

Anita Hrast

je soustanoviteljica in direktorica inštituta IRDO – Inštituta za razvoj družbene odgovornosti (od leta 2004 dalje). Bila je tudi soustanoviteljica in sekretarka društva Ozara, Slovenija – Nacionalno združenje za kakovost življenja (1994-2000), direktorica marketinške agencije Verus (2003-2004), avtorica oddaje »7 minut za gospodarstvo« (Radio Maribor, 2003-2006), novinarka v različnih medijih (1989-1995), direktorica oglaševanja (SPEM), vodja projektov v PR in marketinški agenciji (nagrada bronasti Effie 2003, Spektra Press), produktna menedžerka in prokuristka v Založbi Forum Media (razvoj novih izdelkov). Je podiplomska študentka na Fakulteti za družbene vede Univerze v Ljubljani in registrirana raziskovalka pri ARRS (za ogled njene bibliografije vpišete šifro raziskovalca: [28701] na www.sicris.si). Od leta 2011 je predavateljica na Doba Fakulteti za uporabne poslovne in družbene študije Maribor. Raziskuje in objavlja prispevke s področja družbene odgovornosti in komuniciranja v različnih revijah in predava na slovenskih ter mednarodnih znanstvenih konferencah. Raziskuje in razvija nove pristope v komuniciranju, nove projekte in storitve za različne naročnike (podjetja, mediji, organizacije, posamezniki) ter se povezuje s slovenskimi in mednarodnimi organizacijami, strokovnjaki, predvsem z namenom razvoja in uveljavljanja družbene odgovornosti. Poslovno svetuje, organizira poslovna in strokovna srečanja ter znanstvene sestanke, konference. Predava podjetjem na področju menedžmenta, organiziranja poslovanja, marketinga ter družbene odgovornosti. Usposablja mlade, tudi brezposelne, za vstop v podjetništvo in nevladništvo ter jim pomaga učinkovito izvajati delo na teh področjih.

Anita Hrast

Anita Hrast, is founder and general manager of IRDO – Institute for the Development of Social Responsibility (from 2004: www.irdo.si) and at the same time registered researcher at Slovenian Research Agency. She is researching and publishing texts from the social responsibility and marketing field in different magazines and at Slovene and international scientific conferences and is involved in several projects in the field of social responsibility. Her vision of raising awareness on social responsibility is realised also by different marketing and PR activities - through IRDO Institute Award on Magdalena Festival and Horus award (www.horus.si). As a researcher and development manager she is working in communication, marketing, social responsibility and is developing new methods, new projects, products and services for different clients (companies, media, individual). Since 2011 she is also lecturer at Doba Faculty for Applied Business and Social studies Maribor. She links many Slovene and international organizations, experts, with purpose to develop and implement social responsibility in theory and practise, also drafting Slovene National Strategy on Social Responsibility.