**COMPARISON OF PERCEPTION OF PRIVATE LABELS BETWEEN STUDENTS STUDYING IN RESIDENCE AND STUDENTS STUDYING OUTSIDE RESIDENCE**

**Zdravko Tolušić /**corresponding author/  
Josip Juraj Strossmayer University of Osijek  
Faculty of Economics in Osijek

Trg Ljudevita Gaja 7,

31000 Osijek, Croatia

[tolusic@efos.hr](mailto:tolusic@efos.hr)

[Phone: +38531224400](Tel:+38531224400)

**Ivana Srb**

Mrežnička 14

31000 Osijek, Croatia

[ivana.srb05@gmail.com](mailto:ivana.srb05@gmail.com)  
Phone: +385981978412

**Marija Tolušić**

Josip Juraj Strossmayer University of Osijek

Department of Cultural studies  
Trg Sv. Trojstva 3,  
31000 Osijek, Croatia  
[mtolusic@unios.hr](mailto:mtolusic@unios.hr)  
Phone: +38531224274

**Prof.dr.sc. Zdravko Tolušić** was born in 1959 in Nijemci, Croatia. He holds a PhD in Economics from the Faculty of Economics in Osijek where he runs multiple courses. Until now he was a principal investigator on three scientific projects and also the author and co-author on three university textbooks. He has published more than 70 scientific projects.

**Ivana Srb** has graduated from Faculty of Economics in Osijek in 2015 and gained the title of Master of Economics. During her studies, she was a proactive student, and was a Student Teaching Assistant by prof.dr.sc. Ljerka Sedlan-König i prof.dr.sc. Zdravko Tolušić. Furthermore, she was active in non-profit student organization Entrepreneurs Without Borders and an active working member of dance studio CorpArt. She received Rector's award in 2014, and Dean's awards in 2014 and 2015. In addition, on Case Study Competition, she won first place in 2014, and third place in 2015.

**Marija Tolušić, univ.spec.oec., senior lecturer,** was born in1960 in Osijek. She has earnd postgraduate degree in Marketing of special areas at Faculty of Ekonomics in Osijek. Works at Josip Juraj Strossmayer University of Osijek, Department of Cultural Studies where she runs multiple courses in economics, management, marketing and entrepreneurship area. She has published 17 scientific papers and participated in several international conferences.