

Exchange Week for foreign visiting professors
8 - 12 April 2024
Iscte, Lisbon

Professor Ivona Skreblin Kirbis

University Zagreb School of Economics and Management

Country Croatia

Brief CV

With a Ph.D. in Social Psychology and rich international experience, I am an expert in organizational behavior, human resource management, wellbeing counseling, people analytics, career development, teaching, research, and management in higher education. I help organizations diagnose challenges and develop through targeted initiatives promoting individuals' and groups' optimal functioning and wellbeing. I have extensive experience with quantitative and qualitative research techniques and I enjoy analyzing and interpreting data when conducting scientific and applied research projects, particularly in people analytics field. I love to work with students – I have experience in teaching in classroom as well as online, in English and Croatian language and to diverse groups of students (Croatian and international, working and non-working students of different age groups), on both undergraduate and graduate level. Considering that I have held different positions within a private business school, I understand thoroughly the management processes within higher education as well as accreditation processes (such as AACSB). I have lived and worked in Croatia, USA and Italy and I am fluent in Croatian, English and Italian. I am creative, analytical, conscientious, with strong teamwork and intercultural skills.

On-going research topic

Career development, Financial literacy, Education, Employee wellbeing

Relevant publications

Škreblin Kirbiš, I., Vehovec, M. & Galić, Z. (2017). Relationship between Financial Satisfaction and Financial Literacy: Exploring Gender Differences. *Društvena istraživanja*, 26 (2), 165-185. <https://doi.org/10.5559/di.26.2.02> (ISSN: 1330-0288)

Škreblin Kirbiš, I., Koričan, M. & Franc, S. (2021). Children's Career Aspirations and Labor Market – Implications for Education. *Proceedings of 9th Higher Education Institutions Conference*, Online conference, November 11-12, 2021, edited by K. Aleksić-Maslač

Škreblin Kirbiš, I. & Richards, R. (2010) Teaching human resource management in Croatia using work-based action projects. *International Journal of Management Education*. 9 (1), 21-32. (ISSN: 1472 – 8117)

Topic of lecture for the students

Behavior design for change management

Outline of lecture for the students

1. People analytics - lecture about importance of metrics and analytics in HR for data-based management; overview of interesting case studies (Google, Sears, Bank of America,...); discussion about obstacles and challenges in people analytics; possible tools and approaches for starting people analytics projects in companies. 2. Behavior design for change management - defining behavior design (BD) and distinguishing BD approach to behavior modification from other more traditional approaches; BD examples in HR; BD tools and possible applications