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

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**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.

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