



## Doctoral candidate: Ivana Martinčević



**Ivana Martinčević** was born on July 04<sup>th</sup> 1985 in Varaždin, Republic of Croatia. She finished elementary school in Varaždin, and continued her high school education at the Commercial School in Varaždin, majoring in commerce. She graduated in 2008 from the Faculty of Economics and Business in Zagreb, majoring in Accounting. At the Faculty of Economics

and Business in Zagreb, in 2010, she completed her postgraduate specialist study "Financial Reporting, Auditing and Analysis" on the topic "Internal controls and profit centres in the function of increasing the profitability of companies". In 2009, she started working in "Cesta - Varaždin d.d" with the status of an intern, working in the procurement and sales activities, as well as the plan and analysis. In 2010, she started working as an external associate at the Polytechnic of Varaždin, today's University North, as an assistant on the IPA project (project co-financed by the EU) "Knowledge for All". From 2011 to 2014 she has been working as an assistant at the Polytechnic of Varaždin, today's University North. from 2014 to 2019 as a lecturer and from 2019 she is working as a senior lecturer in undergraduate professional studies: She is fluent in English, and she is the author and co-author of more than 50 scientific and professional papers and reviews including one workbook.



Public defence of her doctoral dissertation thesis with the title

**“Influence of the use of social networks on the export activity of  
Croatian export companies”**

will be held at the premises of the

**University North, Varaždin, 24. 02. 2020 at 11.00 am.**