

**On behalf of all partner institutions, Consortium of
International Joint Cross Border PhD Programme in International Economic Relations
and Management**

cordially invites you to a **PUBLIC HEARING** of the doctoral thesis of the
PhD applicant

Fani KERUM

Date of the public hearing:
March 7, 2025, at 11.00 am.

Venue:

University North, Croatia,
Jurja Križanića 31b, Varaždin

The topic of the PhD dissertation:

**Multidimensional management concept with the aim of achieving service quality
in the hotel industry: Integration of internal marketing, corporate culture and
internal communication**

Chair of the Reviewing Committee:

Prof. Dr. Sc. Dean Sinković, University Juraj Dobriča in Pula, Croatia

Reviewers of the dissertation:

Prof. Dr. Sc. Sanja Bijakšić, University of Mostar, Mostar, BiH
Prof. Dr. Arnela Bevanda, PhD, University of Mostar, Mostar, BiH

Members of the committee:

Prof. Dr. Sc. Anica Hunjet, University North, Varaždin, Croatia
Prof. Dr. Sc. Goran Kozina University North, Varaždin, Croatia

Supervisor of the doctoral student:

Prof. Dr. Sc. Dijana Vuković, University North, Croatia