

## Dr Zrinka Mendas

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## EDUCATION

2014 PGCE in Learning and Teaching in Higher Education, Anglia Ruskin University, UK  
2010 Doctor of Business Administration, Kingston University, UK  
2001 Master of Business Administration, University of Leicester, UK  
1998 Higher National Certificate in Business, West London College, UK

## MEMBERSHIP OF PROFESSIONAL BODIES

Fellow: Higher Education Academy (PR074542) and Royal Geographic Society (1087217)  
Member: European Rural Parliament, European Small Islands Federation, and Croatian Islands Parliament

## RESEARCH ACTIVITIES

### Research Grants:

- Harnessing Dis-Ability (2014-2015), Anglia Ruskin University (£3000)
- European Language Club (2009-2010), EU Commission for Lifelong Learning (€8500)

As a principal investigator, I recruited and managed a small team of two research assistants and administrators.

### Expert contribution and consultations:

- Expert Reviewer for IPCC Special Report on Global Warming of 1.5C & Climate Change and Land (2017-2018), Science and Innovation for Climate and Energy Directorate, Department for Business, Energy and Industrial Strategy.
- The future forests in Scotland, Scottish Government (2016)
- Transposition of Environmental Impact Assessment Directive EU2014/52, Scottish Government (2016)
- Proposed changes to how Environmental Impact Assessment applies to Town/Country Planning, Welsh Government (2016)
- Offshore Energy Strategic Environmental Assessment (OSEA3), Department of Energy and Climate Change (2016)
- International Ocean Governance, Department of EU Maritime Affairs and Fisheries (2015)
- In a search of the best cross border and sector governance model, 10<sup>th</sup> BSSC and BONUS Forum Policy Day, 17 June 2015, Latvia: Riga. Hosted by Latvian Academy of Sciences and Latvian Institute of Aquatic Ecology, available at: [http://cdn.tiesraides.lv/tiesraides.lv/20150617182614\\_tiesraides.lv.22\\_1](http://cdn.tiesraides.lv/tiesraides.lv/20150617182614_tiesraides.lv.22_1)

### Editorial and reviews:

- Book reviews editor, *Journal of Urban Island Studies*, Urban Island Studies (2015- ). I am responsible for identifying books, obtaining review copies from publisher, identifying potential reviewers, liaising with the authors, consulting with the editor-in-chief and producing the reviews.
- Guest editor, Tamara Journal for Critical Organization Inquiry, Special issue: “Remembering Derrida: A Language of Friendship”, 10<sup>th</sup> anniversary of Derrida’s death (2013-2014). I prepared a special issue editorial article, selected articles, liaised with the authors and provided suggestions for review, managed peer review process, and finalised the special issue.
- Journal reviewer, *Island Studies Journal*, *Social Enterprise Journal*, *Tamara*, and *SHIMA*
- Book reviews: Foscari, G. (2014), *Elements of Venice*, Zürich: Lars Müller; Anderson et. al. (2014), *Water worlds: Human Geographies of the Ocean*, Farnham: Ashgate.

### Research seminars / workshops:

- Mendas, Z. (2017) “Rural and remote ecosystems: issues and considerations”, Environmental Research Institute and Centre for Energy and Environment, University of the Highlands and Islands, Thurso, Scotland
- Mendas, Z. (2016) “Studying island archipelagos as ecosystems: Reflections and Considerations”, The Centre for Sustainable Development, 4th July, Preston: University of Central Lancashire. Available at: <https://www.uclan.ac.uk/research/explore/groups/assets/csd-summer-2016-edition.pdf>
- Mendas, Z. (2016) “Ecosystem approach to island development”, DHI United Kingdom and Ireland Symposium: Knowledge sharing for water and environmental professionals, 21-22 June, Macdonald Ansty Hall, Coventry
- Mendas, Z. (2016) “Regional rural development: a case of island archipelagos”, James Hutton Institute, 14 April, Aberdeen.
- Mendas, Z. (2016) “A Regional outlook of the rural islands in Europe: challenges and opportunities”, EPRC European Policy Seminar Series, 24 February, Glasgow: Strathclyde University.
- Mendas, Z. (2015) “Disabled and Teacher”. Workshop. Association for Learning Developers in Higher Education Conference 2015, 1 April. Southampton: Southampton Solvent University.
- Mendas, Z. (2014) “Harnessing Dis-Ability”. Workshop. *Anglia Ruskin University Annual Teaching Conference 2014*, 1 July. Cambridge: Anglia Ruskin University.

### Member of scientific committee:

- 4th International conference and doctoral consortium “Sharing on research methods across a variety of countries and cultures”, 10-11 June 2015. Lyon: ISEOR (Magellan, IAE Lyon, and Academy of Management)

- 3rd Symposium on Critical Narrative Inquiry: ‘Doing organizational ethnography; work, politics and organizational storytelling’, 23-25 October 2013. Warsaw: Kozminski University
- “Selective affinities, friendship and obligations in the investigations in sociology and political science: fieldwork in a comparative perspective in Europe”, session: ‘Fieldwork and professional obligations’, 25-28 April 2010. Freiburg: Albert-Ludwigs-Universität
- 2nd Transatlantic Congress on Accounting, management control, audit and cost management, norms and standards, 11-14 June 2010. Lyon: ISEOR

## PUBLICATIONS

**Thesis:** Mendas, Z. (2010) Ambiguities and complexities of obtaining value for money in the National Health Service: Storytelling approach. Kingston University. Available at: Zrinka Mendas thesis

### Referred journal articles:

Mendas, Z. (2016) “Historico-economic traces in the peninsulas cities of Zadar and Trogir, *SHIMA: The International Journal of Research into Island Cultures*, pp.85-110. Available at: <http://www.shimajournal.org/issues/v10n1/i.-Mendas-Trogir-Shima-v10n1.pdf>

Mendas, Z. (2016) “Harnessing Dis-Ability”. *Networks*, 19, pp.85-95. Available at: <http://www.lta.anglia.ac.uk/cmsAdmin/uploads/Networks-19-March-2016-11.pdf>

Mendas, Z. (2016) “Exploring resistance in rural island communities”, *Journal of Organisational Ethnography*, Vol. 5, Iss 1, pp. 2-12. Available at: doi: <http://dx.doi.org/10.1108/JOE-12-2014-0038>

Mendas, Z. (2015) “Rada at play, *Tamara Journal for Critical Organization Inquiry*, Vol. 13, Issue 4, pp. 21-38. Available at: [http://alk.nazwa.pl/tamarajournal.com/index.php/tamara/article/viewFile/385/pdf\\_153](http://alk.nazwa.pl/tamarajournal.com/index.php/tamara/article/viewFile/385/pdf_153) (formerly ABS 2\*)

Mendas, Z. (2015) “Tracing socio-economic impact of ferry provision in Zadar island archipelago”. *Journal of Marine and Island Cultures*, Vol. 4, Issue 1, pp. 10-26. Available at: <http://dx.doi.org/10.1016/j.imic.2015.06.002>

Mendas, Z. (2014) “Experiencing Derrida through a communal friendship”, *Tamara Journal for Critical Organization Inquiry*, Vol.12, No 4, pp.17-31. Available at: [http://crow.kozminski.edu.pl/journal/index.php/tamara/article/viewFile/357/pdf\\_135](http://crow.kozminski.edu.pl/journal/index.php/tamara/article/viewFile/357/pdf_135)

Mendas, Z. (2014) “A language of friendship”. Editorial article. *Tamara Journal for Critical Organization Inquiry*, Vol.12, No.4, pp.1-2. Available at: <http://crow.kozminski.edu.pl/journal/index.php/tamara/article/viewFile/396/357>

### Articles in magazines, newspapers and other professional journals:

Mendas, Z. (2016) “Developing sustainable island archipelagos”, *Regions*, Vol. 301, Issue 1, pp.29-30. Available at: <http://rsa.tandfonline.com/doi/abs/10.1080/13673882.2016.11720269>

Mendas, Z. (2015) “In search for cross-border and cross-sector governance: The Baltic Sea Experience”, *Regions*, Vol. 300, Issue 1, pp.4-5. Available at: <http://rsa.tandfonline.com/doi/abs/10.1080/13673882.2015.11668686>

Mendas, Z. (2015) “Remote islands: Present Opportunities”, *The European Rural Development Magazine*. Autumn 2015 Issue, pp.18-19. Available at: <https://enrd.ec.europa.eu/sites/enrd/files/publi-enrd-magazine03-2015-en.pdf>

### Conferences:

Mendas, Z. (2015) “Understated frontier of remote and rural regions of island archipelagos”. *55th ERSA Congress 2015 “World Renaissance: Changing roles for people and places”*. Session: “Development and Growth of Rural and Remote Regions: Challenges and Opportunities”, 25-29 August 2015. Lisbon

Mendas, Z. (2015) “Rethinking the Distance: Broadband as a catalyst for growth in remote and rural regions”. *4th Global Conference on Economic Geography 2015*, 19-23 August 2015. Oxford University

Mendas, Z. (2015) “Economic, social and environmental factors affecting the European islands: Challenges and opportunities for adopting the Ecosystem Approach to island development”, Poster Session 3, Re: P3.26, *ECSA 55 Unbounded boundaries and shifting baselines: Estuaries and coastal seas in a rapidly changing world*, London, 6-9 September 2015.

Mendas, Z. (2015) “Toward a sustainable spatial island ecosystem of island archipelago in Zadar, Croatia”, Track: A viable ecosystem for a sustainable society. In: *Proceedings of BONUS 10th Baltic Sea Science Congress “Science and innovation for future of the Baltic and the European regional seas and Bonus Forum Policy Day*, 15-19 June 2015, Riga. Latvian Academy of Sciences and Institute of Aquatic Ecology. Available at: [http://cdn.tiesraides.lv/tiesraides.lv/20150617182557\\_tiesraides.lv.22\\_1](http://cdn.tiesraides.lv/tiesraides.lv/20150617182557_tiesraides.lv.22_1).

Mendas, Z. (2015) “In the spirit of Pluralism: Methods and Sustainability”. *Global Sustainability Institute 2<sup>nd</sup> Research Conference ‘The Interface between Sustainability Research and Policy’*. January 26-27 2015. Anglia Ruskin University.

Mendas, Z. (2015) “Harnessing Dis-Ability”. *Anglia Ruskin University Annual Teaching Conference 2015*, 30 June 2015. Anglia Ruskin University. Available at: <https://myplayer.anglia.ac.uk/Play/3968>

Mendas, Z. (2014) “Toward a pluralistic and interpretivistic insight to research in space economy”. *Regional Studies Association Winter Conference 2014 ‘Sustainable Recovery? Rebalancing, Growth, and the Space Economy’*, 27- 28 November. London.

Mendas, Z. (2014) “Regional versus local development: A case of the city of Zadar, Croatia and remote and rural islands”. *Island Dynamics Conference on Island Cities and Urban Archipelagos*, 21-25 October. Copenhagen.

Mendas, Z. (2014) “From Dominance to Interdependence: Toward a sustainable development of the coastal region in the municipality of Zadar”. *RSABIS 43rd Annual Conference*, August 19-21. Aberystwyth: Aberystwyth University.

Mendas, Z. (2014) "Exploring the terrain of liminality in rural and remote island communities". *9th Annual Liverpool Symposium on Current Developments in Ethnographic Research in the Social and Management Sciences in association with the Journal of Organizational Ethnography on 'Ethnography and liminality: boundaries, opportunities and living 'at the edge'*, 27-29 August. Liverpool University. Best Paper category (2nd place).

Mendas, Z. (2013) "Exploring the Terrain of Friendship". *3rd International Symposium on Critical Narrative Inquiry: Doing organizational ethnography; work, politics and organizational storytelling*, Center for Research on Organizations and Workplaces. October. Kozminski University.

Mendas, Z. (2012) "Arriving". In *Storytelling Scholarship: Beyond Sensemaking and Social Constructivist-Narrative*, 21th Standing Conference for Management and Organizational Enquiry, April. Providence.

Mendas, Z. (2010) "Deconstructing the complexities and ambiguities of health care: Storytelling approach". *10th World Congress on Justice and Sustainability in the Global Economy*, July. Paris: IFSAM.

Mendas, Z. (2010) "Deconstructing the change in health care: Storytelling approach". *3rd International Conference and Doctoral Consortium on Organizational Development and Change*, June. Lyon: ISEOR.

Mendas, Z. (2010) "Value for Money and CARE". *2nd Transatlantic Congress on Accounting, management control, audit and cost management, norms and standards*, June. Lyon: ISEOR.

Mendas, Z. (2010) "Deconstructing Ambiguities and Complexities of Obtaining Value For Money in Health Care: Storytelling Approach". Research workshop '*Selective affinities, friendship and obligations in the investigations in sociology and political science: fieldwork in a comparative perspective in Europe*', 28-29 April. Albert-Ludwigs-Universität Freiburg.

Mendas, Z. and Matthews, R. (2009) "Deconstructing evaluation metrics in health care: Value for Money and Care". *2nd International Conference and Doctoral Consortium on Evaluation Metrics of Corporate Social and Environmental Responsibility*, 16-18 June. Lyon: ISEOR.

## ACADEMIC EMPLOYMENT

### Programme external examiner:

- University of the Highlands and Islands (2016-): BA Business & Management; MSc Leadership & Management
- University of Bolton (2016-): BA Accounting (ACCA exemption) and Accountancy with Foundation BA; MSc Accounting & Financial Management; BA Accountancy (in partnership with IDM in Botswana)
- Plymouth University (2016-): Pre Master Programme for Postgraduate Study
- University of Sunderland (2013-2016): BA Accounting and Finance (ACCA exemption)
- Glyndwr University (2012-2015): International Pre-Masters Diploma in Business and Management

I lead a team of examiners and carry out an independent evaluation of the institutional quality assurance process. Using the provided samples, I analyse the quality of the moderation process against criteria, marking schemes and student feedback, and evaluate a consistency and patterns in marking and borderline marks. I advise academic boards on curriculum development and make recommendations for improvements that are included in the future action plans.

### 2014- Visiting professor in research, HELBUS Helsinki School of Business, Helsinki, Espoo, Finland.

I designed, delivered and assessed "Research Project" module, including a module guide and assessment in writing and oral presentations, over the period of 3 months. I managed the Moodle content, provided timely responses to student enquiries, supervised 40 students in their project proposals and projects. I monitored teaching module effectiveness by analysing student evaluation questionnaire, e.g. overall student satisfaction with the course was 94% in 2014/2015.

### 2015 -2016 Visiting college tutor in Economics, Mander Portman Woodward, Cambridge.

I designed, delivered and assessed students in AS/A Economics studies. I carried out administrative duties, e.g. observer/invigilator duties, maintained up-to-date student progress through logbooks and training portfolios, participated in audit projects (OFSTED), ensured that students receive training and supervision, and attended training, committee and annual departmental meetings. During my teaching, there was an increase in student performances from 40% to 80%.

### 2013-2015 Curriculum developer, module leader & lecturer in Economics & Accounting, Anglia Ruskin University, Cambridge.

I designed, delivered and assessed various modules, e.g. business economics, macroeconomics, microeconomics, business analytics (mathematics for economics, econometrics and statistics), international decision making, accounting & finance, financial reporting, research methods, major project, and personal development. Alongside teaching, I undertook administrative duties, e.g. I approved the modules definition forms and guides, and agreed and set the assessment tasks in liaison with other tutors. For teaching purpose, I managed the VLE content with the module guide and material, and carried out internal moderation. As a part of teaching, I provided supervision, tutorial, and revision sessions. Following the completion, I engaged in monitoring the effectiveness of module teaching, e.g. I attended staff-student committees and analysed student evaluation questionnaires and tutors' reports. In relation to staff development, I designed and delivered workshops for research students, e.g. "Qualitative approaches to Business and management", and staff, e.g. "Harnessing Disability" (in-class and webinar seminars) for PG Certificate in Learning and Teaching in HE programme.

### 2012-2014 Curriculum developer, module leader & lecturer in Economics & Economic Development, Cambridge Regional College of Further and Higher Education, Cambridge

I designed, delivered and assessed Foundation & AS/A2 modules, e.g. social economics, financial management, microeconomics, macroeconomics, economic development, business environment, and accounting. In managing the module, I carried out

administrative duties, e.g. I produced a module definition forms and guide, agreed and set assessment tasks, and liaised with manager and tutors. In planning for teaching tasks, I managed the Moodle content and populated it with the module material, and carried out internal moderation. After the completion, I monitored student progress and teaching effectiveness by analysing student evaluation reports and creating personalised student reports. In addition, I provided support for disabled students, e.g. deaf, dyslexia, Asperger and ADHD.

**2012-2013 Lecturer in Economics & Accounting**, Derby Business School, Derby University, Derby.

I delivered and assessed UG modules, e.g. microeconomics & mathematics for economics, macroeconomics, international business & strategy, financial & management accounting.

**2011-2012 Tutor in Modern Languages**, Wintercomfort for the Homeless, Cambridge.

I designed and delivered a curriculum for language course, e.g. English, French & Spanish.

**2009-2010 Grundtvig Teacher**, Cannes Université, Cannes, France.

I designed and delivered a curriculum for language programme “European Language Club” (e.g. English & Spanish). During the course, I monitored student progression and provided personalised support. In ensuring the quality and comparability of education provision, I liaised with the administration team, director, tutors, student advisers, and providers in Alicante. I also undertook administrative duties, e.g. I translated corporate documents in French, Spanish and English, recruited students on Open Days, and assisted with organising conferences and presentations. On my recommendations, the institution fully adopted a previously non-existing EU language framework (A-C) to all language classes.

**2001-2009 DBA Research Associate**, Kingston Business School, Kingston University. I worked in several capacities:

As a researcher, I carried out an independent project: “Ambiguities and complexities of obtaining Value for Money in the United Kingdom National Service: storytelling approach”, commissioned by Department of Health. As a consultant on Equality and Diversity of disabled people, e.g. I advised parents and teachers of modern foreign languages to disabled children (deaf, dyslectic, ADSD) in partnership with Languages without Limit, and produced a guidance ‘Inclusion of disabled children into the education system in India’ in partnership with the Council for Education in World Citizenship (UNESCO).

## **NON-ACADEMIC EMPLOYMENT**

**2000-2001 Credit controller**, Edexcel Plc

I assisted credit control manager in redesigning the processes to ensure a smooth migration from Sun to Oracle in the implementation of ERP. E.g. I trained personnel, tracked down £10 million of unallocated cash, undertook credit control and other ad hoc duties as required by credit control manager. I supervised temporary staff in manager’s absence.

**1999-2000 Assistant accountant**, System Union Plc

I supported finance and administration manager in sales and purchase ledger, e.g. I processed data, maintained financial documentation of software contracts and customer database. I was a point of contact for external customers regarding sales related queries, and liaised with internal teams, e.g. logistics, marketing, quality control and technical support.

**1998-1999 Junior accountant**, Terence Piper Ltd

I assisted chief accountant in preparation of manufactory accounts, sales & purchase ledger, and administrative duties.

**1997-1998 Assistant financial accountant**, The Neurofibromatosis Association

I provided a financial assistance to financial accountant and finance director respectively, assisting them in preparation of financial statements for charities, bank reconciliations, purchase and sales ledger, accruals, fixed assets and depreciation.