

Name: Goran Milas, PhD

#### Key Qualifications:

Goran Milas (born in Bombay, India in 1963) holds a doctoral degree in psychology from University of Zagreb. He is research advisor at Ivo Pilar Institute of Social Sciences in Zagreb where he worked since 1992. His interests include research methodology, personality and social attitudes. He has extensive experience of leading and participating in major research projects. He was principal researcher on 'Models of compulsory high school education', 'Quantitative evaluation of Croatian Faculties' and as a junior scientist on 'Personality and social attitudes'. He also participated in more than fifty scientific research projects covering a wide domain of social assessment, public opinion research and evaluation. He is currently working on a project dealing with the issues of morality structure, dynamics and development, focusing on the relations between personality traits, social attitudes, values and morality, along with their developmental dynamics. He is also a member of the Management Committee of the WEBDATANET COST action (2011-present) aiming to contribute to the theoretical and empirical foundations of web-based data collection.

He wrote several books, among others 'Research methods in psychology and social sciences', 'Personality and social attitudes' and 'Psychology of Marketing'. His book on research methods in psychology is a seminal work widely cited and used as a textbook in Croatia and neighboring countries. He also wrote twelve book chapters and around fifty articles in scientific journals.

He was awarded with the Croatian Annual National Award for Science in 2007 in recognition of an outstanding scientific discovery in the field of social sciences. He was also awarded with the Psychological award "Zoran Bujas" for the especially valuable scientific book in 2005.

Goran Milas is also teaching as Full Professor of Research methodology (external lecturer) at The University of Zagreb, Faculty of Croatian Studies. Since 1996 he was holding courses on research methodology, statistics, marketing psychology and consumer behavior.

During his career he held a number of positions. He served as a member of the Managing Board of Ivo Pilar Institute (200-2004), Head of the Scientific Council of Ivo Pilar Institute (2005-2013), Head of the Centre for the Individual Differences Research at Ivo Pilar Institute (2006-present), Head of Psychology Department of Faculty of Croatian Studies (2009-2011) and member of Scientific Committee in the field of Psychology (2009-present).

The complete bibliography of Dr. Goran Milas can be accessed at <http://bib.irb.hr/>.