

## misija

Ekonomski fakultet u Osijeku je visoko-obrazovna znanstvena institucija, koja kroz obrazovni proces i znanstveno-istraživački rad u polju ekonomije i poslovne ekonomije stvara kompetentne pojedince sposobne za nošenje s različitim izazovima okruženja. Usvajamo znanstvene stečevine, kritički ih vrednujemo i kreiramo nova znanja kroz znanstveno-istraživački rad u polju ekonomije i s njom povezanih znanosti s ciljem razvoja okruženja. Društveno smo odgovorna, inovativna i otvorena institucija visokih akademskih vrijednosti i etičkih načela koja osigurava jednakost i prosperitet svojim djelatnicima, studentima i društvu u cjelini.

## vizija

Vizija Ekonomskog fakulteta u Osijeku je biti institucija prepoznatljiva po izvrsnosti, inovativnosti i kreativnosti u obrazovanju, znanstveno-istraživačkom radu u polju ekonomije i poslovne ekonomije i doprinosu društvenoj zajednici na regionalnoj, nacionalnoj i međunarodnoj razini.

## mission

Faculty of Economics in Osijek is a higher education and scientific institution, which through educational process and scientific-research work in the field of economics and business economics creates competent individuals capable of dealing with various challenges of the environment. We acquire and critically evaluate scientific knowledge, and gain new knowledge by conducting scientific research in the field of economics and related sciences and implement such new knowledge in the economy and the public sector with the aim of developing the environment. We are a socially responsible, innovative and open institution that encourages high academic values and ethical principles, which ensures equality and prosperity to its members, students and society in general.

## vision

Vision of the Faculty of Economics in Osijek is to be an institution recognized for its excellence, innovativeness and creativity in education, scientific research in the field of economics and business economics, as well as contribution to society at regional, national and international level.



# Research Strategy of the Faculty of Economics and Business in Osijek for the Period 2023–2028



# Research Strategy of the Faculty of Economics and Business in Osijek for the Period 2023–2028

The proposed strategy was developed by the Committee composed of:  
Assoc. Prof. Marina Stanić, Ph.D., Vice Dean for Research, Chair  
Prof. Marija Ham, Ph.D., Member  
Prof. Josipa Mijoč, Ph.D., Member

The research strategy of the Faculty of Economics and Business in Osijek was developed in collaboration with other members of the Faculty's administration, teaching staff, and professional service employees.



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# MISSION

The Faculty of Economics and Business in Osijek is a higher education scientific institution, which, through the educational process and scientific research work in the field of economics and business economics, creates competent individuals capable of dealing with the various challenges of the environment. We adopt scientific achievements, critically evaluate them and create new knowledge through scientific and research work in the field of economics and related sciences with the aim of developing the environment. We are a socially responsible, innovative and open institution with high academic values and ethical principles that ensures equality and prosperity for its employees, students and society as a whole.

# VISION

The vision of the Faculty of Economics and Business in Osijek is to be an institution recognized for excellence, innovation and creativity in education, scientific and research work in the field of economics and business economics, as well as contribution to the social community at the regional, national and international level.

# Foundations for the Research Strategy

The Research Strategy of the Faculty of Economics and Business in Osijek for the period 2023–2028 (hereinafter referred to as the Strategy) primarily derives from the Development Strategy of the Faculty of Economics in Osijek for the period 2023–2028. In addition, the Strategy is also shaped by the following documents and guidelines:

## European Level

Standards and Guidelines for Quality Assurance in the European Higher Education Area  
The European Charter for Researchers and the Code of Conduct for the Recruitment of Researchers

## National Level

National Development Strategy of the Republic of Croatia until 2030  
National Recovery and Resilience Plan 2021–2026  
Strategy of the Agency for Science and Higher Education 2021–2025

## University Level

Strategy of Josip Juraj Strossmayer University of Osijek 2021–2030

# Research Infrastructure and Human Resources

## Technical Equipment and Facilities of the Faculty

The Faculty's technical equipment, primarily in terms of computing and network infrastructure and licenses for various data collection and statistical analysis tools, is at a satisfactory level. Alongside the timely replacement of outdated equipment and procurement of new resources, activities in this area will include the establishment of a research lab intended for independent and team research work. Given that some researchers, especially younger ones, are developing in interdisciplinary research fields, there is a plan to acquire devices and tools (such as VR equipment) that will enable them to apply new and innovative research methods.

The Faculty's spatial capacity generally meets the needs of scientific research and supports the organization of important events related to research activities (conferences, science festivals, research workshops and trainings, etc.). In the foreseeable future, it will be necessary to expand the office space for faculty and administrative staff.

## Library and Access to Databases

In recent years, the Library of the Faculty of Economics and Business in Osijek has successfully maintained a steady acquisition of current scientific and professional literature and access to digitized sources, including specialized databases. Additionally, the library follows trends in environmentally responsible practices, social media promotion, and the recognition of significant events. In the coming period, it will be necessary to find an improved spatial solution for the library and its reading room to encourage more intensive use of library and reading room services.

## Human Resources

As of October 2022, the Faculty of Economics and Business in Osijek employs 45 permanent teaching staff members in scientific-teaching positions ranging from assistant professor to full professor with tenure, as well as 12 assistants and 6 postdoctoral researchers. This represents a significant research potential in the field of social sciences.



# Analysis of the Implementation of the Research Strategy of the Faculty of Economics in Osijek for the Period 2017–2020

In the Research Strategy of the Faculty of Economics and Business in Osijek for the Period 2017–2020, four specific strategic objectives were set to define the directions for the development of scientific research:

**SPECIFIC OBJECTIVE 1:** Enhance scientific productivity and achieve national and international recognition of research.

**SPECIFIC OBJECTIVE 2:** Ensure high quality of postgraduate doctoral studies.

**SPECIFIC OBJECTIVE 3:** Improve collaboration with industry and the local community on projects of mutual interest.

**SPECIFIC OBJECTIVE 4:** Systematically improve research infrastructure, working conditions, and financial resources.

Each specific objective is defined through multiple tasks and the expected outcomes of those tasks. A detailed analysis of annual research activities and productivity is included in the dean's annual reports on the Faculty's work.

The following presents an analysis of the fulfillment of the defined specific objectives through four matrices, each representing an assessment of task fulfillment within a specific objective.

# Matrices of Strategic Objective Fulfillment

## SPECIFIC OBJECTIVE 1

OBJECTIVE: Enhance scientific productivity and achieve national and international recognition of research			
	Achieved	Partially Achieved	Not Achieved
Task 1.1.			Increase the number of scientific papers and their citations in journals indexed in WoS and SCOPUS by an annual rate of at least 25%.
Task 1.2.		Maintain and continuously increase the number of scientific papers relevant for appointment to academic ranks.	
Task 1.3.	Increase the number of authored books with domestic and international publishers and maintain the number of professional books.		
Task 1.4.			Increase the number of contracted national competitive research projects funded by the Croatian Science Foundation (HRZZ) and the Unity Through Knowledge Fund (UKF).
Task 1.5.			Increase the number of contracted international competitive research projects.
Task 1.6.	Maintain the continuity of science popularization through conferences, forums, workshops, and activities at the Science Festival, and enhance their appeal and visibility.		
Task 1.7.	Improve the system for continuous statistical tracking of individual and overall scientific productivity and increase the visibility of scientific publications.		



# Matrices of Strategic Objective Fulfillment

## SPECIFIC OBJECTIVE 2

OBJECTIVE: Ensure high quality of postgraduate doctoral studies			
	Achieved	Partially Achieved	Not Achieved
Task 2.1.		Increase the number of doctoral dissertation topics related to national and international research projects and support smart specialization through the Faculty's priority research topics.	
Task 2.2.		Ensure modular specializations in both programs, provide a sufficient number of elective courses in current research areas, and ensure an adequate number of qualified mentors.	
Task 2.3.		Enhance the communication system between doctoral students and mentors, as well as among doctoral students themselves.	
Task 2.4.		Increase the number of doctoral candidates who complete their studies within four years by ensuring timely topic approval and focusing all activities on achieving the doctorate.	
Task 2.5.			Enhance the exchange of ideas, criteria, standards, and practices for evaluating and expanding the quality of doctoral studies through experience sharing in European doctoral study associations.
Task 2.6.		Provide support mechanisms for developing new knowledge and skills (methodological, data-related, technical, publishing, literature), including financial support for doctoral candidates' research work in preparing doctoral dissertations.	

# Matrices of Strategic Objective Fulfillment

## SPECIFIC OBJECTIVE 3

OBJECTIVE: Improve collaboration with industry and the local community on projects of mutual interest			
	Achieved	Partially Achieved	Not Achieved
Task 3.1.	Increase the number and value of projects with industry, government bodies, local government units, the civil sector, and non-governmental organizations.		
Task 3.2.	Increase the participation of ALUMNI association members in various Faculty activities and expand the association's membership.		
Task 3.3.	Establish a project office responsible for systematically managing all project calls (international, national, and projects with industry and local government), informing researchers about them, and maintaining records of project activities for all projects in which the Faculty participates.		

# Matrices of Strategic Objective Fulfillment

## SPECIFIC OBJECTIVE 4

OBJECTIVE: Systematically improve research infrastructure, working conditions, and financial resources			
	Achieved	Partially Achieved	Not Achieved
Task 4.1.			Increase the Faculty's revenue for research activities, primarily through research and professional projects and scientific productivity coefficients considered in targeted science funding.
Task 4.2.	Systematic support for employees to participate in scientific and professional conferences, in line with the Faculty's financial capabilities.		
Task 4.3.	Systematic rewards for publishing papers in highly indexed journals (WoS and SCOPUS) with impact factors, in line with the Faculty's financial capabilities.		
Task 4.4.	Systematic support for EFOS employees in associate positions for the preparation of doctoral dissertations, in line with financial capabilities.		
Task 4.5.		Systematic support for researchers in lifelong learning activities, offering new lifelong learning programs, and joining international research groups.	
Task 4.6.	Systematic support for incoming and outgoing mobility of researchers through Erasmus+ and other forms of support.		



# Matrices of Strategic Objective Fulfillment

## SPECIFIC OBJECTIVE 4

OBJECTIVE: Systematically improve research infrastructure, working conditions, and financial resources			
	Achieved	Partially Achieved	Not Achieved
Task 4.7.			Conduct an analysis of existing and potential recognized research cores and their relationships with other institutions to establish a center of excellence.
Task 4.8.	Systematic improvement of spatial capacities and equipment.		
Task 4.9.	Systematically and continuously acquire literature for all levels of study and ensure access to relevant databases.		
Task 4.10.	Enhance the status of all publications (scientific journals and conference proceedings) in existing and planned databases and provide support for their continuous publication.		
Task 4.11.		Ensure online access to available library materials and databases, and implement a system to support the borrowing of library materials.	
Task 4.12.		Improve the publishing system for all Faculty publications, including their promotion.	

# Analysis of the Current Situation

In addition to study programs and teaching activities, research represents a second fundamental focus and area of responsibility for higher education institutions. The Faculty of Economics and Business in Osijek has yet to reach the desired standard of quality for scientific papers and research recognition. The pandemic period and associated restrictions forced faculties and teachers to direct most of their efforts toward shifting teaching activities online. Many scientific conferences and meetings were canceled, certain research project activities were halted, and funds allocated for social sciences at the national, European, and global levels were redirected to other areas. This resulted in a significant reduction in the Faculty's research activities, leading to a decrease in the quantity and quality of scientific and professional publications.

Along with significant modifications to the university's postgraduate (doctoral) program in Management, a process has been initiated to standardize and formalize activities related to the Faculty's internal research projects. The aim of these activities is to focus the research efforts of Faculty members, link them more closely to mentoring work in doctoral programs, and engage external stakeholders in research projects to strengthen knowledge transfer capacity.

In the coming period, it will be necessary to define clear rules and mechanisms to encourage research work and scientific excellence, and to provide additional support to faculty in strengthening their research and mentoring capabilities.

# Scientific Journal

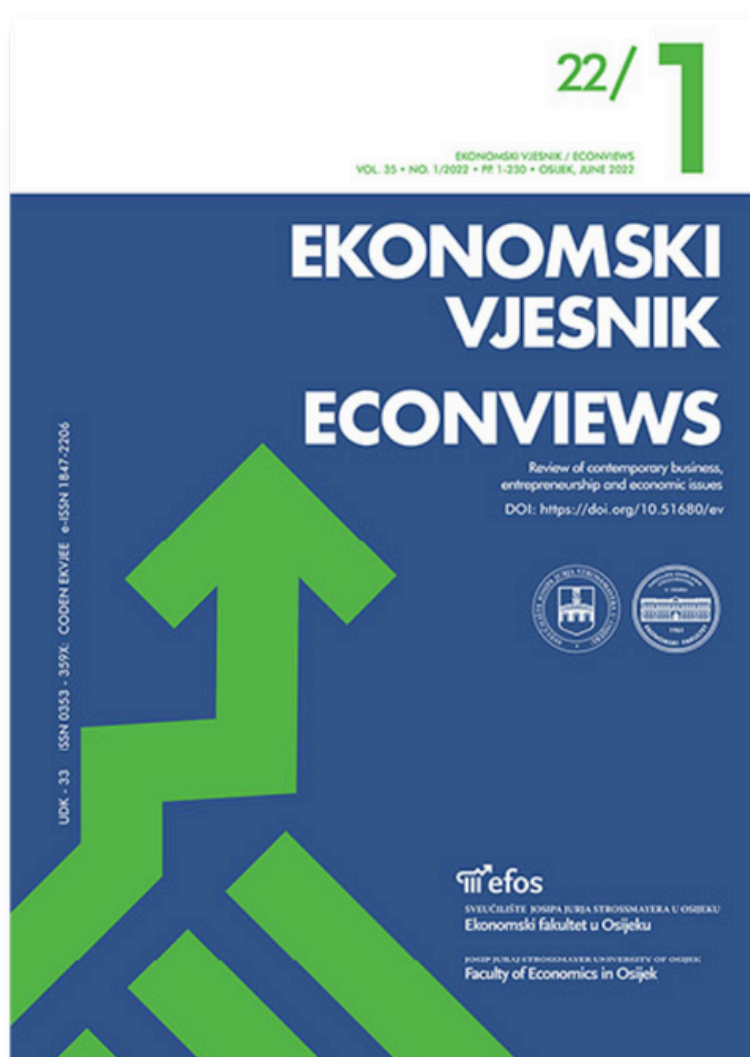
## Ekonomski vjesnik/Econviews

The scientific journal Ekonomski vjesnik / Econviews – Review of Contemporary Business, Entrepreneurship, and Economic Issues has been published since 1988, twice a year, and features articles in English that contribute to theoretical, methodological, and empirical insights in the field of economics. Articles may be based on quantitative or qualitative analyses, present syntheses of previous research, and highlight open questions in specific areas of socioeconomic practice. The journal accepts articles focused on various levels of research (from individual case studies to small or large samples) and different contextual frameworks (small, medium, and large enterprises, industrial sectors, local, regional, and national economies, international economy, economic branches, health and education, labor and demographics, natural resources, and other socioeconomic frameworks). Articles undergo an anonymous double-blind review process, meaning each article is reviewed by two anonymous reviewers selected by the editorial board based on their field of scientific expertise. The journal focuses on scientific areas of economics, business economics, and entrepreneurship; due to their inseparable connection with other disciplines—including information and technical sciences, law, sociology, psychology, and others—it also publishes interdisciplinary research articles.

Articles published in the journal are indexed in the following databases: Emerging Sources Citation Index, Web of Science, Clarivate Analytics, Philadelphia, Pennsylvania, USA; CAB Abstract, Wallingford, UK; EconLit, Pittsburg, USA; EBSCOhost, Ipswich, USA; ABI/INFORM, ProQuest, London, UK; DOAJ - Directory of Open Access Journals, UK; CEEOL - Central and Eastern European Online Library, Germany; Index Copernicus, Poland; ROAD - Directory of Open Access Scholarly Resources, France; Hrčak – Portal of Croatian Scientific Journals (MZOS, Srce & HIDD). During the previous period, the editorial board was strengthened with new members who are active scientific researchers. Additionally, the editorial board decided to exclude the option of publishing articles in Croatian, so articles are now accepted and published exclusively in English. The rejection rate of submissions has increased compared to previous periods (currently 32% before review and 30.6% after review).



In the upcoming period, the editorial board of Ekonomski vjesnik plans to continue improving the quality of its editorial work and the quality of articles published in the journal. To increase the journal's citation rate, the board will aim to attract more high-quality papers from both domestic and international authors. As part of this goal, the primary planned activity is to conduct a pre-evaluation for entry into the Scopus scientific database. The pre-evaluation results will indicate the journal's readiness for submission to Scopus. With the same objective, efforts will be made to further promote the journal through the international networks of the editorial board members and the Faculty as a whole, as well as through continued collaboration with international scientific conferences. Additionally, in the coming period, further efforts will be made to strengthen the editorial board by attracting renowned international scientists and expanding the network of domestic and international reviewers.



# Research Strategy of the Faculty of Economics and Business in Osijek for the Period 2023–2028

The main framework for the Research Strategy is set by the Development Strategy of the Faculty of Economics and Business in Osijek for the period 2023–2028, which defines four strategic areas of development for the Faculty in the upcoming period. The second strategic area encompasses the Faculty's research activities and is defined by the following strategic goal and its associated three specific objectives.

**Strategic Goal: Strengthen research productivity and excellence by enhancing and encouraging research and mentoring capacities to generate new scientific knowledge and facilitate knowledge transfer.**

## **Specific objective 1.**

Strengthen research activities and increase the Faculty's capacity for knowledge transfer by focusing research efforts and involving various stakeholders in the Faculty's internal research projects.

## **Specific objective 2.**

Develop a system for encouraging and enhancing the research excellence of Faculty staff and improve the productivity of research activities.

## **Specific objective 3.**

Redesign and restructure the postgraduate university doctoral program and strengthen the mentoring capacity of the Faculty's academic staff.

The specific objectives will be achieved through a series of planned activities. The implementation of each activity will be evaluated by analyzing predefined indicators within the set timeframe. Below is an overview of the activities, implementation indicators, responsible parties, and timelines/implementation periods.

Specific objective 1. Strengthening research activities and increasing the Faculty's capacity for knowledge transfer by focusing research efforts and engaging various stakeholders in the Faculty's internal research projects			
Activity/Task	Indicator	Activity Lead	Deadline/Implementation Period
1.1. Organize workshops for faculty to identify research areas for internal scientific research projects.	Organized workshops	Vice Dean for Research	Continuous on an annual basis
1.2. Consolidate the Faculty's internal research projects into a smaller number of projects focused on selected research areas.	Number of internal research projects	Vice Dean for Research Departments Faculty members	Continuous on an annual basis
1.3. Increase the capacity for knowledge transfer by involving experts from industry and the public sector in the Faculty's internal research projects.	Number of experts from industry and the public sector involved in research projects	Vice Dean for Research Vice Dean for Cooperation with the Community, Projects, and International Cooperation Faculty members	Continuous on an annual basis
1.4. Focus research activities by involving doctoral students in the Faculty's internal research projects.	Number of doctoral students involved in research projects	Vice Dean for Research Heads of doctoral studies Faculty members	Continuous on an annual basis



### Specific objective 1.

Strengthening research activities and increasing the Faculty's capacity for knowledge transfer by focusing research efforts and engaging various stakeholders in the Faculty's internal research projects

Activity/Task	Indicator	Activity Lead	Deadline/Implementation Period
1.5. Greater involvement of students in internal research projects	Number of postgraduate specialist, graduate, and undergraduate students involved in research projects	Program directors Faculty members	Continuous on an annual basis
	Number of published papers co-authored with postgraduate/ doctoral students	Administration Faculty members	Continuous on an annual basis
	Number of published papers co-authored with undergraduate and graduate students		
1.6. Define guidelines and frameworks for the application and implementation of the Faculty's internal research projects	Regulation (rulebook) on internal research projects of the Faculty developed	Administration	September 2023.
1.7. Encourage inter-faculty collaboration (at the local, national, and international level) in the application for scientific-research and professional projects.	Number of inter-faculty project applications	Administration Faculty members	Continuous

## Specific objective 2.

Develop a system for encouraging and enhancing the research excellence of Faculty staff and improve the productivity of research activities.

Activity/Task	Indicator	Activity Lead	Deadline/Implementation Period
2.1. Establish rules and policies for promoting scientific excellence among Faculty staff	Regulation on promoting scientific excellence established	Administration	September 2023.
2.2. Increase the quality of Faculty staff's papers and publications	Number of papers published in Q1, Q2, Q3, and Q4	Administration Faculty members	Continuous
2.3. Encourage applications for projects funded from competitive sources and EU projects	Number of applications for competitive scientific-research calls	Vice Dean for Research Faculty members	Continuous on an annual basis
2.4. Increase the number of projects funded from competitive sources and EU projects	Number of projects funded from competitive sources and EU projects	Vice Dean for Research Faculty members	Continuous on an annual basis

### Specific objective 3.

Redesign and restructure the postgraduate university doctoral program and strengthen the mentoring capacity of the Faculty's academic staff.

Activity/Task	Indicator	Activity Lead	Deadline/Implementation Period
3.1. Implement systematic changes to the doctoral program	Report on program changes for the Management study program completed	Administration Head of Doctoral Studies Program Revision Committee for doctoral study program "Management"	September 2023.
3.2. Strengthen the mentoring capacity of Faculty staff through the organization of internal workshops and funding of external training.	Number of organized internal training sessions/workshops on mentoring scientific and professional papers	Vice Dean for Research Faculty Members	Continuous
	Number of faculty members who attended external training on mentoring scientific and professional papers and on project management of scientific-research projects		
	Number of faculty members – active mentors in the Faculty's postgraduate/doctoral programs		



# Conclusion

The Faculty of Economics and Business in Osijek is a higher education institution striving for excellence in all its activities: educational, scientific-research, and its civic mission, which is operationalized through intensive and responsible collaboration with its environment, contributing to problem-solving in the community and its development.

In the coming period, the focus of activities that will be implemented or supported by the Faculty will include strengthening scientific-research work and increasing capacity for knowledge transfer by focusing research efforts and involving various stakeholders in the Faculty's internal scientific-research projects. In this regard, the Strategy defines several sets of different activities aimed at achieving these goals.

A portion of the activities includes supporting faculty members in the process of designing, applying for, and implementing internal scientific-research projects. The Faculty's internal projects encompass the work plan for each faculty member's scientific-research activities on internal projects and align them with the faculty members' engagement in other (competitive) scientific projects. Through internal workshops and working meetings, efforts will be made to bring together research teams, share knowledge, host researchers from external institutions, and strengthen the research capacity of all faculty members. The Faculty is in the process of changing the evaluation method for scientific work, and through internal projects, it aims to promote scientific excellence, faculty collaboration, a higher degree of transfer of research results and knowledge to the economy, and more intensive student involvement at all educational levels in line with the research area of the set project. Additionally, the plan is to bring research projects closer to the business community with the aim of increasing their involvement and the practical application of scientific research results.

In the context of focusing scientific-research efforts, the involvement of doctoral students in the Faculty's internal scientific-research projects will be encouraged to enhance their understanding of the research process, simplify the process of connecting doctoral students with mentors, and define doctoral research topics.

Finally, in the coming period, special attention will be given to strengthening cooperation with researchers from other national and international institutions.