Vatroslav Škare, PhD - Assistant Professor at Marketing Department, Faculty of Economics and Business - University of Zagreb, Croatia. He is a young marketing person with passion for digital marketing, lecturer, author, and marketing consultant.

His research interests are related to digital marketing, product and brand management, services innovation, and country image. He is an author or co-author of more than 20 publications on the above issues, 2 of them published in a renowned international journal.

Visiting professor at: Faculty of Business Administration, Corvinus University of Budapest, Hungary; Faculty of Economics, University of Ljubljana, Slovenia; Faculty of Economics and Business Administration, Babes Bolyai University, Cluj-Napoca, Romania; ISM University of Management and Economics, Vilnius, Lithuania; Vilnius University, Vilnius, Lithuania.

He pursues developing research skills and gaining practical business experiences in order to be able to inspire present and future marketing experts. As a consultant, he has been involved in marketing projects in different industries, including Tourism, Retail, Financial Services, Publishing & Media, ICT, and Real Estate.

Since 2014, Vatroslav Škare has been the National representative for Croatia at the European Marketing Academy (EMAC).

 