

IN MEMORIAM

Professor Emerita Mira Marušić 1936–2021



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"The teacher who walks in the shadow of the temple, among his followers, gives not of his wisdom but rather of his faith and his lovingness.

If he is indeed wise he does not bid you enter the house of his wisdom, but rather leads you to the threshold of your own mind."

K. Gibran



"Učitelj koji se šeće u sjeni hrama, među učenicima, ne daje od svoje mudrosti nego od svoje vjere i svoje ljubavi.

Ako je doista mudar, ne nudi vam da uđete u kuću njegove mudrosti nego vas radije vodi do praga vašega duha".

K. Gibran

The morning of Sunday, 17 October 2021, saw a quiet departure of our professor, colleague, collaborator, mentor, and friend – Professor Emerita Mira Marušić.

As a member of the Marketing Department of the University of Zagreb's Faculty of Economics & Business, to which she had dedicated years of committed teaching, scientific and professional work, Professor Emerita always set new, higher, more challenging and above all innovative requirements and standards before her colleagues, collaborators and students, thus contributing immensely to the quality standards and reputation of the Faculty of Economics & Business in Zagreb.

She was among the pioneers who introduced marketing as a modern academic discipline in the curriculum of studies in economics and business, selflessly sharing her rich knowledge

U nedjeljno jutro, 17. listopada 2021. godine, tiho je otišla naša profesorica, kolegica, suradnica, mentorica i prijateljica, naša profesor emerita Mira Marušić.

Kao članica Katedre za marketing Ekonomskog fakulteta Sveučilišta u Zagrebu dugogodišnjim i predanim pedagoškim, znanstvenim i stručnim radom iz dana u dan je postavljala nove, više, izazovnije i nadasve inovativne zahtjeve i standarde pred svoje kolege, suradnike i studente. Upravo je na taj način iznimno pridonijela kvaliteti rada i reputaciji Ekonomskog fakulteta - Zagreb.

Među prvima je započela s uvođenjem marketinga kao suvremene akademske discipline u curriculum studija ekonomije i poslovne ekonomije, a svoje je bogato znanje i iskustvo nesebično prenosila generacijama studenata,

Darko Prebežac

and experience with generations of undergraduate, graduate and doctoral students at home and abroad.

Unique as a scholar, professor and person, she was completely dedicated to her life's calling. Maintaining a youthful spirit, vital energy and optimism throughout her life, she was a guiding star to many, serving as both a role model and inspiration to generations of students, as well as colleagues in the academic community and marketing professionals.

Great in her achievements, yet modest about presenting them, she was reluctant to speak about herself, offering her work instead to serve as a testimony of which everyone may form their own opinion. That is why I have opted to highlight but a few tiny details of her generous life's academic and professional journey. It is precisely the way our professor would have wanted it to and what she wrote for the purpose of her last major project – a book coauthored by both of us. Even though I am aware that she deserves far more and better than that, let her wish be granted.

Education

Vinkovci Grammar School (1955), followed by a university degree (1960) from the Faculty of Economics & Business, University of Zagreb, from which she also received a doctorate in 1975. Master's Degree (1968) from the University of Rhode Island, Kingston, U.S.

Market research in the economy (1962–1972)

Head of research projects at the Institute of Market Research (Belgrade – Zagreb – Ljubljana), mostly exploring fast moving consumer goods and to a lesser extent industrial goods for the purposes of local and foreign manufacturers. At the time, she spent two months on a summer scholarship (within the scientific and technical cooperation at the time) at research institutes in London: Gallup (which undertook personal interviews) and AC Nielsen (conducting retail trade panel research). Of the 10 years working at the

magistranta i doktoranda u zemlji i inozemstvu.

U potpunosti je bila posvećena svojem životnom pozivu. Jedinstvena kao znanstvenik, profesor i čovjek. Uvijek mladenačkoga duha, velike životne energije i optimizma, bila je za mnoge najsjajnija zvijezda na obzoru, uzor i poticaj, nadahnuće generacijama studenta, kolegama u akademskoj zajednici, profesionalcima u marketinškoj struci.

Velika u postignućima, a skromna i ponizna u predstavljanju, nikada nije voljela govoriti o sebi. Znala je reći da ono što je napravila dovoljno govori o njoj, a na svakome je pojedincu da stvori svoj vlastiti sud. I upravo zbog toga sam iz njezina bogatog akademskog, profesionalnog i životnog puta izdvojio same neke male crtice. I to upravo onako kako bi to profesorica željela, onako kako je to i sama napisala za potrebe svog zadnjeg velikoga projekta, naše zajedničke knjige. Iako svjestan da zaslužuje više i bolje, neka bude po njenoj želji i volji.

Obrazovanje

Gimnazija Vinkovci (1955.), diplomirala (1960.) i doktorirala (1975.) na Ekonomskom fakultetu Sveučilišta u Zagrebu. Magistrirala (1968.) na University of Rhode Island, Kingston, SAD.

Istraživanje tržišta u gospodarstvu (1962. do 1972.)

Voditeljica istraživačkih projekata u Zavodu za tržišna istraživanja (Beograd - Zagreb - Ljubljana), pretežno proizvoda krajnje potrošnje i u manjoj mjeri proizvoda industrijske potrošnje, a za potrebe domaćih i inozemnih proizvođača. U to vrijeme boravila je na dvomjesečnoj ljetnoj stipendiji (u okviru tadašnje "Znanstveno tehničke suradnje") u istraživačkim institutima u Londonu: Gallup (koji je vodio osobno intervjuiranje) i AC Nielsen (koji je vodio panel trgovine na malo). Od 10 godina provedenih u ZIT-u, dvije

Institute, two years were spent on a course of post-graduate studies in the U.S (1966–1968).

Teaching activities

Between 1972 and 1982, Professor Marušić was a lecturer in Market Research and Marketing Strategy at the Faculty of Foreign Trade, followed by a teaching spell at Zagreb's Faculty of Economics & Business (1982–2001) and at the Zagreb School of Economics and Management (ZŠEM) between 2001 and 2016.

It was at the Faculty of Economics & Business that she first introduced MarkStrat simulation in the teaching of marketing strategy, developed further at the ZŠEM after 2001. It is an interactive teamwork method allowing students to manage a virtual company and decide on its various marketing activities – from product creation, its pricing, distribution channel development to marketing communications. The MarkStrat software, developed at the INSEAD international school, provides post-graduate students in various fields with an interesting and stimulating educational tool. It was also adopted at the Faculty of Electrical Engineering and Computing as part of a Diploma Study in Management program at the time.

Professor Marušić participated in designing the Marketing Department curriculum and developing international cooperation at the Faculty of Economics & Business (through TEMPUS, CEEPUS, and bilateral cooperation programs). In addition to chairing its Marketing Department, she served as Vice Dean for International Cooperation, co-founded and in the first four years headed an MBA study program associated with two U.S. Universities (Florida State University and the University of Kentucky) and taught in English and Croatian, with intense participation of lecturers from those universities and using both international and local literature. For that contribution, she received a Zagreb Chamber of Economy award in 1996.

As a guest professor, mostly during U.S. Summer School time, she taught regular courses includ-

godine provela je na poslijediplomskome studiju u SAD-u (1966. do 1968.).

Nastavne aktivnosti

Od 1972. do 1982. predaje na Fakultetu za vanjsku trgovinu kolegije *Istraživanje tržišta* i *Strategija marketinga*, od 1982. do 2001. na Ekonomskom fakultetu - Zagreb, a od 2001. do 2016. na Zagrebačkoj školi ekonomije i managementa (ZŠEM).

Na Ekonomskom fakultetu - Zagreb uvela je nastavu strategije marketinga uz pomoć računalne simulacije *Markstrat*, koju je nakon 2001. dalje razvijala na ZŠEM-u. Riječ je o interaktivnome načinu timskoga rada u kojemu tim studenata upravlja virtualnim poduzećem i odlučuje o različitim aktivnostima marketinga - od stvaranja proizvoda, njegove cijene, kanala distribucije i marketinške komunikacije. Program je razvijen u međunarodnoj školi INSEAD, namijenjen je studentima poslijediplomskih studija različitih usmjerenja i vrlo im je zanimljiv i stimulativan. U to vrijeme prihvaćen je i na FER-u kao program pod nazivom "Diploma Study in Management".

Na EFZG-u sudjelovala je u izradi nastavnoga programa Katedre za marketing, u razvoju međunarodne suradnje fakulteta (programi TEMPUS, CEEPUS i bilateralna suradnja). Bila je pročelnica Katedre za marketing, prodekanica za međunarodnu suradnju, jedan od suosnivača i voditeljica prve četiri generacije studija MBA, koji je tada bio organiziran u stalnoj suradnji s dvama američkim sveučilištima (Florida State University i University of Kentucky), na engleskome i hrvatskome jeziku, uz intenzivno sudjelovanje predavača s tih sveučilišta i uz uporabu inozemne i domaće literature. Za taj doprinos dobila je 1996. godine nagradu Gospodarske komore grada Zagreba.

Kao gost profesor, pretežno je u ljetnim mjesecima (kada se u SAD-u održava "Summer School") predavala redovite kolegije, također i Strategiju marketinga i Istraživanje tržišta na dodiplomskome i poslijediplomskome studiju na Suffolk University u Bostonu, University of Rhode Island u

ing Marketing Strategy and Market Research to both undergraduate and post-graduate students at the Suffolk University in Boston, the University of Rhode Island at Kingston, and the University of Massachusetts, North Dartmouth (in the U.S.) and at the Czech Management Center (International Graduate School of Business in Čelákovice).

Professional contribution to business

A head of numerous research and consultancy projects, Professor Marušić also helped organize and lectured at training courses provided to companies, especially in the last years of her teaching career.

Authorship and social activities

Authoring the first three editions and co-authoring the 4th and 5th edition of the course book in Market Research (*Istraživanje tržišta*), while co-authoring two editions of the course book in Tourist Destination Research (*Istraživanje turističkih tržišta*), she was also the author of a manual entitled *Plan marketinga* as well as a number of papers and articles published in journals or presented at congresses and other scientific and professional conferences in the country and abroad.

A member of the Croatian Economic Association and a national representative to the European Society of Marketing and Opinion Research (ESOMAR), Professor Marušić actively promoted both the work and participation of local authors at congresses and seminars on different topics which were held in a number of European destinations.

She was awarded the title of Professor Emerita by the University of Zagreb in 2007.

By launching the second edition of our joint book at the Faculty of Economics & Business in Zagreb in February 2019, we presented what was to be her last academic work. There was absolutely no hint of it being her (or our) very last project. Professor Marušić was highly energetic, filled with optimism and vital energy which she always emanated and passed on to all of us.

Therefore, I cannot but cite another wise, prophetic thought of the poet Khalil Gibran, who said:

Kingstonu i University of Massachusetts North Dartmouth (sve SAD) i Czech Management Center (Međunarodna poslovna škola u Čelakovicama).

Stručni rad u gospodarstvu

Vodila je brojne istraživačke i konzultantske projekte te sudjelovala u organizaciji i predavanjima na seminarima u poduzećima, posebno u posljednjim godinama rada.

Autorski radovi i društvene aktivnosti

Autorica je prva tri i koautorica 4. i 5. izdanja udžbenika *Istraživanje tržišta*, koautorica dva izdanja udžbenika *Istraživanje turističkih tržišta*, autorica priručnika *Plan marketinga* i znatnog broja članaka i priloga publiciranih u časopisima ili predstavljениh na kongresima i drugim znanstvenim i stručnim skupovima u zemlji i inozemstvu.

Bila je član Društva ekonomista i nacionalna predstavnica međunarodnog udruženja ESOMAR (European Society of Marketing and Opinion Research), s osnovnim ciljem promicanja aktivnosti i sudjelovanja naših autora na kongresima i seminarima različitih tema u brojnim europskim destinacijama.

Zvanje Professor emerita dobila je 2007. godine na Sveučilištu u Zagrebu.

U veljači 2019. godine na Ekonomskom fakultetu - Zagreb zajedno smo predstavili njezin zadnji akademski projekt. Promovirali smo drugo izdanje naše zajedničke knjige. Ni po čemu se nije dalo naslutiti da će to biti njezin (naš) posljednji projekt. Profesorica je bila puna energije, optimizma i životne energije, kojom je zračila i koju je prenosila na sve nas.

I zato ne mogu a ne prisjetiti se opet jedne mudre, proročanske misli pjesnika Gibrana, koji je rekao:

In memoriam

When you are sorrowful look again in your heart, and you shall see that in truth you are weeping for that which has been your delight.

And looking into our heart, many of us will recognize that Professor Mira Marušić was our delight, as well as our inspiration. The smile adorning her face at the launch of her last book is surely reflected on our faces even today, when she is no longer with us.

“Kad ste žalosni, opet zavirite u svoje srce, i vidjet ćete da odista plačete za onim što je bila vaša radost”.

I kad mnogi među nama zavire u svoje srce priznat će da je profesorica Mira Marušić bila naša radost i naša inspiracija. A osmeh koji je imala na promociji svoje zadnje knjige ozarit će naša lica i danas kad je više nema među nama.



Professor Emerita Mira Marušić has gone, and so has my dear professor, mentor, and friend. She was one of the most important persons in my life, with whom I shared a full 40 years of professional and personal acquaintance. I am grateful for the help she provided so selflessly, helping me become a better scientist, teacher, a better man.

All of us who knew Professor Emerita Mira Marušić are thankful for everything we had the opportunity to learn from her. So, in parting, we maintain countless memories of her that are as beautiful as they are enduring.

Gentle and modest during her life, Professor Marušić leaves a rich legacy commemorating it. According to her wishes, she had a private funeral attended by members of her family.

Professor Darko Prebežac, Ph. D.

Otišla je profesor emerita Mira Marušić, ali otišla je i moja draga profesorica, mentorica i prijateljica. Otišla je jedna od najvažnijih osoba u mom životu, s kojom me veže punih 40 godina profesionalnog i osobnog poznanstva. Zahvalan sam što mi je nesebično pomogla da postanem bolji znanstvenik, učitelj i čovjek.

Zahvalni smo i svi mi, koji smo ju poznavali, za sve što smo od profesor emerita Mire Marušić imali priliku naučiti. Opraštamo se od naše profesorice uz brojna lijepa i nezaboravna sjećanja.

Živjela je skromno, ostavila nam je puno, a na vječni počinak, prema vlastitoj želji, ispraćena je tiho, u krugu obitelji.

Prof. dr. sc. Darko Prebežac