

Dr. Krešimir Peračković is a senior research associate at the Ivo Pilar Institute of Social Sciences in Zagreb, where he has worked since 1998. His field of research is postindustrial and information society, social changes and sociology of consumption. He is also an associate professor since 2002 at the Center for Croatian studies-Department of sociology of the University of Zagreb where he teaches two courses at the undergraduate (*Postindustrial Society, Sociology of Consumption* and in the recent past *Systematic Sociology and Introduction to Marketing Research*) and graduate level (*Sociology of Social Change*). His first work experience (1995-1998) was at Croatia Airlines Company as a researcher in the Marketing Research Department. Since 2006 to 2009 he was also an associate professor at the Faculty of Philosophy (Department of Sociology) of the University of Split. His researches at the Institute are directly connected with lectures at universities and with students work (he was a mentor to 27 final or graduate theses). He received *Mijo Mirkovic award* (Faculty of Economics and Business, University of Zagreb – 2011) for his scientific paper published in the Journal for Social Issues (*Društvena istraživanja*).

He completed his undergraduate degree in 1995 at the Faculty of Philosophy (Department of Sociology) of the University of Zagreb where he also received his MSc degree (postgraduate program *Sociology of Migration*) in 2001, and successfully completed his dissertation in 2006 (*Service Society – Changes in Socio-professional Structure of Croatian Society from 1971 to 2001*). He also attended several professional international courses and specializations at the Inter-University Centre Dubrovnik, Business Intelligence Conference at the Institute for Business Intelligence in Zagreb (with certificate "Chief Information Officer") and Total Quality Management Course at the Croatian Chamber of Economy in Zagreb.

He participated as a researcher on several domestic scientific projects: as a junior assistant on the research project of The Institute of Social Sciences Ivo Pilar *The Developmental and Psychosocial Effects of Privatisation in Croatia* (1998-2002); as an assistant on the research project *Sociocultural Capital and Development of Croatia: Between Globalisation and Localisation*(2002-2007); as a senior research associate on the project *Consumerism and Sustainability Cultures: Global Challenges to Sociocultural Level* (2008-2013). He conducted and participated at more than twenty different field researches and also provided consulting services to several private entrepreneurship and some NGO organizations in Croatia.

He is author of one book (monograph) and over 20 scientific papers mostly published in refereed scientific journals in CC and SSCI-indexed scientific journals such as *Journal des Economistes et des Etudes Humaines, Entropy, Društvena istraživanja, Sociologija i prostor, Revija za sociologiju, Turizam* etc. Recent relevant publications include: *Croatia in the postindustrial age-features of changes in economic sectors of active labour force (in Croatian)*, *Društvena istraživanja*, 20 (1), 89-110; *Division of Labour in some Classical Concepts - an Attempt of Contemporary Theoretical Synthesis*, *Journal des Economistes et des Etudes Humaines*. 17 (1), 1-17; *What (and Why) Should We Do in the Postindustrial Society? - Changes in Division of Labour at the Beginning of 21 Century (in Croatian)*, Zagreb Alinea & Institut for Social Sciences "Ivo Pilar" (monograph); *Changes in the Occupational Structure of Croatia from 1971 to 2001. - From Farmers to Waiters (in Croatian)*, *Sociologija i prostor*. 45 (3/4), 377-396. Peračković, K (2004) *Sociology of Transition: Structural, Socio-cultural and Neomodernisational Approach (in Croatian)*,*Društvena istraživanja*, 14 (3), 487-504.