

1. Curriculum Vitae:

Prof.dr. Dr. Aftab A. Dean je rođen 29. Oktobar 1966 u Napulju, Italija. Od 2006 godine radi kao vanredni profesor na katedri Menadžmenta, Second University of Naples, Italija. Drži katedru Marketinga i Marketinških komunikacija. Istraživanjem se bavi duži niz godina u oblastima kao što su; Digitalni marketing, preduzetništvo u malim i srednjim kompanijama, univerzitet kao slučaj korporativnog brendinga i inovacijama u pedagogiji koristeći naučena iskustva studenata. Predaje na više fakulteta u zemljama Azije i posjeduje iskustvo koje je stekao u zemljama Zaljeva. Vrlo aktivno učestvuje u projektu Državna studentska anketa koja se provodi radi poboljšanja studiranja u Velikoj Britaniji. upitnik Govori, pored maternjeg talijanskog jezika, još dva svjetska jezika od kojih engleski tečno dok španski govori dobro.

1.2. Obrazovanje

1997 – 2002	Doktorat iz poduzetničkog marketinga (Entrepreneurial Marketing)
1994	Magistarski iz Poslovne uprave (MBA with marketing)
1991	Diploma iz Informatike i inženjerstva

1.3 Profesionalna karijera

2004 - present	Stariji predavač – Strateški menadžment (Univerzitet Leeds Met)
1999 - 2004	Predavač - E-business (Univerzitet Huddersfield)
1998 – 1999	Predavač - Marketing (Univerzitet North London)
1994 – 1997	Povremeni predavač Univerzitet Huddersfield

1.3.1 Profesionalna karijera u industriji

2012	Društvene mreže i marketing strategija za “Mumtaz” group
2005	Ljetni semester u Ujedinjenim Arapskim Emiratima – istraživanje naučenih lekcija studenata država Zaljeva

Dodatno školovanje (Postgraduate) u dizajniranju i analizi instrumenata istraživanja (kvantitativnih i kvalitativnih)
Razni kursevi iz informacionih tehnologija (Advanced Access, Advanced SPSS)
Napredna statistička analiza

2. Stručni i naučni rad

2.1. Objavljeni radovi

- Bialdyga, D. and Dean, A. (2012), “What statement is your car making? Exploring brand parity perception in the German Automotive Market – A Qualitative Approach,” International Journal Management Cases
- Finkbeiner, P. and Dean, A. (2012), “Capitalizing on social media to unleash the networked knowledge of a community of practitioners,” International Journal Management Cases
- Dean, A. and Probert, S. (2011), “British Muslim students’ experience of higher education: an analysis of National Student Survey results for UK business schools” Prospectives, Issue 2, June
- Dean, A. and Laick, S. (2011) , “Using web 2.0 technology in personnel marketing to transmit corporate culture”, International Journal Management Cases, Vol.13, Iss. 3, pp.297-303
- Dean, A. (2011) “Successfully recruiting International Students”, International Journal Management Cases, Vol.14, Iss. 1

Case study in a book on Inspiring Enterprise

Dean, A. (2010), “Engaging students in ethical debates through a new pedagogical paradigm to ensure ethical practices in enterprise”

2.2. Objavljeni istraživački radovi

- Dean, A. (2012), “Enriching the learning experience of students at Business Schools in England. Key findings from the NSS survey (2008 to 2011) for Universities offering Business related courses in England”, (to be published by HEA in 2012).
- Dean, A. (2011), “Improving the educational experience of HLST students in Higher Education : Key findings from the NSS survey (2009 to 2010) for Universities offering **HLST (Hospitality, Leisure, Sports and Tourism)** related courses in England” HEA/ HLST website (report available at: <http://www.heacademy.ac.uk/assets/hlst/documents/resources/Improving-the-Educational-Experience-of-HLST-Students-in-Higher-Education.pdf>)
- Dean, A. (2011), “**Enhancing the learning experience of students in Higher Education:** Key findings from the NSS survey (2008 to 2010) for University BUSINESS SCHOOLS in England” HEA/BMAF website (report available at: <http://www.heacademy.ac.uk/business/news/detail/2011/nss-survey-report>)

2.3. Radovi objavljeni u 2012. godini

- Dean, A. (2012), “Successfully recruiting international students,” 7th International Marketing of Higher Education Conference, University of Cyprus, Cyprus.
- Dean, A. (2012), “The 9 Ps of successful branding of higher education,” 7th International Marketing of Higher Education Conference, University of Cyprus, Cyprus.
- Bialdyga, D. and Dean, A. (2012), “What statement is your car making? Exploring brand parity perception in the German Automotive Market – A Qualitative Approach,” 9th International Circle Conference, universidad de les illes balears, Ibiza.
- Finkbeiner, P. and Dean, A. (2012), “Capitalizing on social media to unleash the networked knowledge of a community of practitioners,” 9th International Circle Conference, universidad de les illes balears, Ibiza.

2.4. Radovi objavljeni u 2011. godini

- Dean, A. (2011), “Rediscovering a lost formula to enhance the student learning experience: Findings from the NSS,” Higher Education Surveys for enhancement Conference, University of Nottingham. May, 2011, Nottingham, UK
- Dean, A. (2011), “Lessons to be learnt from the NSS,” BMAF conference, 11th May, Bournemouth, UK.
- Dean, A. (2011), “The Muslim student experience in Higher Education: Challenges and Solutions,” BMAF Islamic Studies conference, Northampton University. March, 2011. Northampton, UK.
- Dean, A. (2011), “Successfully recruiting International Students,” 8th International Circle Conference, University of Dubrovnik, Croatia.

2.5 Radovi objavljeni na konferencija u zadnje 3 godine

- Dean, A. (2010) “Internationalisation: Opportunities and strategies,” University of Middlesex, London, UK.
- Dean, A. (2010), “University websites are they engaging the digital student?” International Conference on Marketing in Higher Education, Southampton.

- Dean, A. (2010), “The lost formulae to inspiring students.” International Conference on Marketing in Higher Education, Southampton, UK
- Dean, A. (2010), “The 9Cs of recruiting international students.” International Conference on Marketing in Higher Education, Southampton, UK.
- Dean, A. (2010), “Engaging students from a Confucius Culture.” International Conference on Marketing in Higher Education, Southampton, UK.
- Dean, A. (2010), “Are Universities capitalising on their brand?” International Conference on Marketing in Higher Education, Southampton, UK.
- Binsardi, B. and Dean, A. (2010), “The Internationalisation Strategy of Higher Education Institutes (HEIs) in the UK.” International Conference on Marketing in Higher Education, Southampton, UK.
- Binsardi, B. and Dean, A. (2010) “A Practitioner Paper on Marketing Psychometrics Abroad Using a Case Study Methodology.” Academy of Marketing, Coventry, UK.
- Dean, A. (2009), “Does your website need IVF treatment?” Academy of Marketing, Leeds Business School, Leeds, UK.
- Dean, A. (2008), “Rebranding Unis.” Academy of Marketing, Robert Gordon Business School, Aberdeen, Scotland
- Dean, A. (2008), “Designing a questionnaire the QCLICK way,” Academy of Marketing, Robert Gordon Business School, Aberdeen, Scotland
- Dean, A. (2008), “Recovering from Marketing Mistakes,” Academy of Marketing, Robert Gordon Business School, Aberdeen, Scotland
- Dean, A. (2008), “Entrepreneurial aspirations of students at university,” Academy of Marketing, Robert Gordon Business School, Aberdeen, Scotland

2.6. Radovi objavljeni na matičnom univerzitetu

- Dean, A. (2012), “Improving the learning experience of Accountancy Students: Key findings from the NSS,” Leeds Business School, Accountancy Development Day, September, 2012
- Dean, A. (2011), “Findings from the NSS: Lessons for Business Schools,” Leeds Business School Faculty Day, July, 2011.
- Dean, A. (2011), “Understanding the NSS: Implications for student satisfaction,” Senior Management, Leeds Metropolitan University, May, 2011

- Dean, A. (2010), “Enhancing the learning experience of students in HE,” Senior Management, Leeds Metropolitan University, November, 2010
- Dean, A. (2010), “Implications of the NSS findings,” Senior Managers, Leeds Metropolitan University, November, 2010
- Dean, A. (2010), “Promoting ethical integrity in HE to ensure students promote ethics in enterprise” Enterprise conference, Leeds Metropolitan University, April, 2010
- Dean, A. (2010), “Ethics in Enterprise,” Enterprise conference, Leeds Metropolitan University, January, 2010.
- Dean, A. (2009), “Repositioning Higher Education to unleash the entrepreneurial capital,” Enterprise conference, Leeds Metropolitan University, November, 2009
- Dean, A. (2008), “Promoting ethical integrity in HE to ensure students promote ethics in enterprise,” Enterprise conference, Leeds Metropolitan University, November, 2008

2.7. Ostali akademski kursevi i predavanja na drugim univerzitetima

- Dean, A. (2012), “Enriching the learning experience of International Students,” Middlesex University, July, 2012. Available at: <http://www.play.mdx.ac.uk/videos/pkhs>
- Dean, A. (2012), “Capitalising on Social Media: Opportunities for Companies,” Middlesex University, January, 2012. Available at: <http://www.youtube.com/watch?v=hfML99BDCgU>
- Dean, A. (2011), “Enhancing the Students Experience: Key lessons from the National Student Survey: Key implications for Business Schools,” Oxford University, June, 2011
- Dean, A. (2011), “Social Media,” Middlesex University, January, 2011. Available at: http://www.youtube.com/watch?v=uq6_1W2UgIk
- Dean, A. (2010), “Findings from the NSS”, Higher Education Academy workshop, Leeds University, November, 2010
- Dean, A. (2010),” International Students: Opportunities and Strategies”, Middlesex University, September, 2010
- Dean, A. (2010), “Recruiting International Students: Opportunities, Strategies and Pitfalls”, Southampton University, May, 2010

2.8. Rezultati u razvoju stručnog i naučnog podmlatka

Kao mentor izveo 4 doktoranda a radi na mentor na još 4 doktorata sa svojim studentima kao mentor