

CURRICULUM VITAE

Ljudevit Pranić

April 2022

EDUCATION

- 2002 - 2008 Temple University, Fox School of Business, Ph.D.
Major: Business Administration / Tourism
Advisor: Wesley S. Roehl, Ph.D.
- 2000 - 2003 Temple University, School of Tourism & Hospitality Management, Master of Tourism and Hospitality Management (MTHM)
Major: Tourism and Hospitality Management
Advisor: Wesley S. Roehl, Ph.D.
- 1994 - 1999 University of Tulsa, College of Business Administration, Bachelor of Science in Business Administration (BSBA)
Major: Marketing; Minor: German
Advisor: James W. Cagley, Ph.D.

ACADEMIC EMPLOYMENT

- May 2021 - Present **Associate Professor, Department of Tourism and Economy**
University of Split, Faculty of Economics, Business and Tourism
- February 2016 - Present **Assistant Professor, Department of Tourism and Economy**
University of Split, Faculty of Economics, Business and Tourism
- April 2007 - January 2016 **Graduate Teaching/Research Assistant, Department of Tourism and Economy**
University of Split, Faculty of Economics, Business and Tourism
- Fall, 2003 - Fall, 2006 **Graduate Teaching/Research Assistant**
Temple University, School of Tourism and Hospitality Management

INDUSTRY & PUBLIC SECTOR EXPERIENCE

- January 2018 – present **Owner & Manager**
Tourist Pass j.d.o.o. (croatiapass.com)
- January 2011 **Consultant**
Praktis Savjetovanje d.o.o.
- April 2009 **Consultant**
National Association of Family and Small Hotels (OMH)
- June - August 2002 - 2006 **Tennis Program Director & Co-Director**
Greylock Camp for Boys

September 2005 - June 2006	Project Manager U.S. Department of the Interior, National Park Service, Independence National Historic Park (INHP)
September 2000 - May 2002	Women's Tennis Assistant Coach Temple University
September 2000 - May 2002	Front Desk Representative / Concierge Rittenhouse 1715 - A Boutique Hotel
September 1999 - June 2000	Management Trainee Enterprise Rent-A-Car
May – July 1997	Marketing Assistant Cortec Corporation

HONORS AND AWARDS

2017, 2016 (2x)	Special Contribution Recognition Awarded by University of Split, Faculty of Economics, Business and Tourism
2012	Outstanding Research Recognition Awarded by University of Split, Faculty of Economics, Business and Tourism for academic paper titled: "Rethinking service recovery: A customer empowerment (CE) perspective" published in <i>Journal of Business Economics and Management</i>
2003	Best Illustrated Paper Award Travel & Tourism Research Association (TTRA)

PROFESSIONAL AFFILIATIONS AND SERVICES

Ad-hoc Reviewer

Current Issues in Tourism
Economic Research
Economic Thought and Practice
Econviews – Review of Contemporary Business, Entrepreneurship and Economic Issues
Informatologia
International Journal of Contemporary Hospitality Management
International Journal of Hospitality Management
Journal of Air Transport Management
Ocean and Coastal Management
The Service Industries Journal
Tourism
Tourism and Hospitality Management
Tourism Management

PUBLICATIONS

Publication list can be accessed at:

<https://www.bib.irb.hr/pretraga/?operators=and|Prani%C4%87%2C+Ljudevit+%28295013%29|text|author>