

Sanda Renko

Sanda Renko, PhD, is the Associate Professor at the Trade Department, Faculty of Economics and Business, University of Zagreb. She is the course coordinator for Wholesale and Retail Business, Business Logistics, Retailing Management, Benchmarking, Distribution Strategies, and Category Management. Dr. Renko is involved in numerous scientific projects such as FP7 FOCUS Balkans Project for European Union, the Project of the development of organic food distribution channels and the consumer protection in the Republic of Croatia and the Project of development of sale and distribution systems in Croatian enterprises. In 2006, she was awarded the „Mijo Mirković“ Award for the best scientific paper. She was guest editor in special issues of a number of scientific journals (World Journal of Retail Business Management, Food Product Marketing, and British Food Journal). Dr. Renko is the Editor in Chief of the International Journal of Sales, Retailing and Marketing.

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Qualifications

2004 Ph.D., Faculty of Economics & Business in Zagreb

1998 M.Sc., Faculty of Economics & Business in Zagreb

1991 B.Sc., Faculty of Economics & Business in Split

Publications(Selected)

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