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Zorana Svedic holds a *PhD in Business Administration* from Simon Fraser University, with *Management Information Systems* as her area of expertise. Her research focuses on cross-cultural issues in the global mobile apps market. Additionally, she received *Masters of Business Administration* from SFU, with *Management of Technology* as her specialty. In 2001, Zorana founded *Big Z Productions Ltd* company for developing courseware training material and supporting online courses. Since 2005, Zorana has been teaching undergraduate and graduate business courses at various universities. She hosted numerous workshops and coached student teams for business plan and case competitions, both locally and internationally.