ZORANA SVEDIC

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HIGHLIGHTS OF QUALIFICATIONS

- Possess over twenty years of experience in business management, plus more than fifteen years of teaching experience at the undergraduate and graduate level.
- Founded the courseware development company and received *"Visions of Excellence" Entrepreneur of the Year* award for the Global Business category.

EDUCATION

Ph.D. in Business Administration, Management Information Systems (2015)

Beedie School of Business, Simon Fraser University, Canada – Senior Supervisor Dr. Dianne Cyr
- ♦ Area of expertise: Management Information Systems (MIS)
- ♦ Research Thesis: The Effect of Informational Signals on Mobile Apps Sales Ranks Across the Globe

Master of Business Administration, Management of Technology – First Class Academic Standing (2005)

Beedie School of Business, Simon Fraser University, Canada
- ♦ Area of expertise: Management of Technology (MOT MBA)
- ♦ Research Project: E-Marketing Strategies for E-Business

Diploma of Technology, Computer Systems & Multimedia Software Development – Honours (1998)

British Columbia Institute of Technology (BCIT) / Emily Carr Institute of Art and Design, Canada

Certificate in Web-Based Instruction (2005)

Learning & Instructional Development Centre, Simon Fraser University, Canada

Law School (1986-1989)

Faculty of Law, University of Belgrade, Yugoslavia

EXPERIENCE

Lecturer, Sauder School of Business   *2016 - Present*

University of British Columbia, Canada
- Teach introductory **Business Fundamentals** courses to provide a broad overview to the field of business.
- Teach undergraduate and graduate **Organizational Behaviour** courses about variety of factors affecting how individuals cooperate with, conflict with, and influence others in organizations.
- Teach undergraduate and graduate **Management Information Systems** courses on the topic of project management, information technology management, and database technology.

Postdoctoral Researcher, Beedie School of Business   *2015 - 2017*

Simon Fraser University, Canada – Supervisor Dr. Dianne Cyr
- Member of the *Accelerating Digital Technology Adoption in Canadian Companies (Adopt IT)* research project team in partnership with Ryerson University. Research objective is to understand the obstacles to information technology adoption and innovation in Canada, and to develop recommendations to mitigate them.

Lecturer, Beedie School of Business   *2005 - 2017*

Simon Fraser University, Canada
- Teach **Introduction to Business** course which covers the fundamentals of modern business management.
- Teach undergraduate and graduate **Management Information Systems** courses on the subjects of business technology management, project management, and use of systems to create business value.
- Teach undergraduate **Organizational Behaviour** course which examines individual-, group-, and organizational-level factors related to behaviour of individuals in organizations.
- Teach graduate **Quantitative Business Methods** course on the subject of statistics that have wide applicability in business, including the data analysis techniques that are relevant for business decision making.
- Mentor, supervise, and coach student teams for various local and international business competitions.
- Develop and conduct workshops on project management, business plan writing and presentation skills.

Business Administration Instructor
2011 - 2013

Fraser International College at Simon Fraser University, Canada

- Teach international students the undergraduate **Management Information System** course about business technology management, including hands-on training in various productivity tools and applications.

Instructor, School of Business
2010 - 2011

Kwantlen Polytechnic University, Canada

- Teach undergraduate **Computer Business Systems** courses about up-to-date basic concepts, components and applications of computer systems and their use in business.

Educational Technology Consultant
2007 - 2017

Beedie School of Business, Simon Fraser University, Canada

- Support Segal Graduate School of Business online courses and Beedie School of Business blended courses.
- Collaborate with faculty, provide senior technical guidance and participate in the design, configuration and problem resolution of web-based courses incorporating digital media and educational technologies.
- Develop and conduct workshops and training programs for students, faculty, and teaching staff.

Research Assistant, Faculties of Business Administration and Education
2004 - 2006

Simon Fraser University; Queen's University; University of British Columbia - Okanagan, Canada

- Assist researchers with several Management Information Systems projects in the field of Aligning Business and Information Technology Strategies, Information Technology Project Management, and Marketing.
- Assist researchers with several Educational projects in the field of Simulations for Learning and E-Learning.

Founder, President and Project Manager
2001 - Present

Big Z Productions Ltd., Canada

- Design and develop courses for online delivery via Canvas, WebCT, Moodle, and other technologies.
- Manage the development of courseware packages designed for instructor-led courses or self-study.
- Manage the project teams of fifteen members, including training, time-scheduling, and technical support.
- Provide consulting, courseware authoring, multimedia software development, and web/graphic design services.

Development and Design Manager
1998 - 2001

OnLine Production Services Inc., Canada/USA

- Manage the development and programming team on various entertainment software projects.
- Analyse company's software packages, write software manuals and related technical documentation.
- Develop GUI and interaction design prototypes for various online and stand-alone applications.

AWARDS

Open Champion Award from Academic Affairs at UBC Alma Mater Society, UBC (2021)

Special Service Award from UBC Sauder for contributions to the transition to online teaching, UBC (2021)

SFU Beedie School of Business Dean's Teaching Honour Roll, SFU (2014, 2017)
For instructors with evaluations in the top 10% of the Faculty

President's PhD Research Stipend, SFU (2011) *graduate award*

Scotiabank Graduate Scholarship for Women Entrepreneurs, SFU (2004) *private graduate award*

Graduate Fellowships from Simon Fraser University, SFU (2004) *two graduate awards*

"Visions of Excellence" - Entrepreneur of the Year 2002 for Global Business category (2002)
Sponsored by Executive Hotels and Resorts, granted by the Douglas College, selected from 1,700 businesses

Computing & Information Technologies Programs Dean's Award & Medal, BCIT (1998)
For attaining the highest academic standing in the Technology Programs

The Vancouver Stock Exchange Multimedia Award & Medal, BCIT (1998)
For attaining the highest academic standing in the Computer Systems Technology Program–Multimedia Option