unin.hr/wp-content/uploads/Eti%C4%8Dki-kodeks-znanstvene-djelatnosti-SS-izmjene-i-dopune.pdf>

- Regulations on Postgraduate University Studies (Doctoral Studies) at University North – Class: 602-04/18-02/08, File No. 2137-0336-09-18-22 – entered into force on 7 November 2018, https://www.unin.hr/wp-content/uploads/Pravilnik_poslijediplomski-sveu%C4%8Dili%C5%A1ni-studiji_pro%C4%8Di%C5%A1%C4%87eni-tekst-studeni-2018.pdf
- Regulations on Awarding of Published Scientific Papers, Visibility of Scientists, and Accepted Patents of University North Employees – Class: 602-04/19-02/02; File No. 2137-0336-09-19-14 – entered into force on 2 February 2019, <https://www.unin.hr/wp-content/uploads/Pravilnik-onagra%C4%91ivanju-znanstveni-radovi-vidljivost-patenti.pdf>
- Rules of Procedure on the Work of the Senate of University North – Class: 602-04/15-02/10, File No. 2137-0336-15-05-1-2 – entered into force on 10 October 2015, <https://www.unin.hr/wp-content/uploads/Poslovnik-o-radu-Senata-Sveu%C4%8Dili%C5%A1ta-Sjever.pdf>
- Regulations on the Elections to Scientific, Scientific-Teaching, Artistic-Teaching, Teaching and Associate Titles and Corresponding Employment Positions – Class: 602-04/16-02/09, File No. 2137-0336-09-16-14 – entered into force on 30 April 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-izboru-u-znanstvena-znanstveno-nastavna-umjetni%C4%8Dko-nastavna-nastavna-i-suradni%C4%8Dka-zvanja-i-odgovaraju%C4%87a-radna-mjesta1.pdf>
- Regulations on the Procedure of Re-election of Persons Elected to Scientific-Teaching, Artistic-Teaching and Teaching Employment Positions – Class -602-04/16-02/07, File No. – 2137-0336-16-09-13 entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-postupku-reizbora-osoba-izabranih-na-znanstveno-nastavna-umjetni%C4%8Dko-nastavna-i-nastavna-radna-mjesta.pdf>
- Regulations on the Procedure of Verifying Specific Knowledge, Skills and Abilities – University Undergraduate Department of Media Design – Class: 602-04/16-02/12, File No. 2137-0336-09-16-16 – entered into force on 6 July 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-provjere-posebnih-znanja-MED.pdf>
- Regulations on the Disciplinary Responsibility of Students - Class: 602-04/13-02/30, File No. 2137-0336-14-01-2 – entered into force on 9 April 2014, Changes and Amendments to the Regulations on the Disciplinary Responsibility of Students – Class: 602-04/17-02/10, File No. 2137-0336-09-17-18 entered into force on 21 November 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-stegovna-odgovornost-studenata.pdf>, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-izmjenama-i-dopunama-Pravilnika-o-stegovnoj-odgovornosti-studenata.pdf>
- Regulations on the Centre for Publishing and Media Studies of University North - Class: 602-04/13-02/27, File No. 2137-0336-14-01-2 – entered into force on 9 April 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-Centra-za-izdava%C4%8Dke-i-medijske-studije.pdf>

- Regulations on the Centre for Digital Publishing - Class: 602-04/16-02/07, File No. 2137-0336-16-09-18 – entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-Centra-za-digitalno-nakladni%C5%Altvo.pdf>
- Regulations on Publishing Activities - Class: 602-04/18-02/09, File No. 2137-0336-09-18-47 – entered into force on 29 December 2018, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-izdava%C4%8Dkoj-djelatnosti-novo-prosinac-2018.pdf>
- Regulations on Mobility – Class: 602-04/19-02/06, File No. 2137-0336-09-19-5 – entered into force on 24 July 2019, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-mobilnosti3.pdf>
- Regulations on the Organization and Activities of the Quality Assurance System at University North - Class: 602-04/13-02/26, File No. 2137-0336-14-01-2 – entered into force on 9 April 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-ustroju-i-djelovanju-sustava-kvalitete.pdf>
- Regulations on the Work of the Board of the Area of Interdisciplinary Areas of Science - Class: 602-04/17-02/01 File No. 2137-0336-09-17-15 – entered into force on 4 February 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-Vije%C4%87a-podru%C4%8Dja-interdisciplinarno-podru%C4%8Dje-znanosti.pdf>
- Regulations on the Work of the Board of the Area of Social Sciences and Humanities - Class: 602-04/17-02/01, File No. 2137-0336-09-17-14– entered into force on 4 February 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-Vije%C4%87a-podru%C4%8Dja-dru%C5%Altvene-i-humanisti%C4%8Dke-znanosti.pdf>
- Regulations on the Work of the Board of the Area of Natural Sciences, Biomedicine and Health - Class: 602-04/17-02/01, File No. 2137-0336-09-17-18 – entered into force on 4 February 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-Vije%C4%87a-podru%C4%8Dja-prirodne-znanosti-i-biomedicina-i-zdravstvo.pdf>
- Regulations on the Work of the Board of the Artistic Area – Class: 602-04/17-02/01, File No. 2137-0336-09-17-17 – entered into force on 4 February 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-Vije%C4%87a-umjetni%C4%8Dkog-podru%C4%8Dja.pdf>
- Regulations on the Work of the Board of the Area of Technical Sciences – Class: 602-04/17-02/01, File No. 2137-0336-09-17-16 – entered into force on 4 February 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-Vije%C4%87a-podru%C4%8Dja-tehni%C4%8Dke-znanosti.pdf>
- Regulations on Demonstrations – Class: 602-04/14-02/87, File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-demonstraturama.pdf>
- Regulations on Awarding the Rector's Award – Class: 602-04/15-02/49, File No. 2137-0336-15-05-2 – entered into force on 18 December 2015, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-dodjeli-Rektorove-nagrade.pdf>

- Regulations on Financial Business - Class: 602-04/15-02/46, File No. 2137-0336-15-05-2 - entered into force on 18 December 2015, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-financijskom-poslovanju.pdf>
- Regulations on Funding the Student Union, Student Programmes, Project and Other Student Activities, and Managing the Funds of the Student Union - Class: 602-04/16-02/07, File No. 2137-0336-16-09-11 - entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-financiranju-studentskog-zbora-te-programa-studentskih-udruga-i-drugih-studentskih-organizacija.pdf>
- Regulations on the Selection and Evaluation of Scientific Projects - Class: 602-04/14-02/90, File No. 2137-0336-14-01 - entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-izboru-i-vrednovanju-znanstvenih-projekata.pdf>
- Regulations on the Use of Sabbatical Leave for the Purposes of Specialization - Class: 602-04/14-02/85, File No. 2137-0336-14-01 - entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-kori%C5%A1tenju-slobodne-studijske-godine-i-dopusta-radi-usavr%C5%A1avanja.pdf>
- Regulations on Rewarding the Teacher Excellence - Class: 602-04/14-02/84, File No. 2137-0336-14-01 - entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-nagra%C4%91ivanju-izvrsnosti-nastavnika.pdf>
- Regulations on the Assessment of Assistants, Postdoctoral Scholars and Supervisors - Class: 602-04/14-02/96, File No. 2137-0336-14-01 - entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-ocjenjivanju-rada-asistenata-poslijedoktoranada-i-supervisorarada.pdf>
- Regulations on the Establishment of a Centre as an Organizational Unit - Class: 602-04/14-02/97, File No. 2137-0336-14-01 - entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-osnivanju-centra-kao-ustrojstvene-jedinice.pdf>
- Regulations on the Business and Professional Secret - Class: 602-04/14-02/92, File No. 2137-0336-14-01 - entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-poslovnoj-i-profesionalnoj-tajni.pdf>
- Regulations on the Procedure of Student Evaluation of the Teaching Activities and Courses - Class: 602-04/14-02/94, File No. 2137-0336-14-01 - entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-postupku-studentskog-vrednovanja-nastavnog-rada-i-kolegija.pdf>
- Regulations on the Work with Volunteers - Class: 602-04/14-02/82, File No. 2137-0336-14-01 - entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-s-volonterima.pdf>
- Regulations on the Work of University Library - Class: 602-04/14-02/81, File No. 2137-0336-14-01 - entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-sveu%C4%8Dili%C5%A1ne-knji%C5%BEnice.pdf>

- Changes and Amendments to the Regulations of the Content and Form of Diplomas, Diploma Supplements, Confirmations and Certificates - Class: 602-04/15-02/4, File No. 2137-0336-15-01 – entered into force on 13 March 2015, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-sadr%C5%BEaju-i-obliku-diploma-dopunskih-isprava-o-studiju-potvrda-i-uvjerenja.pdf>
- Regulations on the Disciplinary and Material Responsibility of Employees - Class: 602-04/16-02/07, File No. 2137-0336-16-09-22 – entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Izmjene-i-dopune-pravilnika-o-sadr%C5%BEaju-i-obliku-diploma-dopunskih-isprava-o-studiju-potvrda-i-uvjerenja.pdf>
- Regulations on Studying - Class: 602-04/16-02/07, File No. 2137-0336-16-09-20 – entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-studiranju.pdf>
- The Statute of the Student Union of University North – from 29 March 2016, <https://www.unin.hr/wp-content/uploads/Statut-studentskog-zbora-Sveu%C4%8Dili%C5%A1ta-Sjever.pdf>
- Regulations on the Protection of Archives and Records - Class: 602-04/14-02/93 File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-za%C5%A1titi-arhivskog-i-registraturnog-gradiva.pdf>
- Regulations on the Occupational Safety - Class: 602-04/15-02/9, File No. 2137-0336-15-05-1-2 – entered into force on 10 October 2015, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-za%C5%A1titi-na-radu.pdf>
- Work Regulations - Class: 602-04/15-02/8, File No. 2137-0336-15-05-1-2 – entered into force on 10 October 2015, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu.pdf>
- Regulations on the Appearance of University North - Class: 602-04/14-02/103, File No. 2137-0336-14-01 – entered into force on 26 July 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-izgledu-izdanja-Sveu%C4%8Dili%C5%A1ta-Sjever.pdf>
- Regulations on the Organization and Systematization of Employment at University North – Class: 602-04/16-02/09, File No. 2137-0336-09-16-16 – entered into force on 30 April 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-ustroju-i-sistematizaciji-radnih-mjesta-Sveu%C4%8Dili%C5%A1ta-Sjever-pro%C4%8Di%C5%A1%C4%87eni-tekst.pdf>
- Rules of Procedure of the Work of the Professional Boards of Departments at University North - Class: 602-04/15-02/94, File No. 2186-0336-15-05-01-3 – entered into force on 24 July 2015, <https://www.unin.hr/wp-content/uploads/Poslovnik-o-radu-Stru%C4%8Dnih-vije%C4%87a-Odjela.pdf>
- Regulations on the Use of Technical Equipment (computers and AV equipment) at University North, University Centre - Class: 011-01/14-01/1, File No. 2137-0336-14-02 – entered into force on 20 December 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-kori%C5%A1tenju-tehni%C4%8Dke-opreme-ra%C4%8Dunalne-i-AV-opreme-na-Sveu%C4%8Dili%C5%A1tu-Sjever-u-Sveu%C4%8Dili%C5%A1nom-centru-Koprivnica.pdf>

- Regulations on the Procedure of Evaluation of Study Programmes of University North – Class: 602-04/16-02/12, File No. 2137-0336-09-16-24 passed on 6 July 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-vrednovanju-studijskih-programa-izmjene-srpanj-2016.pdf>
- Regulations on Awarding the Honorary Title of Professor Emeritus – Class: 602-04/15-02/48, File No. 2137-0336-15-05-2 entered into force on 25 December 2015, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-dodjeli-po%C4%8Dasnog-zvanja-professor-emeritus.pdf>
- Regulations on the Conditions of Using Company Cars, Landline and Mobile Phones, IT and Other Equipment, Business and Credit Cards, Means of Representation and Ways of Approving Business Trips – Class: 602-04/15-02/47, File No. 2137-0336-15-05-1 entered into force on 17 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-uvjetima-kori%C5%A1tenja-slu%C5%BEbenih-vozila-fiksnih-i-mobilnih-telefona-informativni%C4%8Dke-i-ostale-opreme-poslovnih-kreditnih-kartica-sredstava-reprezentacije-te-na%C4%8Dinu-odobravanja-slu%C5%BEbe.pdf>
- Regulations on the Records of Student Organizations - Class: 602-04/16-02/07, File No. 2137-0336-16-09-9 entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-evidenciji-studentskih-organizacija.pdf>
- Regulations on Office Activities – Class: 602-04/16-02/07, File No. 2137-0336-16-09-16 entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-uredskom-poslovanju.pdf>
- Regulations on the Academic Recognition of Foreign Higher Education Qualifications and Periods of Study – Class: 602-04/17-02/02, File No. 2137-0336-09-17-29 entered into force on 28 March 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-akademskom-priznavanju-inozemnih-visokih-i-kolskih-kvalifikacija-i-razdoblja-studija.pdf>
- Regulations on Conducting the Procedure of Simple Procurement – Class: 602-04/18-02/09, File No. 2137-0336-09-18-22 entered into force on 20 December 2018 - <https://www.unin.hr/wp-content/uploads/PRAVILNIK-O-PROVEDBI-POSTUPKA-JEDNOSTAVNE-NABAVE.pdf>
- Regulations on the Use of Video Surveillance System – Class: 602-04/18-02/06, File No. 2137-0336-09-18-73 – entered into force on 28 August 2018 - <https://www.unin.hr/wp-content/uploads/PRAVILNIK-o-kori%C5%A1tenju-sustava-video-nadzora.pdf>
- Regulations on Internal Audit – Class: 602-04/18-02/06, File No. 2137-0336-09-18-74 – entered into force on 28 August 2018 - https://www.unin.hr/wp-content/uploads/Pravilnik-o-unutarnjoj-reviziji_SS.pdf
- Regulations on the Personal Data Protection at University North – Class: 602-04/18-02/06, File No. 2137-0336-09-18-71 – entered into force on 28 August 2018 - <https://www.unin.hr/wp-content/uploads/PRAVILNIK-o-za%C5%A1titi-osobnih-podataka-na-SS.pdf>

2. ON THE STRATEGIC PROGRAMME OF SCIENTIFIC RESEARCH

The primary mission of University North is to educate high-quality, internationally recognized and socially responsible researchers for the needs of science and Croatian society as a whole, and especially the northern region of Croatia in the field of technical, biomedical, biotechnical, social and humanistic sciences and interdisciplinary sciences and arts. The aforementioned stems from the scientific vision of the University according to which this institution is placed at the leading position of recognizable quality in the scientific-research, artistic, professional and socially responsible activities and higher education university training of personnel from the above mentioned fields of science and art.

In its primary activity, higher education, University North is currently established as a dominant technical, social and biomedical higher education institution and thus significantly contributes to the development of regional business entities. The institution educates professions that are high in demand and it is the only higher education institution in an area with more than 500,000 inhabitants by both the variety of study programmes and their number.

By publishing and disseminating the results of scientific work at our institution to the national and international public, we promote the importance of our scientific disciplines in an effort to influence the development of society through the outcomes of scientific research.

The education process is carried out in accordance with the Bologna system of higher education, mobility of students and teachers among related higher education institutions is encouraged, and there are constant investments in the development of laboratories and practicums for the needs of scientific and professional work. Also, students are encouraged to cooperate with their teachers as supervisors and supervisors from business entities and to transfer knowledge through publishing activities and collaboration with the economy. The scientific mission of University North is in line with the general mission of the institution, whose priority is to educate the competent scientific and professional personnel capable to meet the demands of modern trends in the economy, science and society in general. Furthermore, the mission of University North is to organize and conduct scientific research, develop knowledge and transfer technology to the economy and society in general.

Scientific Research Strategy of University North emphasizes the importance of proactive maintenance of the acquired values as well as the development of new innovative and creative ones, and it also highlights the need to build and preserve one's own recognition in the academic and social community. The slogan of such a scientific strategic orientation is *innovative, creative and recognizable*. Accordingly, University North nurtures the principles of quality in scientific-research and scientific-teaching work as well as the principles of ethics, creativity, transparency, it insists on collaboration with other international and national higher education institutions and

research institutions and it promotes good academic and interpersonal relations above all.

The Postgraduate University Joint Doctoral Study in International Economic Relations and Management is created in response to immediate incentive priorities set by the Scientific Research Strategy of University North, and it emphasizes, among other things, the rational organization of recognizable postgraduate specialist and doctoral studies and/or schools.

The Postgraduate University Joint Doctoral Study in International Economic Relations and Management is oriented towards educating researchers in such a way that they meet the demands of the labour market and contribute to the creation of new and relevant knowledge/insights that they will be able to apply in their professional everyday life. The study programme seeks to approach the modern doctoral training format, which involves a structured mechanism oriented towards the formation of research groups, with two phases running in parallel; the teaching phase and the research phase. Therefore, this doctoral study focuses on scientific activity in the field of economy and management with a prominent interdisciplinary component which expands to technical and humanistic sciences.

Considering the mentioned interdisciplinarity, the Postgraduate University Joint Doctoral Study in International Economic Relations and Management has a strong potential so, in this initial phase of study, it is necessary to establish, or maintain the quality system at a respectable level. Equally, the potential of this programme needs to be strengthened and directed, especially towards achieving greater foreign recognition. Postgraduate University Joint Doctoral Study in International Economic Relations and Management will be continually reformed in accordance with the principles of research excellence, quality assurance and connection to the industry and labour market.

By developing the quality of scientific-research work we want to be a recognizable institution thanks to the adequate doctoral education, our scientists, projects and publications.

2.1. SWOT ANALYSIS

In accordance with the fundamental Scientific Research Strategy of University North, we present below an analysis of the scientific potential of scientific organization and its position in the scientific and business environment (SWOT). SWOT analysis includes strengths and weaknesses, opportunities and threats in the path of science development at University North with an emphasis on the future development of the Postgraduate University Joint Doctoral Study in International Economic Relations and Management.

More detailed explanations:

Strengths:

- equipped space for scientific-research work
- available laboratory and field equipment
- adequate human resources
- productivity of scientists, the number of papers published in journals indexed in Scopus and Web of Science databases
- high interest of potential candidates in enrolling into the doctoral study
- influence on the work and development of particular professions
- announcing tenders for grants for scientific research on year level
- announcing tenders for grants for scientific research for supervisors and advisors at the Postgraduate University Joint Doctoral Study in International Economic Relations and Management
- involving doctoral candidates in scientific-research activities at the University and financing of scientific research of doctoral candidates
- the potential for interdisciplinary research in social-humanistic and technical fields of science
- a functionally equipped library and availability of relevant bases necessary for conducting research
- institutional support for increasing visibility (open access repository, Dabar)
- various forms of international collaboration
- providing own research profile of professionals who have the potential to influence the development of economy, society and culture
- holding mentoring workshops at the University level
- holding transferable skills workshops
- transfer of knowledge, skills and experience to neighbouring countries
- a developed system of awarding supervisors
- the number of international scientific conferences organized and/or co-organized by University North
- organization of a conference on an annual basis and the publication of proceedings
- connections with the economy (Cooperation Agreement with the Croatian Chamber of Commerce).

Weaknesses:

- insufficient number of approved scientific projects
- the absence of own journal in the field of economy

Opportunities:

- increase in number of scientific-research projects
- greater scientific-research collaboration at a national and international level
- concretization of domestic and international cooperation agreements
- developing platforms for launching knowledge and scientific achievements

- the speed of information technology development and social relevance of information problems
- a focus on transferable skills in accordance with the nature of information and communication field of science
- further encouraging of interdisciplinarity
- launching commercially interesting specialist doctoral studies (e.g. specialist programmes in the field of entrepreneurship, specialist programmes in the field of EU funds on social networks, etc.)
- active involvement in international projects and strengthening of international cooperation
- introducing joint supervision, i.e. engaging internationally recognized professors from the information and communication field of science in the supervision processes.

Threats:

- limited funding for higher education and science and insufficient budgetary funding
- financing of studies by the students themselves
- limited employment possibilities for doctors of science
- insufficiently developed awareness of the significance and role of the information and communication field of science in the social and cultural context.

3. STRATEGIC GOALS OF SCIENTIFIC RESEARCH

Strategic goals of scientific research of the Postgraduate University Joint Doctoral Study in International Economic Relations and Management have been defined at the level of:

1. General strategic goals
2. Scientific topics at the doctoral study.

3.1. GENERAL STRATEGIC GOALS

- Strategic goal 1: RESEARCH EXCELLENCE AND ASSURANCE OF INTERDISCIPLINARITY

<i>Activity</i>	<i>Indicator</i>
<ul style="list-style-type: none"> • <i>strengthening of scientific and research capacities of students, assistants, young supervisors and teachers</i> 	<ul style="list-style-type: none"> • the number of doctoral candidates, new supervisors and teachers participating in transferable skills workshops/courses

- | | |
|---|---|
| <ul style="list-style-type: none"> • <i>increasing the number of papers in prestigious, internationally recognized publications</i> • <i>active participation of doctoral candidates in the scientific-research process</i> | <ul style="list-style-type: none"> • annual report with scientometric indicators |
| <ul style="list-style-type: none"> • <i>encouraging active participation of doctoral candidates in domestic and international scientific conferences</i> | <ul style="list-style-type: none"> • number of applications for scientific research grants for PhD candidates at the Postgraduate University Joint Doctoral Study in International Economic Relations and Management and the number of papers published with the PhD candidates in prestigious publications • the number of conferences attended by doctoral candidates |
| <ul style="list-style-type: none"> • <i>increasing the number of international scientific projects</i> | <ul style="list-style-type: none"> • the number of accepted international scientific projects |
| <ul style="list-style-type: none"> • <i>organization of international scientific conferences, independently and/or in cooperation with other scientific institutions and involving doctoral candidates as participants</i> | <ul style="list-style-type: none"> • the number of international scientific conferences and the number of doctoral candidates who participated in the conferences |
| <ul style="list-style-type: none"> • <i>monitoring the comparability with related international doctoral programmes on an annual basis</i> | <ul style="list-style-type: none"> • a report on the content analysis of comparable doctoral programmes and their research groups |
| <ul style="list-style-type: none"> • <i>continuous reduction of classical teaching and increase of research forms of teaching and workshops for acquiring research competences</i> | <ul style="list-style-type: none"> • increase in the number of research seminars and other activities within the scientific colloquium compared to classical teaching |
| <ul style="list-style-type: none"> • <i>interdisciplinarity of doctoral dissertation topics within the field of information and communication sciences, social sciences and humanities field and other scientific fields</i> | <ul style="list-style-type: none"> • analysis of the composition of committees for doctoral topic defence |
| <ul style="list-style-type: none"> • <i>encouraging the scientific-research collaboration within University North.</i> | <ul style="list-style-type: none"> • the number of submitted projects. |

- Strategic goal 2: QUALITY ASSURANCE

<i>Activity</i>	<i>Indicator</i>
<ul style="list-style-type: none"> • <i>the making, modifying and continuous</i> 	<ul style="list-style-type: none"> • establishment of the Internal

updating of documentation on the course of the doctoral study, supervision system, student rights, research integrity, etc.

- *continuous monitoring of the progress of doctoral students by introducing prescribed forms and annual reports*
- *raising the quality of supervision in doctoral studies by organizing lectures and involving potential supervisors in mentoring workshops at home and abroad, and by holding regular thematic sessions dedicated to supervision activities*
- *regular monitoring of scientific and teaching activities of doctoral candidates, recording interests in relation to required competences, conducting annual surveys*
- *regular monitoring of scientific activities and plans of the teachers*

Quality Assurance Commission at the doctoral study and the development of rules that regulate the Commission's obligations

- established methods of continuous monitoring of student progress at an annual basis
- the number of workshops attended by supervisors and potential supervisors, and the number and success of held thematic sessions
- creating a database with a personal development plan of doctoral candidates; conducting annual surveys on satisfaction and possible problems of doctoral candidates
- creating a database with an annual plan of teacher research

• Strategic goal 3: INTERNATIONAL COOPERATION

<i>Activity</i>	<i>Indicator</i>
• <i>continuous development of international cooperation with related institutions</i>	• the number of projects, the number of co-authored papers, the number of international symposiums
• <i>involving doctoral candidates in various forms of international cooperation</i>	• the number of doctoral candidates that participated in international projects and co-authored papers
• <i>organization and participation of doctoral study teachers at international doctoral studies, conferences, summer school and/or round tables</i>	• the number of teachers involved in the activities
• <i>increasing activity in international institutions and editorial boards of international scientific journals</i>	• the number of completed activities
• <i>organizing lectures by renowned</i>	• the number of held lectures.

international scientists within the doctoral study.

- Strategic goal 4: TEACHING TRANSFERABLE SKILLS AND COOPERATION WITH ECONOMY

<i>Activity</i>	<i>Indicator</i>
<ul style="list-style-type: none"> • <i>increase in the number of workshops and other teaching activities oriented towards teaching transferable skills</i> 	<ul style="list-style-type: none"> • the number of held workshops and other activities, the number of participants
<ul style="list-style-type: none"> • <i>involving associates from the business sector in organizing and holding workshops</i> 	<ul style="list-style-type: none"> • the number of involved associates from the business sector
<ul style="list-style-type: none"> • <i>evaluation of the success of teaching</i> 	<ul style="list-style-type: none"> • a base of conducted and processed surveys after lectures and by semesters
<ul style="list-style-type: none"> • <i>the increase in number of ECTS credits gained through informal forms of on-the-job education</i> 	<ul style="list-style-type: none"> • recorded number of ECTS credits recognized in accordance with participation in informal forms of education
<ul style="list-style-type: none"> • <i>involving industry and labour market representatives in scientific projects</i> 	<ul style="list-style-type: none"> • the number of companies and labour market representatives involved in scientific projects
<ul style="list-style-type: none"> • <i>promotion of doctoral study among graduate students and employees of public, commercial and other scientific institutions who may be interested in enrolling the studies in order to attract as many high-quality doctoral candidates as possible.</i> 	<ul style="list-style-type: none"> • a record of promotional activities.

- Strategic goal 5: ATTRACTIVE INSTITUTIONAL ATMOSPHERE

<i>Activity</i>	<i>Indicator</i>
<ul style="list-style-type: none"> • <i>creating and updating regulations that govern the rights and obligations of doctoral students</i> 	<ul style="list-style-type: none"> • evaluation of surveys on an annual basis
<ul style="list-style-type: none"> • <i>conducting e-courses at the level of the whole study (Merlin)</i> 	<ul style="list-style-type: none"> • a list of open courses at the <i>Merlin</i> e-learning system, a list of doctoral candidates and teachers using the system

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|---|---|
| <ul style="list-style-type: none"> • <i>creating an AAI@EduHr electronic identity for all doctoral candidates upon enrolment</i> • <i>introducing the possibility to record classes by using a webinar system</i> • <i>providing access to scientific literature according to the stated needs of doctoral candidates</i> • <i>providing workspace to doctoral candidates for the purposes of informal meetings or group work</i> | <ul style="list-style-type: none"> • a list of doctoral candidates • records of held lectures and the list of listeners • the list of acquired literature according to the stated needs of doctoral candidates • defining workplaces and classrooms that are made available to doctoral students. |
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3.2. SCIENTIFIC TOPICS RESEARCHED IN THE DOCTORAL STUDY

Scientific Research Strategy of the doctoral study defines the basic areas of scientific research, i.e. scientific topics that are researched or will be researched by teachers and associates of the Postgraduate University Joint Doctoral Study in International Economic Relations and Management. The process of research also involves the students of the Postgraduate University Joint Doctoral Study in International Economic Relations and Management, while the topics are selected and included in the scientific research strategy in accordance with their relevance, their synchrony with modern trends in the economy and management, and in accordance with international recognition. They are the basis for developing international cooperation and its further expansion, as well as for creating good foundations for future joint supervision.

Hence, in the context of the Postgraduate University Joint Doctoral Study in International Economic Relations and Management, there are four (4) basic scientific-research areas, which follow the logic of the study programme based on the emphasized interdisciplinarity, therefore the basic topics from the field of economy and management are upgraded with topics from technical sciences and humanities.

The list of scientific-research areas and topics:

Topic no. 1

The name of the area: Marketing Communication Strategy for achieving and maintaining competitiveness in the labour market

The list of topics:

- Strengthening the competitiveness of the economy based on structural changes in higher vocational education
- The importance of distance learning for enhancing the marketing mix of higher education institutions

- Marketing research in the function of development and positioning of higher education institutions
- Branding of higher education institutions as a foundation of positioning
- Entrepreneurial competence as a source of competitiveness in the labour market
- Customizing elements of the marketing mix based on the data collected from the customer relationship management system
- Stakeholder networking to create innovative and competitive offerings
- Innovation in the function of competitiveness
- Innovation and development as a cause and effect of competitiveness
- Marketing knowledge in the function of knowledge marketing

Topic no. 2

The name of the area: Social Responsibility in Higher Education

The list of topics:

- External social responsibility – clients / students
- Implementation of the “triple bottom line” reporting system
- Institutional changes as determinants of the economic development of the Republic of Croatia
- Quality model of higher education
- Education as the most important pillar on the path to the knowledge society
- Determinants and performance indicators of higher education institutions
- Entrepreneurial orientation in higher education
- Trust and responsibility of higher education institutions
- Advantages and disadvantages of applying a corporate governance model in higher education
- Learning by engaging in community

Topic no. 3

The name of the area: From resources to attractive cultural tourism product

The list of topics:

- The role and importance of culture in an integrated tourism product
- Key implications for the development of a cultural tourism product
- Elements of tangible cultural heritage
- Construction and valorisation of a cultural tourist destination
- Environmentally friendly environment
- High level of environmental awareness of the indigenous population

Topic no. 4

The name of the area: Corporate Control Market

The list of topics:

- Impact of the corporate control market on Enterprise digital transformation

- Development of new business models caused by acquisition processes in cross-border conditions
- Investigation of the impact of the corporate culture on the new business models and Industry 4.0

3.3. PLAN OF SCIENTIFIC RESEARCH WITH THE LIST OF TOPICS, AIMS, ACTIVITIES, MEMBERS OF RESEARCH GROUPS, PLANNED ACTIVITIES AND PERFORMANCE INDICATORS FOR EACH INDIVIDUAL AREA

Below is a detailed plan of research, topics, numbers of teachers and associates involved in the work of the research groups, planned activities and performance indicators for each individual area of research over a five-year period.

NAME OF THE AREA	MARKETING COMMUNICATION STRATEGY FOR ACHIEVING AND MAINTAINING COMPETITIVENESS IN THE LABOUR MARKET
LIST OF TOPICS	<ul style="list-style-type: none"> • Strengthening the competitiveness of the economy based on structural changes in higher vocational education • The importance of distance learning for enhancing the marketing mix of higher education institutions • Marketing research in the function of development and positioning of higher education institutions • Branding of higher education institutions as a foundation of positioning • Entrepreneurial competence as a source of competitiveness in the labour market • Customizing elements of the marketing mix based on the data collected from the customer relationship management system • Stakeholder networking to create innovative and competitive offerings • Innovation in the function of competitiveness • Innovation and development as a cause and effect of competitiveness • Marketing knowledge in the function of knowledge marketing
AIMS	<p>The primary goals are positioning the institution and achieving competitiveness in the labour market. Accordingly, the research goals are defined:</p> <ul style="list-style-type: none"> • ensuring leadership;

	<ul style="list-style-type: none"> • increasing demand through more frequent promotion; • expanding the demand for its services throughout the Republic of Croatia as well as neighboring countries, Slovenia, Bosnia and Herzegovina, Hungary and Austria; • encouraging and creating the need to enrolling in undergraduate, graduate and postgraduate studies by promoting the University, motivating users and influencing the attitude of users; • competitiveness in the labour market will be improved. 								
NUMBER OF TEACHERS AND ASSOCIATES INCLUDED IN THE RESEARCH	3-7								
	<table border="0"> <tr> <td data-bbox="571 913 911 954">Planned activities</td> <td data-bbox="911 913 1410 954">Performance indicators</td> </tr> <tr> <td data-bbox="571 954 911 1032">- conducting analysis with survey research;</td> <td data-bbox="911 954 1410 1032">Reliable and valid results obtained.</td> </tr> <tr> <td data-bbox="571 1032 911 1413">- implementation of marketing strategy; - encouraging and creating the need for enrollment in undergraduate, graduate and postgraduate studies;</td> <td data-bbox="911 1032 1410 1413">Achieved competitiveness in the labour market. Continuous investment in quality of study and raising and advancing its own staff: University North will become one of the best universities in this part of Europe, with graduates competing in the job market.</td> </tr> <tr> <td data-bbox="571 1413 911 1682">- conducting a questionnaire while enrolling in college on how students have find out about University North;</td> <td data-bbox="911 1413 1410 1682">Based on the results of the questionnaire, marketing activities will be carried out in the coming years.</td> </tr> </table>	Planned activities	Performance indicators	- conducting analysis with survey research;	Reliable and valid results obtained.	- implementation of marketing strategy; - encouraging and creating the need for enrollment in undergraduate, graduate and postgraduate studies;	Achieved competitiveness in the labour market. Continuous investment in quality of study and raising and advancing its own staff: University North will become one of the best universities in this part of Europe, with graduates competing in the job market.	- conducting a questionnaire while enrolling in college on how students have find out about University North;	Based on the results of the questionnaire, marketing activities will be carried out in the coming years.
Planned activities	Performance indicators								
- conducting analysis with survey research;	Reliable and valid results obtained.								
- implementation of marketing strategy; - encouraging and creating the need for enrollment in undergraduate, graduate and postgraduate studies;	Achieved competitiveness in the labour market. Continuous investment in quality of study and raising and advancing its own staff: University North will become one of the best universities in this part of Europe, with graduates competing in the job market.								
- conducting a questionnaire while enrolling in college on how students have find out about University North;	Based on the results of the questionnaire, marketing activities will be carried out in the coming years.								
ACTIVITY PERFORMANCE INDICATORS	Approved grants for scientific research at University North, participation at international scientific conferences, realized international mobility of doctoral students, published papers in indexed databases, defended doctoral dissertations.								

NAME OF THE SOCIAL RESPONSIBILITY IN HIGHER EDUCATION AREA

<p>LIST OF TOPICS</p>	<ul style="list-style-type: none"> • External social responsibility – clients / students • Implementation of the “triple bottom line” reporting system • Institutional changes as determinants of the economic development of the Republic of Croatia • Quality model of higher education • Education as the most important pillar on the path to the knowledge society • Determinants and performance indicators of higher education institutions • Entrepreneurial orientation in higher education • Trust and responsibility of higher education institutions • Advantages and disadvantages of applying a corporate governance model in higher education • Learning by engaging in community 	
<p>AIMS</p>	<p>In order to achieve this goal, socially responsible activities, i.e. topics of social responsibility in education at a higher education institution following must be done:</p> <ul style="list-style-type: none"> • Encouraging meaningful and active student involvement in projects designed with representatives of organizations and the local community; • Developing students’ knowledge and skills to better understand the needs and problems of the community; • Civic engagement aimed at making positive changes and enhancing community life; • Problem solving learning and critical thinking; • Placing curricular concepts in the context of real life situations and community problems, thus empowering students by requiring them to analyze, evaluate and synthesize theoretical concepts through practical problem solving; 	
<p>NUMBER OF TEACHERS AND ASSOCIATES INCLUDED IN THE RESEARCH</p>	<p>3-7</p>	
	<p>Planned activities - define and describe the key features of the application of the social responsibility of a</p>	<p>Performance indicators The key features of the application of the social responsibility of a higher</p>

<p>ACTIVITY</p>	<p>higher education institution; - research and analyze the development of university studies for the needs of university studies for the needs of the labor market; - to determine the frequency of application of social responsibility of all stakeholders (students – higher education institutions – employers – wider social community);</p> <p>- to study and describe students' views on their own scientific and professional publications;</p> <p>- to empirically determine the necessity for the development of publishing activities for the successful positioning of the University North in the context of its efficiency, effectiveness and adaptability;</p> <p>- to investigate the influence of attitudes and behavior of the educational staff on the level of application of the social responsibility determinants of the higher education institution;</p> <p>- to empirically investigate the impact of environmental pressures, i.e. interest groups, on publishing their own publications;</p>	<p>education institution are defined and described. An analysis of the development of university studies for the needs of the labour market has been conducted. Frequency of application of social responsibility of all stakeholders are determined.</p> <p>Students' views on their own scientific and professional publications are described.</p> <p>The necessity of development of publishing activity on the successful positioning of the University North in the context of its efficiency, effectiveness and adaptability was determined.</p> <p>Conducted research on the influence of attitudes and behavior of educational staff on the level of application of the social responsibility determinants of a higher education institution.</p> <p>Empirical study of the influence of environmental pressures, i.e. interest groups, on the publishing of their own publications has been conducted.</p>
	<p>Approved grants for scientific</p>	<p>research at University North,</p>

PERFORMANCE INDICATORS	completed international mobility/research, approved research project by the Croatian Science Foundation, approved Career development project for young researchers, participation at 4 international scientific conferences, published 2 papers in relevant journals, defended 3 doctoral dissertations, 2 guest lectures held abroad, published scientific monograph.
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NAME OF THE AREA FROM RESOURCES TO ATTRACTIVE CULTURAL TOURISM PRODUCT

LIST OF TOPICS	<ul style="list-style-type: none"> • The role and importance of culture in an integrated tourism product • Key implications for the development of a cultural tourism product • Elements of tangible cultural heritage • Construction and valorisation of a cultural tourist destination • Environmentally friendly environment • High level of environmental awareness of the indigenous population
AIMS	<p>The primary goal of creating a unique tourist cultural product is to create and achieve consumer satisfaction. Accordingly, the research objectives within the project From Resources to Attractive Cultural tourism product are defined:</p> <ul style="list-style-type: none"> • Raise awareness of the importance of cultural heritage among the local population of Varaždin County; • Train cultural and tourism project coordinators for cultural and tourism management to make the projects more attractive and at the same time more profitable; • Strengthen the role of the Office of Cultural Tourism as a consultative institution for the financing, preparation and implementation of projects; • Encourage cross-sectoral and intra-sectoral cooperation for synergy of different cultural and tourism products; • To include accompanying contents in the basic offer of cultural and tourism product with the aim of revitalizing the material cultural heritage.
NUMBER OF TEACHERS AND ASSOCIATES INCLUDED IN THE RESEARCH	3-7
	Planned activities Performance

<ul style="list-style-type: none"> - to know the direction and intensity of the influence of certain elements of cultural material heritage on the development of tourism sustainable tourist destinations (buildings and historical sites, monuments, artefacts); - systematically analyse the potential cultural material heritage that can be put into the function of the tourist cultural offer; - analysis of theoretical settings of the orientation of Varaždin county as a tourist destination towards sustainable development in tourism; - qualitatively analyse the applicability of existing methods of cultural material heritage in a complex tourism product in order to conceptualize sustainable cultural tourism and further develop it as a new value; - defining a model of cultural tourism product that captures and describes all complex cause and effect relationships among the analysed values of tourism supply and demand; - identifying the key elements of a cultural tourism product that are dominant in shaping cultural destination values; - establishing the existence of links between the quality level of sustainable development in tourism and the perceived value of sustainable development and thus the profitability of a sustainable tourism destination, which affects the awareness raising of all participants; - to state that the changed attitudes 	<p>indicators</p> <p>Achieved influence of certain elements of cultural material heritage on the tourism development of sustainable tourist destination.</p> <p>Analyzed cultural material heritage in function of tourist cultural offer.</p> <p>Conducted qualitative analysis of the applicability of existing methods of cultural material heritage in a complex tourism product.</p> <p>Defined model of cultural tourism product.</p> <p>Key elements of cultural tourism product identified.</p> <p>Raised quality level of sustainable development in tourism and perceived value of sustainable development.</p> <p>Impact of applying</p>
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	<p>of consumers in tourism are influenced by the application of high standards of sustainable development in tourism and the concept of socially responsible behaviour;</p> <p>- carrying out empirical research to test the defined value model of sustainable development in tourism (intrinsic and instrumental values);</p>	<p>high standards of sustainable development in tourism and socially responsible behavior.</p> <p>Empirical research conducted.</p>
ACTIVITY PERFORMANCE INDICATORS	<p>Approved grants for scientific research at University North, participation at international scientific conferences, published papers in relevant journals, , applying to a Croatian Science Foundation tender for Establishing Research Projects, created and defended doctoral dissertations.</p>	

NAME OF THE CORPORATE CONTROL MARKET AREA

LIST OF TOPICS	<ul style="list-style-type: none"> • Impact of the corporate control market on Enterprise digital transformation • Development of new business models caused by acquisition processes in cross-border conditions • Investigation of the impact of the corporate culture on the new business models and Industry 4.0
AIMS	<p>Explore the impact of new technologies on the transformation processes of business models in modern conditions.</p> <p>Analyze new business models as a consequence of a globalized market for corporate control and establish their essential determinants. Explore and identify the essential factors within a company that dominantly affect new behavioral patterns which determine the business culture of the company. Identify which tools are used by managers in the processes of digital transformation of companies to influence the change of business culture in newly acquired enterprises.</p>
NUMBER OF TEACHERS AND ASSOCIATES INCLUDED IN THE	3-7

RESEARCH		
	Planned activities	Performance indicators
	<ul style="list-style-type: none"> - Investigate and establish a theoretical framework for studying the market for corporate control in the context of digital transformation - Investigate the sustainability of contemporary theories relevant to corporate control markets in the context of post-acquisition corporate governance - Investigate and establish a theoretical framework on the determinants of new business models in the context of digital transformation and post-acquisition management - Investigate differences in business models of companies that have undergone an acquisition process with those not in terms of digital transformation of business - Investigate the impact of business culture on the corporate control market. 	<p>An overview of scientific papers relevant to the study of the market for corporate control in the context of digital transformation has been developed</p> <ul style="list-style-type: none"> - Methodological frameworks for researching the corporate control market in the context of post-acquisition corporate governance have been established - Analyzes of models and approaches in studies of the mentioned problem - Field research Conducted (survey, in-depth interview) - Analysis of the conducted survey - Presentation of research results at a scientific conference
<p>ACTIVITY PERFORMANCE INDICATORS</p>	<p>Approved grants for scientific research, participation in international scientific conferences, published papers in relevant journals, realized outgoing and incoming mobility of doctoral students and teachers, defended doctoral dissertations, published books.</p>	