

### Contact Information :

Name : Univ.-Prof. Dr.Sc. Dr. h.c. **Irena ZAVRL**, Ph.D.

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## CURRICULUM VITAE ET STUDIORUM

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### Personal Information:

Name: **Irena ZAVRL**

Date of birth: September 29, 1950

Place of Birth: Ljubljana, Slovenia

Citizenship: Slovene

Marital Status: divorced

Children: 1

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### Education

**Ph. D.**, applied linguistics, intertextuality and interculturality

University of Ljubljana, Philosophic Faculty, Language Department, Slovenia

Dissertation: Paraphrase als Intertextualitätsbrücke zwischen wissenschaftlichen und populärwissenschaftlichen Texten der Wirtschaftswissenschaft

**M.A.**, applied linguistics with didactics

University of Ljubljana, University of Vienna, 1995

**Diploma**, University of Ljubljana, Faculty of Humanities: Research on influence of the German on the Slovene language: Entlehnungen aus der deutschen in der slowenischen Sprache in Primož Trubar Werk.

### Teaching experience

- University of Applied Sciences Burgenland, Eisenstadt , Austria (2004- now)
- University of Ljubljana, Faculty of Economics (1979-2004)
- As guest professor: University of Zagreb, University of Pula, University of Rijeka, University of Zadar, University of Economics Split, Faculty of Tourism and Hospitality Management Opatija, University North, University of Economics Bratislava, University of Nitra, Masaryk University of Brno, University of Budapest, University of Sopron, University of Győr

**Professional qualifications and research skills** with special concentration on

- language teaching research and investigation within the area of foreign language teaching, qualitative and quantitative (including didactical programme, syllabus, teaching material design, methodology, teaching of specific skills and language for specific purposes)

- language teaching at a distance (key principles, requirements, interactive support skills, pedagogical expertise, teaching portfolios, materials design....)
- intercultural communication of South Eastern Europe, esp. Balkan region.

## Publications

all publications are listed on the Slovenian national online bibliographic system Cobiss (<http://cobiss.si/>) under my research number 04256 for the period from 1978 up to now.

### Some of the latest conferences and articles

- Zavrl, Irena (2008). *Different Cultures - Cultural differences and Similarities within Central and Eastern European Countries*. Workshop on Communication in International R&D Projects. In: Communication in International R&D Projects, Vienna. ISBN 978-80-87029-28-2
- Zavrl, Irena (2008). *Interkulturalität MOE-Länder*. Forschertag FH Burgenland 2008
- Zavrl, Irena (2010). *Interkulturelle Kommunikation, sprachliche Kommunikation – Türöffner für die globalisierte Arbeitswelt*. International Scientific Conference, Bratislava, Fremdsprachen im Zeitwandel. ISBN 978-80-89328-54-3
- Zavrl, Irena (2011). *The former Yugoslavia and its successor states – linguistic, cultural and economic differences and similarities*. EDAMBA, University of Economics in Bratislava 2011. ISBN 978-80-225-3265-5
- Zavrl, Irena (2011). *Sprachliches und kulturelles Erbgut des ehemaligen Jugoslawien – von einer gemeinsamen Sprache zu den vielen Sprachnachfolgern (eine kultur- und sprachvergleichende Studie)*. International Scientific Conference Foreign Languages in time of Change ,University of Bratislava
- Zavrl, Irena (2012). *Wie viel Qualifizierungskompetenz braucht Tourismus?*. International scientific Conference Opatija, Kroatien. ISBN 978-953-7842-09-3
- Zavrl, Irena (2012). *Sprache zwischen Standardisierung, Norm und Gebrauch: Sprachenkompatibilität der zwei regionalen Sprachvarietäten: Standardkroatisch vs. Burgenlandkroatisch* . Internationale wissenschaftliche Tagung , “Fremdsprachen im Wandel der Zeit III”. Bratislava.
- Zavrl, Irena (2012). *Education of Economists in Austria*. International Scientific Conference for Doctoral Students and Young Researchers EDAMBA Bratislava. ISBN 978-80-225-3549-6
- Zavrl, Irena (2013). *Sprachwandel und sprachliche Kreativität*. International Scientific Conference, Faculty of Applied Sciences and Interculturality, Bratislava. ISBN 978-80-225-3905-0
- Zavrl, Irena (2014). *Excellence of Austrian Management education with global perspective*. Key note speech: Scientific and professional Conference with International Participation, Zapresic, Croatia. ISBN 978-953-7670-99-3
- Zavrl, Irena (2014). *Mastering Cross- Cultural Communication* . Scientific and professional Conference with International Participation, Zapresic, Croatia. ISBN 987-9537670-93-1
- Zavrl, Irena (2015). *Personalisierung des Fremdsprachenlernens als besondere Lernoption*. International Scientific Conference „Language Centre in Higher Education“. Brno. ISSN 1804-9435
- Zavrl, Irena, Semmler-Matosic Tonka (2016). *Cultural heritage and economic performance of the Amber Road today*. Amber Road Conference. University of Krems.
- Zavrl, Irena (2017). *Visionen für ein mehrsprachiges Europa*. S.107-112. *Wirtschaft&Sprachen*. Weber Verlag Eisenstadt. ISBN 978-3.7011-0376- 8
- Zavrl, I. (2017). Hrgs: *Europe through Education-Education through Europe*. Weber Verlag. ISBN 978-385253-567-8

- Zavrl, I., Semmler-Matosic, T. (2017). *Cross-cultural management and Language Acquisition to promote the connecting spirit of the Amber Road*.
- Zavrl, I. (2017). *Sprachökonomisierung und/oder Bagatelisierung des Wortschatzes*. In: Jazyk a politika – a pomedzí medzi linguistikou a politológiou. Fakulta aplikovaných jazykov, Bratislava
- Eschenbach, Sebastian. Zavrl, Irena (2017). *Wirtschaft & Sprachen : zur Ausbildung von international orientierten Betriebswirten*. Science.Research.Pannonia. Leykam Verlag. 978-3-7011-0376-8
- Praith, J., Rowland, R., Kummer, C., Zavrl, I., Szüdi, G. (2019). *The ReSTI Five-Door-Approach to eLearning for systemic development of innovations for start-ups und innovative SMEs in support of a circular economy*. Presentation held at the 23. Interdisciplinary Conference for Entrepreneurship, Innovation und Small-to-Medium-Sized Companies „The Chances of SMEs in a globally-interconnected World“ (G-Forum), 26 September 2019. For download at <https://www.fgf-ev.de/wp-content/uploads/2019/09/G-Forum-2019-Program-11-09-2019-Druckvorlage.pdf>
- Bećirović, Senad. Brdarević-Čeljo, Amna. Zavrl, Irena (2019): *Research into intercultural effectiveness in a multicultural educational milieu in Bosnia and Herzegovina*. *Economic Research*, 32(1), 1336-1351 Routledge, Taylor & Francis. ISSN 1331-677X

### **Skills and qualifications**

Fluent in German, English, Slovene, Croatian, Serbian

Intermediate in Russian, Slovak, French and Spanish

### **Professional affiliations and memberships**

(a) University of Applied Sciences Burgenland, Austria

- Head of the Master´s Degree Programme European Studies- Management of EU Projects
- Programme Director of Doctoral Studies
- Head of Consortium of Doctoral Studies
- Head of Academic and Scientific Committee for Doctoral Studies

(b) Abroad

- Member of Scientific Board, University of Economics Bratislava
- Member EADTU (European Association of Distance Teaching Universities)
- Member EDAMBA (European Doctoral Programmes Association in Management and Business)
- Expert for accreditation process, University of Ljubljana, Slovenia
- Expert/Evaluator in Research Portal, European Commission, Brussels, EX2006C142382
- Member of International Advisory Board: *Journal of Economy & Society*, University of Sopron
- Member of Editorial Board: *Lingua & Vita*, University of Economics of Bratislava, Faculty of Applied Languages
- Member of Scientific Board Europahaus

### **References**

Excellent references available upon request.

<https://people.fh-burgenland.at/cris/rp/rp00063/publication.html>

I certify that information contained in this document is true.

**Irena Zavrl**