

1. Curriculum Vitae:

Prof.dr. Dominique Roland Gerber je rođen 27. maja 1962 u Oberlangenegg, Švicarska. Od 2010 godine radi kao viši predavač na Univerzitetu primjenjenih nauka na Univerzitetu Kempen u Njemačkoj. Status profesora stekao u martu 2011. Drži predmete Strateški biznis menadžment, međunarodne usuge i marketing u uslužnoj industriji. Na Akademiji Engiadina Samedan u Švicarskoj radi kao expert na prvom ciklusu na predmetu Marketing u turizmu. Govori, pored maternjeg njemačkog jezika, još četiri svjetska jezika od kojih engleski i francuski tečno dok španski i talijanski govori dobro.

1.2. Obrazovanje

- 2006-2010 Doktorat na Leeds Metropolitan Univerzitetu na temu: Korištenje suvenira: Analiza fenomena kod britanskih turista koji posjećuju
- 1994-2002 Magistar nauka iz MBA (Master of Business Administration)
- 1993 Diploma iz Business Administration na univerzitetu u Cirihi

1.3 Profesionalna karijera

- 2006 – present Viši predavač na Univerzitetu primjenjenih nauka na Univerzitetu Kempen u Njemačkoj.
- 2003-2007 Predavač na Univerzitetu primjenjenih nauka na Univerzitetu Kempen u Njemačkoj.
- 1993-2003 Vlasnik i direktor software kompanije “4bananas” Uster Švicarska. Kompanija je imala urede u SAD-u i Hong Kongu sa 10 zaposlenih i godišnjim prihodoma od 8 miliona švicarskih franaka. Krajem 2003. godine prodana danskim investitorima.
- 1991-1992 Projekt menadžer pri izgradnji hotela u Egiptu za kompaniju Movenpick Hotels International.
- 1989-1990 Analitičar operacija i savjetnik predsjednika kompanije Les Pres u Montrealu, Kanada

2. Stručni i naučni rad

2.1. Objavljeni naučni radovi

- Gerber, D.R. (2007) **Service culture and its components**. International Reflections, LeedsMetropolitan University, Leeds, UK
- Gerber, D.R. (2008a) **Souvenir buying: Scarce literature discloses many dimensions**. Refereed paper presented at 5th CIRCLE Conference, Nicosia, Cyprus

- Gerber, D.R. (2008b) **Tourists' perceptions towards souvenirs and the souvenir buyingprocess**, paper presented at Graduate Research Conference, Leeds Metropolitan University, Leeds, UK
- Gerber, D.R. (2008c) **Kommunizierte Identität als Basis für erfolgreiches unternehmerisches Wirken/Communicated identity as a basis for successful entrepreneurial action**, Lilienberg- Zeitschrift, Ermatingen, Switzerland
- Gerber, D.R. (2009a) **Vorbild: Entstaubt und auf Hochglanz poliert/Role models and their function within today's leadership**, Lilienberg-Zeitschrift, Ermatingen, Switzerland
- Gerber, D.R. et al. (2009b) **Exploring tourists' perceptions towards souvenirs by means of internet mediated research (IMR)**. Refereed paper presented at 6th CIRCLE Conference, Dornbirn, Austria
- Gerber, D.R. et al. (2009c) **Souvenir shopping in Switzerland: A qualitative analysis of travel blogs and its implications for the souvenir trade**. Refereed paper presented at I-CHLAR 2009 Conference, The Hague, Netherlands
- Gerber, D.R. (2009d) **Der Gründer-Unternehmer: Versuch einer Charakterisierung/Characteristics of the founding entrepreneur**, Lilienberg-Zeitschrift, Ermatingen, Switzerland
- Gerber, D.R. (2010) **Schauen Sie doch einfach mal zu!/ Observation as a legitimate component of modern leadership philosophy**. Lilienberg-Zeitschrift, Ermatingen, Switzerland
- Gerber, D.R. et al. (2010) ***I do class and quality, dear!* Interpreting souvenir buying behaviours in the light of authenticity as perceived by experienced travellers**. Refereed paper presented at 7th CIRCLE Conference, Estoril, Portugal
- Gerber, D.R. (2011) **Vielfalt als strategischer Erfolgsfaktor/Diversity Management as a promising success factor in corporate management**. Lilienberg-Zeitschrift, Ermatingen, Switzerland
- Gerber, D.R. (2011) **Methodological challenges faced and solutions found in the analysis of souvenir buying behaviours**. Refereed paper presented at 8th CIRCLE Conference, Dubrovnik, Croatia
- Gerber, D.R., Kuhnhen, U. (2011) **Souvenirs: Aktuelle Forschungsergebnisse und deren Reflektion am Beispiel der Destination Chur/Schweiz**. Beitrag präsentiert an der Konferenz der Deutschen Tourismusgesellschaft in Innsbruck, Österreich
- Gerber, D.R., Kuhnhen, U. (2012) **Souvenirs: Current research outcomes and their application in the context of the alpine destination of Chur/Switzerland**. Refereed paper presented at 9th CIRCLE Conference, Ibiza, Spain