

**BORDERS** **nd**

**T4EU week courses**



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# Buildings Design driven by New European Bauhaus

This course will provide students with tools to address the pressing need for climate change mitigation in the construction ecosystem following the New European Bauhaus (NEB) paradigm. The urgency of the climate crisis requires that new cross-cutting solutions for sustainable built environments are developed and implemented. The NEB can be an instrumental source of comprehensive architectural, technological, rural, urban, and social transformation needed to frame and apply sustainable construction solutions. In this course New European Bauhaus (NEB) principles will be shared and placed in context application across domains. The student will learn how to apply all three values and working principles of the NEB Compass in a building design and learn of innovative approaches in building design.

**LANGUAGE:** English

**ECTS:** 3

**Max. participants:** 20

The course will consist of 4 modules («minicourses»):

1. New European Bauhaus Compass, its values and working principles
2. Engineered living materials for architecture
3. Restorative environmental and ergonomic design
4. Comfort of the users through acoustics

Each of the modules consists of lectures, practical cases, discussions and exercises. Furthermore, students will work in groups and through mentored research learn about the best practices in sustainable buildings.

**The course will be performed  
in collaboration with  
InnoRenew and  
ARCHI-SKIN project.**



**BSC, MSC and PhD students  
of  
material science,  
architecture,  
and civil engineering**

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# Buildings Design driven by New European Bauhaus

## **New European Bauhaus Compass, its values and working principles, Prof. Andreja Kutnar**

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The New European Bauhaus (NEB) is a creative and interdisciplinary initiative that connects the European Green Deal to our living spaces and experiences. It encourages us to build a sustainable and inclusive future together that is beautiful for our eyes, minds, and souls. The built environments that we create should be enriching, inspired by art and culture, responding to needs beyond functionality; sustainable, in harmony with nature, the environment, and our planet; and inclusive, encouraging a dialogue across cultures, disciplines, genders and ages. The NEB Compass can guide us in the creation of the built environment of the future. It can be truly NEB, if the three core values (beautiful, sustainable, together) and working principles (participatory process, multi-level engagement, transdisciplinary approach) are met.

## **Engineered living materials for architecture, Assoc. Prof. Anna Sandak**

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Progress in biomimetics has led to the fabrication of materials and surfaces with properties similar to the biological sources of mimetic inspiration. These materials underly the development of a new generation of building materials that have remarkable properties typically unachievable with a traditional approach. The course will provide an overview and describe the key challenges regarding possible innovations in the bio-based building sector from the perspective of the development of materials inspired by nature. Students will be involved in an interdisciplinary vision of biology, materials engineering and architecture and will learn about the principles of how living organisms function in their environment. They will learn how the bioinspired solutions can be identified, developed, and applied to design new generation of building materials. Finally, the new concept of merging living cells with material will be presented with the scope of inspiring out-of-the box thinking.

## **Restorative environmental and ergonomic design, Assoc. Prof. Michael Burnard**

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Natural environments have been shown to provide restorative properties to people who visit them. In modern society our built environment often separates us from nature, making it difficult to access for many. Bringing nature to where people spend most of their time through nature-inspired design solutions can provide restorative and wellbeing benefits to people where they live, work, and play. Like the growing trend in personalised medicine that targets treatments for individuals, design solutions should be personalised as well, as there appears to be cultural, regional, and personal differences in responses to elements of nature in the buildings.

## **Comfort of the users through acoustics, Assist. Prof. Rok Prislan**

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As we spend most of our time indoors, we need to improve our understanding of all aspects relevant to comfort and well-being in the built environment. The acoustic aspect is generally neglected, although it is essential for verbal communication and personal interaction, privacy, restoration and productivity. Despite these concerns, noise in the built environment is one of the most common causes of complaints, which means that we are not successful with building design and/or simply do not understand well enough what is acoustically relevant. Another challenge is the use of lightweight materials such as wood, which is required for building sustainably but can compromise the acoustic performance of buildings if used incorrectly. In the course, requirements for acoustic comfort are presented together with the quantitative ratings and parameters such as sound insulation and reverberation time. The perception of sound is discussed and methods for assessing users' perceptual preferences are presented. The aim is to better understand the acoustic design requirements that lead to a healthier and more productive built environment.

# Buildings Design driven by New European Bauhaus



**Prof. Dr.  
Andreja Kutnar**

University of Primorska &  
InnoRenew CoE



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VERDE, DIGITALE E INCLUSIVA

Andreja Kutnar is a full professor in the field wood science at the University of Primorska in Koper, Slovenia and director of the InnoRenew CoE, research institute established within a Teaming grant "Renewable materials and healthy environments research and innovation centre of excellence" (H2020 WIDESPREAD-2-Teaming: #739574). She is the Head of the The New European Bauhaus Academy Pioneer Hub for Sustainable Built Environments with Renewable Materials (NEBAP Hub) and the coordinator of the pan-European consortium of the New European Bauhaus Academy (NEBA), led by the University of Primorska and composed of 14 partners (one of them Estonian Academy of Arts, EKA), which was officially announced by the European Commission in December 2023 as the sole winner of the call for the establishment of the New European Bauhaus Academy.

She was an Executive Board member of InnovaWood for six years and in the years 2020/2021 president of the Society of Wood Science and Technology Executive Board. She was chair of COST Action FP1407, "Understanding wood modification through an integrated scientific and environmental impact approach" (ModWoodLife). Her areas of expertise include wood composites, therm- hydro-mechanical treatment of wood, and adhesive bonding. Her work focuses on research projects in the fields of natural science, technology, sustainable development of the wood industry, environmental impact assessment of new materials, products, and technologies from origin, manufacturing, use/alteration to reuse or recycle. For the wood industry, she performs life cycle assessments (LCA) and advises on improving environmental impacts across the wood value chain.

In 2016, she was recognized with the "Prometheus of Science for excellence in communication" award for successful multi-level communication in wood science and supporting sustainable development. In 2018, she received the distinguished Zois Certificate of Recognition for important scientific achievements in the field of wood science. And in 2020, she was included in the prestigious European Commission campaign #EUwomen4future that draws attention to outstanding women working in research, innovation, education, culture and sport.

Anna Sandak is the InnoRenew CoE Deputy director and Head of research department for materials. She is associate professor and research associate at the University of Primorska. She was previously employed at Trees and Timber Institute of Italian National Research Council, where she coordinated the Laboratory of Surface Characterization. She is the Management Board member of the The New European Bauhaus Academy Pioneer Hub for Sustainable Built Environments with Renewable Materials (NEBAP Hub).

She has PhD in Wood Science and M.Sc. in Biology. Anna is a member of Italian Society for Near Infrared Spectroscopy, International Committee for Near Infrared Spectroscopy, International Research Group on Wood Protection, and International Society for Plant Spectroscopy. In 2012 she was appointed as IUFRO Officeholder, deputy of division 5.03.05 – Biological resistance of wood. In 2023 she was nominated by the Swiss National Science Foundation (SNSF), and joined the AcademiaNET. She also actively contributes to several COST actions, including FP1006, FP1101, FP1303, FP1407, FP1405, TU1403, CA 15216, CA16226 and CA19145.

In 2022 Anna was awarded the ERC consolidator grant for the project ARCHI-SKIN (101044468-ERC-2021-COG) to develop the novel concept of a bio-active living coating system, pushing the boundaries of traditional materials toward the development of engineered living materials. Anna is analyzing multi-scale relationship and performance of modified and functionalized bio-based materials and implementing them as new architectural elements. Her passion is to search for biomimetic solutions for design of new materials and to promote knowledge-based use of bio-inspired materials in modern sustainable buildings.



**Assoc. Prof. Dr.  
Anna Sandak**

University of Primorska &  
InnoRenew CoE



# Buildings Design driven by New European Bauhaus



**Assoc. Prof. Dr.  
Michael Burnard**

University of Primorska &  
InnoRenew CoE

Michael Burnard was born in the United States of America but moved to Slovenia in 2013 to complete his PhD. Mike is now an assistant professor at the University of Primorska where he performs research, teaches, and mentors students. He is also the deputy director of the InnoRenew CoE, a research organisation founded in 2017 following successful funding from the H2020 Widespread-Teaming programme. His research interests are focused on enhancing human health and using wood in the built environment as well as advancing sustainability through intelligent use of renewable resources, particularly in buildings. Mike also works in many other areas including business management, innovation, data science, and ICT. He has or currently serves on the board of several organisations that support the development wood-related research and industry.

Mike was a key writer and concept generator for the InnoRenew CoE teaming applications, has consulted on other teaming applications and projects, and is a dedicated participant in COST Actions. He has seen the positive effects Widening projects and actions can have, and is a firm believer that the programme can produce great outcomes. During his professional career in the US, Mike was a board member (6 years) and President (1 year) of the Portland Wholesale Lumber Association. He is a board member of the Society of Wood Science and Technology and is the Vice-President of InnovaWood. Mike is a frequently invited speaker at international events and PhD schools related to wood science and healthy built environments. He is actively involved in the The New European Bauhaus Academy Pioneer Hub for Sustainable Built Environments with Renewable Materials (NEBAP Hub) activities.



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Rok Prislan is Head of research department for Buildings and is leading research in the field of acoustics at InnoRenew CoE. He is also assistant professor at the University of Primorska. His main research topics are advanced measurement techniques for sound field characterization and geometrical room acoustic modelling. He is the Management Board member of the The New European Bauhaus Academy Pioneer Hub for Sustainable Built Environments with Renewable Materials (NEBAP Hub).

Before joining InnoRenew CoE and University of Primorska, Rok was working as an acoustic designer/consultant at MK3 d.o.o. and has led over 60 projects in the field of acoustics and noise control. He has been in charge of the acoustic design of a large span of buildings, including theatres, studios, concert venues and offices. His practical experience is complemented with R&D projects that include room acoustic analysis in the cloud, smart acoustic elements and artificial acoustic environments.

Rok has two master's degrees, one in physics (mathematical physics) from the University of Ljubljana and one in engineering acoustics from the Technical University of Denmark (DTU). As such, Rok has a broad overview of acoustics as well as knowledge for modelling natural phenomena. Rok obtained his PhD at the Faculty of Mathematics and Physics, University of Ljubljana, researching the analogies between quantum mechanics and acoustic systems as well as developing room acoustic simulations.



**Assoc. Prof. Dr.  
Rok Prislan**

University of Primorska &  
InnoRenew CoE

# Heritage beyond Borders for Societal Transformation: Interpretation and Education

The course covers the main topics in the frame of the UNESCO Chair of Interpretation and Education for Enhancing Integrated Heritage Approaches at the University of Primorska. The course aims to raise the understanding and importance of heritage interpretation and the transfer of knowledge about heritage into education. Heritage is present in all societies and is often one of the main elements in programmes for economic development and sustainability, mainly in tourism. However, besides these attractive potential uses of heritage, we have to maintain the work on its protection and conservation. Part of this process includes its presentation and education to ensure a better understanding of heritage values, thus creating the basis for its protection. Interpretation of heritage is an integral part of heritage presentation and education. Participants will learn about the basics of heritage interpretation; through lectures and fieldwork, they will learn and understand what processes take place in the process of heritage interpretation; they will gain knowledge about interpretation infrastructure and how to use and design specific didactic tools. At the end of the course, participants will have the knowledge and skills to recognize the values, prepare the interpretation plan for a particular heritage of their choice, and prepare a concept plan for at least one didactic tool..

**LANGUAGE:** English

**ECTS:** 3

**Max. participants:** 20

The course will consist of 4 modules (»minicourses«):

1. Introduction to heritage interpretation.
2. Fieldwork and out-of-class lectures.
3. Heritage interpretation in education.
4. Postvention activities – independent work, supervision, and presentation of results.

**CONTACT:** [irena.lazar@fhs.upr.si](mailto:irena.lazar@fhs.upr.si)

Each of the modules consists of lectures, practical cases, discussions, and exercises. Furthermore, students will work in groups and through mentored research learn about the best practices in heritage interpretation.

**The course is intertwined  
with activities within  
Unesco Chair of Interpretation and  
Education for Enhancing Integrated  
Heritage Approaches**



**unesco**  
Chair

**BA and MA students  
primarily from the  
humanities, arts and  
social sciences fields,  
but we also welcome all  
other interested  
students**

# Heritage beyond Borders for Societal Transformation: Interpretation and Education

## Introduction to heritage interpretation,

**Assist. Prof. Neža Čebren Lipovec, Assist. Prof. Zrinka Mileusnić**

This micromodule will include online and live implementation at the University of Primorska, Faculty of Humanities. The main goal of this part is to introduce the students to the basics of heritage interpretation. Students will learn about the theory of heritage interpretation, the process of preparation for heritage interpretation, and interpretation infrastructure. They will be acquainted with good practice case studies by the authors of interpretation plans. This possibility will enable them to use interaction and discuss with the creators of interpretation about the process and potential obstacles to deepen the acquired theoretical knowledge. The micromodule will also introduce the topic of critical heritage studies as one of the contemporary topics in heritage research.

## Fieldwork and out-of-class lecture,

**Assist. Prof. Katja Hrobat Virloget, Prof. Irena Lazar**

This micromodule will take part in Slovenia. Participants will spend a day in the field, visiting heritage sites with already established interpretation centres and infrastructure. Participants will be engaged in several roles. At the beginning, they will have a lecture explaining the concept of the interpretation on site. This way, they will also learn about the interpretation of its values. After that, they will exchange roles and indulge in guided interpretation and individual visits to the interpretational centre as tourists and schoolchildren do. After that, they will provide feedback and learn to analyse the interpretation at the site critically.

## Heritage interpretation in education,

**Assist. Prof. Zrinka Mileusnić, Assist. Prof. Neža Čebren Lipovec, Prof. Irena Lazar**

The micromodule will consist of both theoretical and practical parts and will be demonstrated live. It will cover the topic of integrating heritage interpretation and education. During the module, participants will learn about the significance of including heritage in all levels of education, as well as the potential and added value of heritage interpretation in education. In the practical section of the micromodule, participants will learn how to apply their knowledge about heritage values to design didactic tools for heritage interpretation. They will work in groups, using and testing existing tools developed at the University of Primorska, and will also create alternative sets of tools from the existing ones. This way, they will be adequately trained to create their didactic tools for interpretation.

## Postvention activities – independent work, supervision and presentation of results, Assist. Prof. Neža Čebren Lipovec, Assist. Prof. Zrinka Mileusnić

The postvention phase of the course involves individual work by participants for two weeks after the live part of the course. This phase includes the preparation of a valuation and interpretation plan for a heritage site of the participant's choice. It also involves the creation of interpretation infrastructure and a detailed design of one didactic tool. During this phase, participants will have online meetings with supervisors to receive guidance on their independent work. The final part of this phase will be an online public presentation of the results. This micro module aims to test participants' theoretical and practical knowledge and encourage them to approach heritage interpretation creatively while creating didactic tools for heritage education.

# Heritage beyond Borders for Societal Transformation: Interpretation and Education



**Prof. Dr. Irena Lazar**

University of Primorska

Irena Lazar is an archaeologist, professor, research and museum councillor, Dean of UP Faculty of Humanities and Head of the Unesco Chair of heritage interpretation and education for enhancing integrated heritage approaches since 2022. She started her career as a Museum curator in archaeology and has over 15 years of experience in the field of museology. Since 2005 she has been a professor of Roman archaeology and cultural heritage at the University of Primorska. She has been involved in the preparation of new study programs in archaeology and cultural heritage. Her research fields are Roman archaeology and history, archaeology of Roman provinces, ancient glass, Roman material culture, and cultural heritage (management, interpretation, promotion). She has directed several national and international projects and organised numerous scientific conferences. She is also the President of the Scientific Council of the Slovenian Science Foundation from 20 June 2022, with a term of office until 24 May 2024.



Neža Čebtron Lipovec is an expert in heritage studies, educated as art and architectural historian, MSc in Conservation of monuments and sites (RLICC K.U. Leuven, Belgium), and a PhD in History (University of Primorska). Initially, she worked as researcher at the RLICC, focusing on preventive conservation and built heritage maintenance practices in Europe. Since 2009 she works at the Department and Institute for archaeology and heritage at Faculty of Humanities of the University of Primorska (Slovenia) as researcher and assistant professor. Her key fields of research encompass post-WWII architectural history and conservation, contemporary issues in immovable heritage conservation and management. Over the last years she has been focusing on critical heritage studies, particularly on anthropological and ethnological perspectives in built heritage conservation, heritage discourses, and participatory methods in conservation. She collaborated in several international and cross-border projects (Roof of Rock; MACC - Modern Art Conservation Centre; Shared Culture; AS - Archaeology for all; etc.) and in several national research projects. Recently she concluded a postdoctoral grant of the Slovene research agency, and she is member of the core research team in the national research project HEI-TRANSFORM, Heritage for an inclusive transformation, and in two COST Actions (Slow Memory; Dynamics of Placemaking). She is active member of the UNESCO Chair on interpretation and education for enhancing integrated heritage approaches, at the University of Primorska. She is actively involved in the critical heritage related activities in the T4Europe Network. She is member of the Management Board of the New European Bauhaus Academy Pioneer Hub for Sustainable Built Environments with Renewable Materials (NEBAP Hub). She teaches various courses (UP FHŠ) related to heritage theory, practice and architectural history, on all three levels of education.



**Assist. Prof. Dr.  
Neža Čebtron Lipovec**

University of Primorska

# Heritage beyond Borders for Societal Transformation: Interpretation and Education



**Assist. Prof. Dr.  
Katja Hrobat Virloget**  
University of Primorska

Katja Hrobat Virloget is a lecturer and researcher at the Faculty of Humanities University of Primorska, where she is currently Vice-Dean for Research and Head of the Department of Anthropology and Cultural Studies. Her research interests include migration and population movements, anthropology of memory, heritage studies, narrative tradition, mythical landscapes, and interdisciplinary research. Her book In the Silence of Memory (2021) aroused great interest in the general public due to the breaking of national taboos and myths. She has been working as an ethnologist on the "exodus" and the subsequent immigration to Istria since her postdoctoral project in 2012. She has recently received several prizes for the Slovenian version of this book, including a nomination for the Excellence in Research Award (2022) by the Slovenian Research Agency, and the Murko Award—the national ethnological prize (2021). The book was translated to English and published by Berghahn Books, Oxford, New York (2023). Her research includes also heritage studies and interpretation. In this area she has successfully brought her research work to a wider audience, which is why she received the Prometheus of Science Award for Excellence in Communication for 2020 for the idea and the content of the Mythical Park as an applicative result of her research on oral tradition in the landscape. In the same year, she was awarded the Faculty's Bartol Award for Scientific Excellence. In the frame of mythical tradition she's the main co-editor in chief of the international scientific journal Studia mythologica Slavica. She currently leads the research project Ethnography of silence(s) by the Slovenian Research and Innovation Agency on the topic of traumatic memories and silence. She is also a founding member of the UNESCO Chair of Interpretation and Education for Enhancing Integrated Heritage Approaches.



Zrinka Mileusnić is an archaeologist at the Institute and Department of Archaeology and Heritage at University of Primorska, Faculty of Humanities. She received her bachelor's and master's degrees from the University of Ljubljana and completed her PhD at the University of Primorska. Her research focuses on archaeology, heritage, and historiography, mainly on medieval and post-medieval archaeology and material culture of the Adriatic area. She has been a researcher at the University of Primorska since 2004 and teaching at UP FHŠ since 2008, where she lectures on Cultural Heritage and Archaeology programs. Zrinka Mileusnić also mentors students at all levels of study and teaches at the Faculty of Tourism Studies in the Heritage Tourism program. She has led national and international projects, organized numerous conferences, and published her research domestically and internationally. She is an active member of several international and national professional associations. Zrinka Mileusnić has been the Head of the Department for Archaeology and Heritage since 2016 and has served as the Vice Dean for international collaboration and quality since 2021. She is also a founding member of the UNESCO Chair of Interpretation and Education for Enhancing Integrated Heritage Approaches.



**Assist. Prof. Dr.  
Zrinka Mileusnić**  
University of Primorska



**Assoc. Prof. Dr.  
Petra Kavrečič**  
University of Primorska

Petra Kavrečič, associate professor, historian, University of Primorska, Faculty of Humanities, Koper/Capodistria, Slovenia. Her study field is focused on history of tourism, history of everyday-life and regional history. She has published a scientific monograph and several scientific articles at home and abroad, co-edited monographs, focusing on the development of modern tourism in today's Western Slovenia and the relation between tourism and political ideology on the case of commemorative practices of WWI battlefields. She has been and is involved in several national and international research projects. She conducts her research in domestic and foreign archives. She participates in domestic and foreign international scientific conferences. She teaches the history of tourism, and regional and oral history, among other subjects, at the undergraduate and graduate levels.

# Heritage beyond Borders for Societal Transformation: Interpretation and Education



**Prof. Dr.  
Roberta Altin**  
University of Trieste

Roberta Altin is an associate professor of cultural anthropology at the Department of Humanities, University of Trieste (Italy). Her research has mainly focused on transnational migration, refugee studies, museum and media anthropology. From 2004 to 2022 she was Director of Blacksmiths Art and Cutlery Museum – Maniago (PN), from 2017 to 2023 Founder and coordinator of CIMCS – Centre for Migration & International Cooperation on Sustainable Development, University of Trieste) and from 2020 to 2023 Vice-President of SIAA – Italian Society Applied Anthropology.

Giuseppe Grimaldi is an anthropologist of migrations. His research focuses primarily on how migrations are impacting concepts of citizenship, identity, and space, with specific attention to the children of migrants, the connection between migrations and agriculture, and the borders. In 2018, he earned his Ph.D. in Cultural and Social Anthropology from the University of Milan-Bicocca (Doctor Europeaeus). He conducted ethnographic research in Israel, Ethiopia, the United Kingdom, and Italy. He has collaborated with universities, research institutes, and institutions in Italy and abroad. In 2019, he founded the association Frontiera Sud Aps, a research intervention project on the link between migrations and local identity in Southern Italy. Currently he is affiliated with the University of Trieste, Department of Humanities. He recently published a monograph on the relationship between children of migrants of Ethiopian and Eritrean origin and their connection with the construct of Italianness: (Fuorigioco. Figli di migranti e italianità. Un'etnografia tra Milano, Addis Abeba e Londra, Verona, Ombre Corte, 2022).



**Assist. Prof. Dr.  
Giuseppe Grimaldi**  
University of Trieste

# Exploring **Methods for Multicultural Social Science** Research in the Contemporary Era

»Exploring methods for multicultural social science research in the contemporary era« is a comprehensive one-week summer school that offers an in-depth exploration of essential research methods in today's culturally diverse and globally interconnected world. The summer school is aimed at students from a range of social science disciplines and covers both quantitative and qualitative methods, statistical analyses, cross-cultural competencies and ethical considerations in research. Within these five topics, led by experts in their respective fields, various aspects of research methodology will be addressed to equip students with the practical skills and knowledge required to conduct research in the modern global era, and to develop ethically informed and culturally sensitive researchers ready to engage with the complex issues of our time..

**LANGUAGE:** English

**ECTS:** 3

**Max. participants:** 20

Within the course, students will be introduced to five topic areas, each designed to deepen their understanding and skills in different aspects of research.

The topic areas are:

1. Mastering quantitative research
2. Exploring qualitative research
3. Statistical analysis: basic
4. Cross-cultural research
5. Ethical considerations in research

**CONTACT:** [sabina.licen@fvz.upr.si](mailto:sabina.licen@fvz.upr.si)

**BSC, MSC and PhD  
students from  
various social science  
disciplines**

# Exploring **Methods for Multicultural Social Science Research in the Contemporary Era**

**Mastering quantitative research,  
Assoc. Prof. Sabina Ličen and Prof. Boštjan Žvanut**

This topic focuses on the principles and practises of quantitative research and teaches students how to effectively design, conduct, and evaluate surveys.

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**Exploring qualitative research,  
Assoc. Prof. Mirko Prosen and Assoc. Prof. Sabina Ličen**

Students will explore qualitative methods and learn how to conduct in-depth interviews, focus groups, and ethnographic studies to gather comprehensive data.

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**Statistical analysis,  
Prof. Boštjan Žvanut and Assoc. Prof. Sabina Ličen**

This section will cover essential statistical concepts and techniques for analysing research data so that students have the skills necessary to correctly interpret and present their findings.

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**Cross-cultural research,  
Assoc. Prof. Mirko Prosen and Assoc. Prof. Sabina Ličen**

Recognising the importance of cultural context in research, this topic provides students with the knowledge to conduct research in multicultural settings, taking into account both the challenges and opportunities this presents.

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**Ethical considerations in research,  
Assoc. Prof. Maša Černelič Bizjak**

This important topic addresses the ethical dimensions of research, ensuring that students are aware of the moral complexities of their work and how to deal with them (voluntary participation, informed consent, anonymity, confidentiality, potential for harm, and results communication...).

**During the lectures, students are divided into small groups. Within these small teams, students collaboratively select their desired research design, either quantitative or qualitative, which will serve as the basis for their final project. This collaborative approach not only allows students to focus on an area of research that interests them, but also fosters a dynamic learning environment in which they can share findings, challenge assumptions, and develop a deeper understanding through interaction with other students.**

# Exploring **Methods for Multicultural Social Science** Research in the Contemporary Era



**Assoc. Prof. Dr.  
Maša Černelič Bizjak**

University of Primorska

Maša Černelič-Bizjak, Doctor of Psychological Sciences, completed her master's degree and doctorate in clinical psychology at the Faculty of Psychology in Ljubljana. She acquired her first psychotherapeutic knowledge in the field of cognitive behavioural psychotherapy and has a diploma in transactional analysis and medical hypnosis. For 18 years she has been teaching courses in the field of health psychology, mental health and communication at the University of Primorska, Faculty of Health Sciences in Slovenia, in various study programmes and at all three levels of education. She has supervised more than 75 students' theses, is involved in various national and international research projects, and has been a visiting professor at universities in Spain and Greece. She is a member of the European Association of Personality Psychology, and a reviewer for various internationally scientific journals.



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Sabina Ličen is Associate Professor of Nursing and Senior Research Associate at the Faculty of Health Sciences at the University of Primorska. Her research includes innovative methods in nursing education, transcultural nursing and global health as well as professional competences of nurses. She has authored numerous scientific and professional publications. In 2020, the project team of which she was a member was honoured with the International e-Learning Award for the project »The Designing, Delivering and Evaluating Online Study Units Course« from the International E-Learning Association. She is actively involved in several international and national research projects. She is a member of the Nurses and Midwives Association of Slovenia, Sigma Theta Tau International Honour Society of Nursing and the European Transcultural Nursing Association.



**Assoc. Prof. Dr.  
Sabina Ličen**

University of Primorska

# Exploring **Methods for Multicultural Social Science** Research in the Contemporary Era



**Assoc. Prof. Dr.  
Mirko Prosen**

University of Primorska

Mirko Prosen is a university teacher and researcher at the Faculty of Health Sciences, University of Primorska. His research primarily focuses on the sociology of health and illness. He was the pioneer in introducing the concept of transcultural nursing into the curriculum for undergraduate and postgraduate nursing students in Slovenia and has also explored this area from a pedagogical perspective. He contributed to the establishment of similar curricula in Croatia and Turkey. Dr. Prosen is the author of numerous scientific publications in the field of transcultural education and serves as a country representative in the European Transcultural Nursing Association. He has received several national and international awards for his work, including the highest national award in the field of education in 2022 for outstanding achievements, particularly in the development of cross-cultural competences in higher education. In 2023, he was awarded the highest professional qualification in the profession: "Fellow of the Royal College of Surgeons of Ireland Faculty of Nursing and Midwifery."



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Università del Litorale

Boštjan Žvanut is full professor at the Faculty of Health Science, University of Primorska, Izola, Slovenia, and a guest professor at the Josip Juraj Strossmayer University of Osijek, Medical Faculty, Croatia. He received his PhD from the Faculty of Computer and Information Sciences, University of Ljubljana, in 2009. His research area is healthcare informatics, e-learning, methodology and statistics. Currently, he is a country representative in the International Medical Informatics Association, Nursing Informatics interest group.



**Prof. Dr.  
Boštjan Žvanut**

University of Primorska

# Environmental Genomics

Environmental genomics is an exciting and rapidly evolving field that combines the principles of genomics, ecology, and molecular biology to study the genomes of organisms in their natural environments, through the analysis of the nucleotide sequence of genes, genomes, metagenomes, transcriptomes and metatranscriptomes. It provides a powerful tool to understand the diversity, functions, and interactions between organisms, which play a crucial role in maintaining the health and stability of ecosystems. Environmental genomics, when integrated with other biodiversity monitoring methods like camera traps and remote sensing, offers a comprehensive insight into various aspects of both present-day and fossilized organisms. This approach not only sheds light on the taxonomy and diversity of organisms, but also provides valuable information about their phylogeny, evolutionary history, and potential for adaptation. Moreover, it helps us understand their functional traits and interactions with the environment. This holistic understanding is crucial in today's context, especially as we face the challenges posed by climate change.

This course will introduce students to the fundamental concepts and techniques of environmental genomics and explore its applications in various areas of research..

**LANGUAGE: English**

**ECTS: 3**

**Max. participants: 20**

The course will consist of 4 modules:

1. Introduction to Environmental Genomics
2. Foundations of Genomics and different genetic monitoring approaches
3. Sampling, extraction, and processing of DNA
4. Data Analysis

**CONTACT: [elena.buzan@famnit.upr.si](mailto:elena.buzan@famnit.upr.si)**

**MSC and PhD students  
of  
biology,  
environmental sciences,  
and bioinformatics**



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# Environmental Genomics

## Introduction to Environmental Genomics (2 hours)

Definition and scope of environmental genomics  
Significance of environmental genomics in understanding and managing ecosystems

## Foundations of Genomics (2 hours)

DNA structure and function  
DNA sequencing technologies

## Sampling, extraction, and processing of DNA (4 hours)

Methods for sampling environmental samples  
Techniques for environmental DNA extraction from water or soil  
PCR analysis and electrophoresis  
Library preparation

## Data Analysis (6 hours)

Databases for biological sequences  
Genetic markers for metabarcoding  
Identification and analysis of various taxa using metabarcoding  
Introduction to BASH command line  
Understanding data formats (FASTQ, FASTA)  
Core concept of computational pipeline for amplicon sequencing analysis  
Introduction of the QIIME2 suite  
Microbiome analysis in R

# Environmental Genomics



**Prof. Dr.  
Elena Bužan**  
University of Primorska

Elena Buzan obtained her BSc in Natural Sciences at the University of Zagreb (Croatia), she later earned her MSc at the Faculty of Mechanical Engineering of Maribor (Slovenia) and her PhD from the Biotechnical Faculty of Ljubljana (Slovenia), after a training period at the University of Hull (UK). After six years in the private sector, she turned back to Academia and, since 2011, she has been recognized as a researcher but also as a manager, first as chair of Institutes, Laboratories and Departments and, more recently, as vice-Dean at University of Primorska, Faculty for Mathematics, Natural Sciences and Information Technologies department in University of Primorska. Within her career, she established a university spin-off, led five international and two national projects, collaborated on nine national, six bilateral, and seven international additional projects, and supervised three projects connecting the University and local economy. Among current projects, she is UP leader of many H2020 projects - BEPREP / Identification of best practices for biodiversity recovery and public health interventions to prevent future epidemics and pandemics, PRO-COAST / A PROactive approach for COMMunities to enAble Societal Transformation and BGE / Biodiversity Genomics Europe. Her high interdisciplinarity is testified by the variety of topics in her 80 peer-reviewed papers, spanning from health-related topics to wildlife conservation. She has experience with environmental genomics linking with wildlife diet and spatial distribution of species and related diseases. Prof. Buzan has supervised 25 Bachelor, 7 Master, and 6 PhD students. Additionally, she has mentored 3 postdoctoral researchers. During her career, she established a network of collaborators from European, American, and African countries that led to high-ranking publications. She is also a member of the European University Association for Open Science.



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Matjaž Hladnik graduated from the Biotechnical Faculty at the University of Ljubljana, Slovenia. His research at University of Primorska, Faculty for Mathematics, Natural Sciences and Information Technologies focuses on the genetics, genomics, and transcriptomics of agricultural plants, microbiota analysis, and bioinformatics. In the field of agricultural plants, he is interested in the diversity of plant genetic resources, fingerprinting, population structure, and the identification of genes responsible for important agronomic traits. In the field of microbial community analysis using a metabarcoding approach, he is primarily interested in the interactions between microorganisms and plant pathogens. He has experience in transcriptome data analysis, genome assembly and annotation, development of microsatellite markers, and metabarcoding. He possesses knowledge of using bioinformatics tools on the Linux command line and the R programming language, including several R packages essential for microbial data analysis.



**Assist. Prof. Dr.  
Matjaž Hladnik**  
University of Primorska



**Assist. Prof. Dr.  
Alenka Baruca Arbeiter**

University of Primorska

Alenka Baruca Arbeiter graduated in biology from the Biotechnical Faculty, University of Ljubljana in 2009. She has been employed at the University of Primorska, Faculty for Mathematics, Natural Sciences and Information Technologies since January 2010. In 2011, she obtained grant from Slovenian Research Agency for doctoral education and enrolled into the interdisciplinary doctoral study program Biotechnology at the University of Ljubljana, Biotechnical Faculty. Her fields of research are development and characterization of microsatellites from genomic-DNA and transcriptomic-RNA sequence (olive, immortelle), genome/transcriptome functional annotation, genetic diversity studies of Mediterranean plant species, paternity analysis and pollination biology. Currently, she is focused on in depth transcriptome sequences data generation and development of genic markers for integrated research of *Helichrysum* sp. for further metabolomics and in vitro studies.

# Symmetry in Graphs

The aim of this course is first to introduce the most commonly studied form of symmetry in graphs, namely that of vertex-transitive graphs, and then to study combining vertex-transitivity with other kinds of symmetry, such as arc-transitivity and edge-transitivity. Vertex-transitive graphs can be described as graphs in which no two vertices can be differentiated from each other, and similarly for other kinds of symmetry. Vertex-transitive graphs are not only interesting mathematically, but are often used as 'uniform' models, particularly in theoretical computer science. Additionally, they are a frequent class of graphs used to try to understand difficult problems, not necessarily related to symmetry. The course will start at the beginning, and will also cover any necessary permutation group theory. A particular aim will be to prove some celebrated work of W.T. Tutte on s-arc-transitive graphs, with some applications of those results...

LANGUAGE: English  
ECTS: 3  
Max. participants: 50

CONTACT: [ted.dobson@upr.si](mailto:ted.dobson@upr.si)



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BSC, MSC and PhD  
Students  
of mathematics  
and computer science

# Symmetry in Graphs



**Prof. Dr.  
Edward Tauscher Dobson**

University of Primorska

Ted Dobson is a professor at the University of Primorska, Faculty for Mathematics, Natural Sciences and Information Technologies. He obtained his PhD at Louisiana State University in 1995 under the supervision of Béla Bollobás, followed by a postdoctoral position with Dave Witte Morris at Oklahoma State University. Before moving to Slovenia in 2018 he was a professor at Mississippi State University in the United States of America, where he received the Mississippi State University College of Arts and Sciences Research Award for his research in algebraic graph theory.

He is the author (together with Aleksander Malnič and Dragan Marušič) of the book »Symmetry in Graphs.« which was published by Cambridge University Press in the series Cambridge Studies in Advanced Mathematics in 2022. The book begins with the basic material, leading the reader towards major problems and many active research themes of this fast-growing field, which forms a part of algebraic graph theory. The authors motivate the detailed discussion of individual topics that follow the introduction. It is concerned with the study of highly symmetric graphs, particularly vertex-transitive graphs, and other combinatorial structures, primarily by group-theoretic techniques. Investigations of the field shed new light on permutation groups and related algebraic structures. Featuring many examples and over 450 exercises, it is an essential introduction to the field for graduate students and a valuable addition to any algebraic graph theorist's bookshelf.

# Suicide without Borders

The aim of the course is to raise the understanding of suicide and suicidal behaviour. Suicide is one of the biggest public health issues that is present all over the world. It is estimated that around 700.000 people die by suicide, while leaving many (on average six) bereaved with severe negative consequences. Despite scientific developments in recent years, there are still several areas of suicidology that needs further studies. Namely, suicide preventive programmes still have difficulties to prove effectiveness if only done on a small scale and suicide assessment and prediction are still not reliable enough. Therefore we need to invest in new (technology based) interventions and assessment, to address these. Also, risk and protective factors are changing through the changes in the societies and the world and this needs continuous scientific and professional attention..

**LANGUAGE: English**

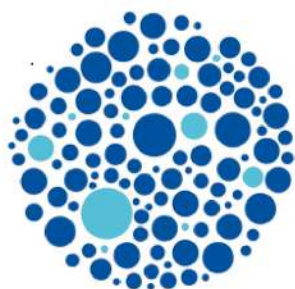
**ECTS: 3**

**Max. participants: 20**

The course will consist of 4 modules (»minicourses«):

1. Phenomenon of suicidal behaviour
2. Assessment and risk and protective factors
3. Crisis interventions and prevention
4. Postvention activities

Each of the modules consists of lectures, practical cases, discussions and exercises. Furthermore, students will work in groups and through mentored research learn about the best practices in suicidology.



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**BSC, MSC and PhD  
Students of psychology,  
public health, medicine,  
social work**

**CONTACT: [vita.postuvan@upr.si](mailto:vita.postuvan@upr.si)**

## **Phenomenon of suicidal behaviour, Prof. Diego De Leo**

The WHO/EURO working group (De Leo and others, 2004) suggested that the International Classification of Diseases defines suicide as "an action with mortal outcome started and accomplished knowing and expecting death as the result of it". Suicidal behaviour is often described on the continuum from suicidal thoughts that vary from the least timely defined to those with a very concrete plan of how and when to end own life. The suicidal plan consists in planning a sequence of activities and methods of how to end own life. Suicidal intention refers to the desire of own death. The severity of intention can be assessed through the lethality of suicidal methods, ranging from more to less deadly.

## **Assessment and risk and protective factors, Assist. Prof. Tina Podlogar**

The assessment of the risk of suicidal behaviour is part of a clinical interview in which an expert focuses on an individual's history, symptomatology and diagnostics - the assessment of suicidal risk is therefore in the context of a holistic understanding of the individual. Risk assessment is not the same as predicting suicidal behaviour. Based on the presence of risk factors and protective factors in an individual, an expert can assess the degree of suicidal risk, which does not mean that he can predict the actual suicidal behaviour of an individual. It is unrealistic to expect an expert to predict suicide, but he may evaluate the risk in the most reliable and consistent way, which provides clinically useful conclusions

## **Crisis interventions and prevention, Assist. Prof. Nuša Zadavec Šedivy**

Gatekeepers represent those who come in contact with the vulnerable people and can recognise signs of suicidal behaviour and appropriately act on it. Stigmatizing attitudes and behaviours of these and wider society can discourage an individual in need from seeking and / or accepting help. Prevention in school environments is a good example of effective interventions.

## **Bereavement and postvention activities, Assoc. Prof. Vita Poštuvan**

Postvention represents help after stressful or dangerous situation. Its primary objective is to alleviate psychological consequences of sudden death in the suicide survivors and to help them live longer, more productive and less stressed than they would without postvention interventions. In the bereavement process, suicide survivors experience some specific reactions to a greater extent than other groups of bereaved people.

# Suicide without Borders



**Prof. Dr.  
Diego De Leo**

University of Primorska

Diego de Leo is Head of Slovene Center for Suicide Research at the University of Primorska which was the host institution of the 32rd IASP World Congress - The International Association for Suicide Prevention in September 2023. The main theme of the congress, which was held under the patronage of the President of the Republic of Slovenia, Dr Nataša Pirc Musar, was "The Power of Togetherness". Diego was Congress co-chair together with Vita Poštuvan. He is a Professor Emeritus of Griffith University in Brisbane, Australia, where he is also a past director of World Health Organization Collaborating Centre on Research and Training in Suicide Prevention. He is also a past president of the International Association for Suicide Prevention and co-founder and past president of the International Academy for Suicide Research. He started the WHO/START (World Health Organisation/Suicide Trends in At-Risk Territories) study, which was announced in Manila on 18 August 2005 and officially opened in Brisbane on 3 March 2006. During his time as President of the International Association for Suicide Prevention, De Leo initiated World Suicide Prevention Day celebrated on 10th September every year since 2003. Dr. De Leo is the leader of many research programs in Slovenia and internationally. He has received numerous prestigious international awards and recognitions for his research, including the International Suicide Prevention Association Award (1991). In 2013, he was awarded the title of Officer of the Order of Australia Queen Elizabeth II, »in recognition of his distinguished service to medicine in the field of psychiatry as a researcher and through the creation of national and international strategies for suicide prevention.«



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Vita Poštuvan, PhD in Psychology works as a Deputy Head of the Slovene Center for Suicide Research (UP IAM) and Department of Psychology (FAMNIT), University of Primorska, Slovenia. She leads the work related to clinical research and public-health interventions in suicidology, bereavement, crisis interventions, ethics in psychology, CBT and mindfulness-based approaches. She been involved in (inter)national projects, professional associations and has participated as well as organised (inter)national conferences. Among other she co-chaired the 32rd World Congress of The International Association for Suicide Prevention in September 2023. Vita also co-chairs Postvention Special Interest Group (IASP) and was recently elected as a Co-Chair of National and Regional Representatives (Zone 1) of IASP and is a member of EC of the organisation in an advisory role. She is a Slovene representative and co-chair of Ethical Board of the European Federation of Psychologists' Associations (EFPA) as well as member of EFPA's Board of Psychology and Health. Her ability to prepare, conduct and disseminate research is demonstrated within a wide range of various research projects' results. She contributed to a number of scientific papers, scientific chapters and books, and received several awards for her work. In 2021 she has received the prestigious Zois certificate of recognition, as one of the highest scientific awards offered by the Republic of Slovenia. Additionally to her academic engagement, she is CBT trained and works as a counselling and crisis-interventions psychologist.



**Assoc. Prof. Dr.  
Vita Poštuvan**

University of Primorska

# Suicide without Borders



**Assist. Prof. Dr.  
Tina Podlogar**

University of Primorska

Tina Podlogar, is a researcher at the Slovene Center for Suicide Research (UP IAM). She obtained her Bachelor of Science in Psychology from the Faculty of Arts at the University of Ljubljana. Later on, she enrolled in postgraduate studies in Humanities and Social Sciences and successfully defended her doctoral dissertation, entitled "Psychotherapists' Experience of Working with Suicidal Clients", in 2019. As a researcher, Dr. Podlogar is involved in different national and international research-intervention projects in the field of mental health and suicidal behavior. Within her focus on mental health, her interests include clinical work with suicidal individuals and gatekeeper training. Among her involvement in different projects, she was one of the ideators of the project entitled "A (te) štekam?!? New approaches to recognizing and preventing suicidal behaviour and other risk factors in the field of mental health of adolescents" and has cooperated with diverse institutions within her work. She is currently the principal investigator in her postdoctoral project entitled "Exploring and facilitating the assumption of the role of gatekeepers among Slovenian teachers in the context of COVID-19 epidemic consequences". Dr. Podlogar is the current head of the Department of Psychology at UP Faculty of Mathematics, Natural Sciences and Information Technologies (FAMNIT), which crucially contributed to the establishment and operation of the Psychological Counselling Center at University of Primorska in 2023, where psychological help is available to UP students since then. She teaches courses within the field of mental health and research at various academic levels, mostly at UP FAMNIT, and occasionally at study programmes at other faculties. Within her pedagogical work she is also mentoring students at different academic levels. As a part of continuous professional development, Dr. Podlogar has enrolled in and completed various additional trainings, such as Cognitive Behavioral Therapy (Practicum I), Mindfulness-Based Cognitive Therapy – MBCT (Teacher development II), and other trainings. She regularly participates in national and international scientific and professional conferences and has co-authored several original scientific manuscripts as well as chapters in scientific monograph.



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Assist. Prof. Dr. Nuša Zadravec Šedivy, is a researcher at the Slovene Center for Suicide Research (UP IAM). She earned her Bachelor of Science in Psychology from the Faculty of Arts at the University of Ljubljana, followed by postgraduate studies in Humanities and Social Sciences. In 2018, she successfully defended her doctoral dissertation on Male Suicide Attempters' Attitudes towards Suicide and Risk Signs for Suicidality. In her role as a researcher, Dr. Zadravec Šedivy participates in numerous national and international projects related to mental health and suicidal behavior. She specializes in suicide prevention in diverse populations, including adolescents, men, incarcerated individuals, and older adults. Particularly, she is one of a key contributor to the project "A (se) štekaš?!? Integrated Approach to Strengthening Mental Health and Suicide Prevention for Adolescents." and from 2020 to 2023, she served as the principal investigator for the postdoctoral project "Older Adults Vulnerable to Suicide: Approaches to Reduce Loneliness and Enhance Mental Health." She is also actively involved in teaching at various academic levels, including undergraduate studies in Biopsychology, master's studies in Psychology and Biopsychology, doctoral studies in Suicidology and Mental Health at UP FAMNIT, and the master's program in Inclusion in Education at UM PEF. Committed to continuous professional development, Dr. Zadravec Šedivy has completed additional training, including Practicum I in Cognitive Behavioral Therapy and the Training for Mindfulness-Based Cognitive Therapy (MBCT) Teachers. She actively participates in scientific and professional conferences, presenting her research findings and contributing as an author or co-author to numerous original scientific articles, conference papers, and chapters in scientific monograph.



**Assist. Prof. Dr.  
Nuša Zadravec  
Šedivy**

University of Primorska

# Digital Marketing and Consumers Behaviour

In the contemporary landscape, consumers are equipped with internet-connected devices wherever they go. Gone are the days of relying solely on TV ads, billboards, or salespeople for guidance on the best products and services. Digital consumers now prefer conducting their own research online, delving into a plethora of product information, comparisons, reviews, and free trials available on the internet. Before making purchasing decisions, today's consumers invest significant time in exploring various product categories, brands, and services. The entire process of researching or casually browsing before buying should be seamless, devoid of obstacles. Consumers anticipate high-quality offerings at affordable prices, and the power of a genuine recommendation from fellow consumers is unmatched in successful marketing.

With technology and social media, consumers can easily share their honest opinions and experiences, reaching a broad audience. Emotions play a pivotal role in a buyer's decision-making process, whether positive or negative, increasingly influencing purchases. Marketers must integrate emotional connections with consumers into their advertising campaigns and website design to resonate effectively. Online shopping has become the predominant purchasing channel globally, and as the urgency to address climate change grows, consumer habits are spotlighting environmental concerns. Digital consumers, constantly connected through various devices, including smartphones, tablets, laptops, and personal computers, are better informed than previous generations. They leverage the latest technologies daily to stay updated on products, services, prices, and competition..

**CONTACT:** [tina.vukasovic@upr.si](mailto:tina.vukasovic@upr.si)

The course will consist of 5 modules («minicourses»):

1. Consumers behaviour in digital society;
2. Selling to digital consumer;
3. Digital marketing;
4. The power of storytelling in marketing;
5. Digitalization and internationalization of new ventures: Learning from born globals.

Each of the modules consists of lectures, practical cases, discussions and exercises. Furthermore, students will work in groups and through mentored research learn about the best practices in the field.

**LANGUAGE:** English

**ECTS:** 3

**Max. participants:** 20

**BSC Students**

# Digital Marketing and Consumers Behaviour

## Consumer behaviour in digital society, Assoc. Prof. Armand Faganel

With just a few taps on their devices, consumers can delve into product research, peruse reviews, compare prices, and even solicit recommendations from their online communities. This easy access to information has bestowed unprecedented empowerment upon consumers. The digital age has triggered a profound transformation in consumer behaviour, primarily attributed to the increased prevalence of digital technologies and their accessibility. Consumers now habitually turn to the internet for product and service research before making a purchase. Online reviews, social media platforms, and search engines play pivotal roles in shaping consumer perceptions. Additionally, the surge of e-commerce platforms has facilitated convenient online shopping, prompting shifts in buying patterns as many consumers now favour the simplicity of making purchases online.

## Selling to digital consumer, Prof. Tina Vukasović (via Zoom)

The effectiveness of digital selling surpasses traditional sales processes, enabling businesses to connect with a broader customer base in a more economical manner compared to conventional marketing and selling approaches. Digital selling not only offers cost efficiency but also empowers businesses to monitor customer behaviour and analyse data, facilitating the development of targeted strategies to enhance engagement. Moreover, digital selling presents businesses with the chance to craft personalized customer experiences, fostering stronger relationships and incentivizing repeat purchases. In essence, digital selling serves as a potent tool for businesses to expand their reach, elevate sales figures, cultivate customer loyalty, and uphold enduring relationships with their customer base.

## Digital marketing, Assist. Prof. Dr. Danijel Bratina

Digital marketing, also known as online marketing, encompasses the promotion of brands to engage with potential customers through internet-based and other digital communication channels. This extends beyond email, social media, and web-based advertising to include text and multimedia messages as integral marketing channels. Our short course will present the essential activities a company must undertake to establish and manage its presence on the web. We will cover webpage contents creation and SEO optimisation, search engines advertising, social media communication and analytics. The course will be practically oriented with examples presented in relevant tools.

## The power of storytelling in marketing, Assist. Prof. Tanja Sedej

Storytelling in marketing involves constructing a sequence of cohesive narratives to establish and strengthen your brand positioning over time. These narratives revolve around your clients, the issues your business resolves for them, and encompass your company culture and expertise. By leveraging the power of narrative, storytelling in marketing establishes an emotional connection with the audience, fostering empathy and a deeper understanding of the challenges your business addresses. It serves as a potent strategy for brands to effectively break through the noise in the market.

## Digitalization and internationalization of new ventures: Learning from born globals, Assist. Prof. Rubina Romanello

The module will explore 1) opportunities and risks of early and rapid internationalization; 2) barriers and factors influencing the internationalization and export strategies of new ventures; 3) how to develop a premium international strategy; 4) how digitalization, e-commerce and new digital technologies can support rapid international growth; 5) digital-based born globals and sustainability.



**Prof. Dr.  
Tina Vukasović**  
University of Primorska

Tina Vukasović completed her undergraduate and master's studies in economics and business sciences at the Faculty of Economics and Business, University of Maribor. In 2010 she received her Ph.D. from the Faculty of Management of the University of Primorska with the dissertation "Model of connections between the origin of the product and the perceived value of the brand". In 2021, the Senate of the University of Primorska elected her full professor in the field of marketing and scientific advisor. At the Faculty of Management, University of Primorska, as a full professor, she teaches the following subjects: Interorganizational Marketing, Introduction to Marketing, and Investment Marketing. In addition to her pedagogical work, she is also active in the field of research. She works internationally as a researcher and expert in the field of higher education and in various fields of marketing, with an emphasis on research in the field of consumer purchasing behavior. She is distinguished by her interdisciplinary approach and international involvement. Her personal bibliography includes numerous original scientific articles published in domestic and foreign scientific journals, as well as scientific monographs where she presents the results of her work. She is a member of the organizing committees of international scientific conferences, a member of editorial boards, and a reviewer of domestic and foreign scientific journals in the field of marketing.



Armand Faganel is an associate professor in the fields of Marketing and Management, the head of the Department of Marketing, and the vice dean for Quality Assurance and PR at the Faculty of Management, University of Primorska. Prior to his employment at UP, he worked for 13 years in sales and marketing for several international companies. He has more than twenty years of experience in teaching subjects related to marketing, sales, and management. He graduated and earned his master's degree in marketing from EPF UM and obtained his doctoral degree from the University of Primorska. He led the Centre for Quality and Evaluation and the Marketing Institute at UP FM. Armand is the deputy chair of the Quality Commission at the UP. As a visiting lecturer, he has been invited to various universities abroad, including eight consecutive years in Finland. He works as an expert for NAKVIS and collaborates as a foreign expert with several European quality assurance agencies in higher education. His research interests encompass theoretical and empirical studies in the broader field of marketing, quality perception, and sustainable tourism. He has conducted and led multiple internationally funded projects. His achievements are being published in international publications in the form of original scientific articles and chapters in monographs. He also reviews scientific papers for more than 30 established scientific journals. In 2018, he received university recognition for teaching excellence, and in 2022, he received faculty recognition for achievements in the field of education.



**Assoc. Prof. Dr.  
Armand Faganel**  
University of Primorska

# Digital Marketing and Consumers Behaviour



**Assist. Prof. Dr.  
Danijel Bratina**

University of Primorska

Danijel Bratina holds a PhD in Management and Organisation - Marketing from the Faculty of Economics, University of Ljubljana. Prior to that, he completed a Master's degree at the MBA residential programme of the same faculty, also in Marketing. Prior to entering academia, he worked for five years as a production/sales programme manager in three Slovenian companies. His work experience was gained mainly in international markets in the EU, the USA and the Far East. His research interests include the effectiveness of the marketing function, in particular the marketing and communication web. He is an assistant professor in marketing at the Faculty of Management of the University of Primorska.



Tanja Sedej, holds a PhD in Business Administration from the Faculty of Economics and Business at the University of Maribor. Her research work is mainly focused on change management, strategic communication and marketing in the modern business environment and includes numerous scientific and professional articles and chapters in renowned international journals and books. She is the co-founder and director of the marketing agency We explain. She has been involved in numerous research and consultancy projects for the economy. She has more than 15 years of experience in marketing and education. She values the integration of theory and practice. She is a lecturer at the Faculty of Management of the University of Primorska.



**Assist. Prof. Dr.  
Tanja Sedej**

University of Primorska



**Assist. Prof. Dr.  
Rubina Romanello**

University of Trieste

Rubina Romanello is Senior Assistant Professor of Management (Tenured-track) at University of Trieste (Italy). She holds a PhD in Business Science from University of Udine, and she has been teaching International Business-related courses in various Italian universities, such as University of Modena and Reggio Emilia, Free University of Bozen and Catholic University of Sacred Heart (Milan). Her expertise and research areas mainly refer, but are not limited to, International Business (SME internationalization, international competitiveness, and performance), International Entrepreneurship (born globals, early and rapid internationalization), and Technology Management (Industry 4.0, digital technologies, servitization strategies). She has published in journals such as Journal of Manufacturing Technology Management, British Food Journal, Journal of Knowledge Management, Critical Perspectives on International Business, Journal of International Entrepreneurship. She is member of the Editorial Review Board of the International Journal of Consumer Studies and European Journal of International Management.

# Collaborative Innovation and Design of Solutions in Tourism

Students will be involved in solving real-world challenges through a structured three-step approach that includes online preparation, live sessions at the University of Primorska, Slovenia, and completion of the final project.

The interactive course combines research, practical problem solving and international collaboration and is tailored for students who want to make a tangible impact on local and global challenges. Students may propose their own challenges or select them from a list provided by industry challengers. The challenges can be digital, analog, technological, non-technological, business-oriented, community-oriented or environment-oriented.

The course builds on the experience of the innovative approach of the UP FTS sTOUdio Turistica 2019-2023 pilot project in the field of tourism education and development (more info: [SLO/ENG](#)). The UP FTS sTOUdio Turistica project built a bridge between science, industry and the challenges of real life. It was recognized for its impact and creativity as one of the 13 selected projects funded in the Google.org Impact Challenge (2021) among more than 800 applicants in Central and Eastern Europe.

**LANGUAGE:** English

**ECTS:** 3

**Max. participants:** no limit

**CONTACT:** [dejan.krizaj@fts.upr.si](mailto:dejan.krizaj@fts.upr.si)



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**Tourism and Hospitality - studying tourism management, hospitality, or related fields, seeking practical, real-world experience in area of study (BSC, MSC, PhD).**

# Collaborative Innovation and Design of Solutions in Tourism

**In the three-phase course, we simulate the unique sTOUdio environment and provide students with a platform for hands-on, real-life projects that develop their skills in analytics, consulting and innovation in a dynamic and collaborative environment.**

## ● Phase 1: Online Preparation

- Duration: February - May 2024
- Activities: Select and research a challenge. Collect and analyze academic and professional literature, and best practice examples. Forming groups.
- Deliverable: Detailed group research report on the selected challenge.

## Phase 2: Live Sessions in Slovenia

- Duration: May 20 – May 24, 2024
- Activities: Present initial research and proposed solutions. Participate in workshops and individual mentorship sessions.
- Focus: Deepening understanding of the challenge and refining solution approaches.

## Phase 3: Online Completion

- Duration: June 2024
- Activities: Finalize the solution, prepare a comprehensive report and a pitch presentation.
- Deliverable: Final group report detailing research, proposed solutions, and steps for problem-solving.

## Learning Outcomes

- Develop critical thinking and problem-solving skills.
- Gain in-depth knowledge of specific tourism challenges.
- Enhance research and presentation abilities.
- Collaborate internationally and receive expert mentorship..

# Collaborative Innovation and Design of Solutions in Tourism



**Assoc. Prof. Dr.  
Dejan Križaj**

University of Primorska

Dejan Križaj is an experienced innovator and educator with a master's degree in mechatronics and a PhD in innovation in the service and travel sector. Dejan Križaj has dedicated his career to promoting multidisciplinary research and development, mentoring and leadership in the digitalization of the service and travel industry. He co-founded a company specializing in interdisciplinary new product development for Slovenian and international companies and was the founding mentor of a socially responsible travel startup that was acquired by an international organization. Dejan Križaj is committed to supporting R&D initiatives and collaborations around the world, as evidenced by his participation as an organizer and mentor at several startup weekends and hackathons. His contributions in this field have been recognized by awards and recognitions from prestigious organizations such as the UN WTO, the EU Commission and Google. Dejan Križaj's expertise is frequently sought in national innovation award and grant juries of the Ministry of Economy and the Slovenian Tourist Board. He is Vice Dean for Internationalisation and Global Initiatives at UP FTŠ Turistica – Faculty of Tourism Studies.

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