



Europass Curriculum Vitae

Personal information	
Surname(s)/Name(s)	Žugić Jelena
Address(es)	Josipa Broza bb, 81.000 Podgorica, Montenegro
Telephone(s)	+382 020 409 228
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E-mail(s)	jelena_perovic@yahoo.com jelena.perovic@unimediterran.net
Nationality(-ies)	Montenegrin
Date of birth	15 th August 1977.
Gender	female
Current position/ employment	<p>Full professor at the Faculty of Economics and Business, University Mediterranean Podgorica</p> <p>Fulbright Scholar – Montclair State University, Montclair, New Jersey, U.S.</p> <p>Chief of Department for Master and Doctoral study at the Faculty of Economics and Business, University Mediterranean Podgorica</p>
Work experience	
Period (from-to)	2008 -2018

Occupation or position	<ul style="list-style-type: none"> • Vice Dean for Academic Affairs, Finance and International Cooperation (two mandates) • Associate professor • Assistant professor
Main activities and responsibilities	<p>Teaching and educating students in:</p> <ul style="list-style-type: none"> - Basic Marketing - Consumer Behaviour - International Management - International Marketing - Marketing Management, Integrated Marketing Communication, Brand Management, Economy EU (specialized study) - Marketing Management, International Marketing, Business Management (<i>Master of business administration -MBA</i>)- in English language - Internationalization and Global Marketing, Modern Trends in Marketing, Social Media – modern marketing tool (doctoral study)
Name and address of employer	Mediterranean University Podgorica, Faculty of Economics and Business, Josipa Broza bb
Type of business or sector	High Education
Period (from-to)	2006 - 2008
Occupation or position	An assistant lecturer
Main activities and responsibilities	<ul style="list-style-type: none"> • An assistant lecturer for the subjects Marketing Basics, Information Systems Marketing, Research Marketing and International Marketing at the Faculty for Business Studies "Montenegro Business School" • An assistant lecturer for the subject Economics Basics at the Faculty of Law (Mediterranean University Montenegro)
Name and address of employer	<ul style="list-style-type: none"> • Mediterranean University Montenegro, Montenegro Business School / Podgorica, Kralja Nikole 114 • Mediterranean University Montenegro, Faculty of Law/ Podgorica / Ljubomira Rašovića 1
Type of business or sector	High Education
Period (from-to)	2003 - 2007
Occupation or position	<ul style="list-style-type: none"> • An economics journalist in newspaper "Vijesti" • A lecturer at PR school at the Faculty of Economics- Montenegro University/ Podgorica
Main activities and responsibilities	<ul style="list-style-type: none"> • The main topics of writing were related to the banking system, tourism and privatization • As an economic journalist I was on several study trips abroad and has participated in several international seminars • As a lecturer at the PR school taught topics and practical examples from the field of public relations, advertising, promotion and publicity
Name and address of employer	<ul style="list-style-type: none"> • ND "Vijesti", Bulevar Revolucije 11/Podgorica • Montenegro University, Faculty of Economics, Jovana Tomaševića 37/Podgorica
Type of business or sector	Media sector
Period (from-to)	2002 - 2003
Occupation or position	An office lender in the Crnogorska komercijalna banka-Nikšić
Main activities and responsibilities	<ul style="list-style-type: none"> • Work has involved the conduct of all loans intended for individuals, special-purpose loans and non-purpose loans, and agricultural credit in cooperation with the EBRD (European Bank for Reconstruction and Development)
Name and address of employer	Crnogorska komercijalna banka, Njegoševa 23, Nikšić
Type of business or sector	Banking sector
Education and training	

Period (from-to)	2005 -2007				
Title of qualification awarded	Ph. D in Economic Science				
Principal subject/occupational skills covered	International Marketing, International Management				
Name and type of organisation providing organisation and training	The University of Montenegro, Faculty of Economy - Podgorica				
Level in national or international classification	Ph. D				
Period (from-to)	2001 -2004				
Title of qualification awarded	Masters of Economic Science				
Principal subject/occupational skills covered	International Marketing, International Management				
Name and type of organisation providing organisation and training	The University of Belgrade, Faculty of Economy- Belgrade, Serbia				
Level in national or international classification	Masters of Science				
Period (from-to)	1996 -2001				
Title of qualification awarded	Bachelor Degree in Economics				
Principal subject/occupational skills covered	Economy				
Name and type of organisation providing organisation and training	Faculty of Economy, The University of Montenegro, SR Yugoslavia				
Level in national or international classification	Bachelor Degree in Economics				
Personal skills and competences					
Mother tongue(s)	Montenegrin				
Other language(s)	English, Russian				
Self-assessment (1 – excellent; 5 – basic)	Listening	Reading	Spoken interaction	Spoken production	Writing
English	C1	C1	C1	C1	C1
Russian	A2	A2	A2	A2	A2
Social skills and competences	<ul style="list-style-type: none"> • Capability for education • Work with different clients and stakeholders • Work within social networks • Communication skulls • Negotiations • Team building 				

Technical skills and competences	<ul style="list-style-type: none"> • Project management • Communication strategy • Marketing plan • Presentation skills
Computer skills and competences	<ul style="list-style-type: none"> • STATA, SPSS Microsoft Office: Word, Power Point, Excel
Artistic skills and competences	
Other skills and competences	
Driving license(s)	Yes
Additional information	
Visiting professor	<ul style="list-style-type: none"> • Visiting professor at Akdeniz University – Antalya, Faculty of Business, Mevlana Exchange Program, Turkey, May 2015. • Visiting professor at University of Maribor, Faculty of Economics and Business, CEEPUS Exchange Program, Slovenia, May 2016. • Visiting professor at University College of Enterprise and Administration- Lublin, Erasmus + K107 Teaching Program, Poland, January 2017 • Visiting professor at Faculty of Economics – Zagreb, CEEPUS Exchange Program, Croatia, April 2017 • Visiting professor at University of Dubrovnik, Erasmus + Exchange Program, Dubrovnik, Croatia, April 2017 • Visiting professor at University College of Enterprise and Administration- Lublin, Erasmus + K107 Teaching Program, Poland, November 2018

Annex 1 – Work on international projects

Period (from-to)	2016-2017
Title of international project	“Innovation of entrepreneurship in tourism through production of gastronomic souvenirs based on local inputs- GAS2GO”
Project implemented by	Montenegrin Chamber of Commerce, University Mediterranean, Frutiera d.o.o –Europe Aid ID- ME-2009-FDY-0207526949
Activities undertaken	Coordinator in front of University Mediterranean Podgorica
Period (from-to)	2016-2019
Title of international project	PH-ELIM Project- Enhancement of study programs in Public Health Law, Health Management, Health Economics and Health Informatics in Montenegro – European Commission Erasmus + Project: 573997-EPP-1-2016-1-ME-EPPKA2-CBHE-JP
Project implemented by	Heidelberg University-Germany, University of Debrecen-Hungary, University of Athens-Greece, University for Health Sciences, Medical Informatics and Technology-Austria, University of Donja Gorica, University Mediterranean, University of Montenegro, Institute of Public Health, Institute of Modern Technology, Ministry of Education, Ministry of Health
Activities undertaken	Member of the working group

Period (from-to)	2012
Title of international project	AGRIMBA Network - International Network for the MBA Agribusiness and Commerce – for opening Master of business administration study (MBA) for finance, management and agribusiness in English language in Montenegro
Project implemented by	DEBUT-M project funded by the European Commission (extention of TEMPUS IV 2010)
Activities undertaken	Member of AGRIMBA Network
Period (from-to)	2012
Title of international project	"Marketing plan with the sales promotion of the brand "Aqua Monta"
Project implemented by	EBRD, OFFICE PODGORICA BAS PROGRAM MONTENEGRO (Agreement No. GA-MNE-2011-190396)
Activities undertaken	Author
Period (from-to)	2011
Title of international project	"The strategy of improving the analysis of sales of the brand Aqua assembly", with sales training sector
Project implemented by	EBRD, OFFICE PODGORICA BAS PROGRAM MONTENEGRO,2010. (Agreement No. GA-MNE-2011-1903
Activities undertaken	Member of the expert team
Title of international project	Marketing plan for the brand sales promotion "Aqua Monta"
Project implemented by	BAS Program (Business Advisory Service) Montenegro Business School
Activities undertaken	Author
Title of international project	TEMPUS IV 2010
Project implemented by	University Mediterranean Podgorica, Montenegro Business School -Podgorica, Faculty of Tourism-Bar, University of Montenegro, Montenegrin Chamber of Commerce, Ministry of Tourism of Montenegro, University of Debrecen, Wageningen University, Budapest Business School, Scottish Agricultural College DEBUT-M project funded by the European Commission
Activities undertaken	Teacher in area of commerce and marketing Member of the Working Group AGRIMBA (International Network for the MBA Agribusiness and Commerce) to open MBA master study on English language in Montenegro
Period (from-to)	2008 -2009
Title of international project	Analysis of cement in Montenegro
Project implemented by	"Dalmacija cement"- Split, Croatia and "Montenegro business school", University Mediterranean Podgorica
Activities undertaken	Member of project
Period (from-to)	2004 -2005
Title of international project	Implementation of marketing in small and medium-sized enterprises in Montenegro
Project implemented by	Business Advisory Service Program (BAS), Podgorica 2005 "Dalmacija cement"- Split, Croatia and Montenegro business school
Activities undertaken	Economic expert

Annex 2 – Trainings and seminars (attended)

Organizer	Chamber of Economy Montenegro
Title of the seminar	Digital Marketing – Imperative in the 21 st Century (author and instructor)
Seminar topic	Digital Marketing
Date	December, 2018, Podgorica, Montenegro
Organizer	University College of Enterprise and Administration- Lublin, Poland
Title of the seminar	International Week 2018
Seminar topic	Symposium of foreign partner institutions
Date	November, 2018, Lublin, Poland
Organizer	PH-ELYM Erasmus + Project
Title of the seminar	Enhancement of study programs in Public Health Law, Health Management, Health Economics and Health Informatics in Montenegro
Seminar topic	Public Health Law, Health Management, Health Economics and Health Informatics
Date	September, 2018, Podgorica, Montenegro
Organizer	One to World – New York, Berkeley College Internationals – New York
Title of the seminar	Entrepreneurship Panel – Starting a business in the U.S.
Seminar topic	How ideas are transformed into successful businesses in the U.S.
Date	April, 2018, New York, United States
Organizer	Fulbright Organization
Title of the seminar	Entrepreneurship and Innovation in the New South – Fulbright Enrichment Seminar
Seminar topic	Entrepreneurship and Innovation
Date	November, 2017, Huntsville, Alabama, United States
Organizer	One to World – New York, Mercy College – New York
Title of the seminar	Global Guide
Seminar topic	Global Guide Training for International Scholars and Students
Date	October, 2017, New York, United States
Organizer	Institute for Entrepreneurship and Economic Development
Title of the seminar	Marketing and Branding (author and instructor)
Seminar topic	Marketing and Branding
Date	January, 2017, Podgorica, Montenegro
Seminar topic	
Organizer	Chamber of Economy Montenegro
Title of the seminar	The construction and positioning of the brand in the Montenegrin market (author and instructor)
Seminar topic	The construction and positioning of the brand in the Montenegrin market
Date	June, 2016, Podgorica, Montenegro
Organizer	University of Maribor- Faculty of Economics and Business
Title of the seminar	International Week 2016
Seminar topic	Symposium of foreign partner institutions
Date	May, 2016, Maribor, Slovenia

Organizer	Chamber of Economy Montenegro
Title of the seminar	New rules of marketing to promote of brands (author and instructor)
Seminar topic	New rules of marketing to promote of brands
Date	July-2015, Podgorica, Montenegro
Organizer	Chamber of Economy Montenegro
Title of the seminar	Building a brand in the B2B market (author and instructor)
Seminar topic	Building a brand in the B2B market
Date	March-2014, Podgorica, Montenegro
Organizer	KulturKontakt-Austria
Title of the seminar	Communication and presentation skills and market research (author and instructor)
Seminar topic	Communication and presentation skills and market research
Date	January, 2013, Podgorica, Montenegro
Organizer	Atlas Group
Title of the seminar	Business conference
Seminar topic	Strategies to increase profits in the XXI century
Date	01.12.2009, Budva, Montenegro
Organizer	Die Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), München, Germany
Title of the seminar	Quality standards in the meat industry
Seminar topic	Meat quality standards
Date	March- 2004, München, Germany
Organizer	Centre for Independent Journalism, Sofia-Bulgaria
Title of the seminar	European Integration in Transition Countries
Seminar topic	European Integration
Date	November 2005, Sofia, Bulgaria
Organizer	Media Institute of Montenegro, U.S. Consulate Public Affairs Office AND THE Voice of America
Title of the seminar	Business and Economic Workshop
Seminar topic	Writing a business and economic articles, reporting on economic and business issues
Date	September, 2005 Podgorica, Montenegro

Annex 3 – Published articles

Monograph	<p>Foreign Direct Investment in Practice of Transition Countries, Mediterranean University Montenegro, 2012</p> <p>Europe in my city, Centar for Civil Education, Friedrich Ebert Foundation, 2013 (with a group of authors)</p> <p>Marketing in Modern Banking, Mediterranean University Montenegro, 2018 (with Jovičević, R.)</p> <p>Public health analysis in EU and the other part of world, Erasmus+ Program of the EU, 2018 (with a group of authors)</p>
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Published articles in journals on SCI list (Science Citation Index)	<ol style="list-style-type: none"> 1. Challenges and Delusions of the Current Development of Tourism in Montenegro, <i>Metalurgia International</i>, Vol XVIII (2013), No 6, ISSN 1582-2214, Thompson Scientific Master Journal List (Science Citation Index Expanded), pp.178-83, with Stojanović-Jakšić, A. 2. Creating Social Marketing Strategy on the Internet within Preventive Health Care - Human Papilloma Virus Vaccination Campaign", <i>Serbian Medical Journal (Science Citation Index Expanded - SCI)</i>, Vol. 142, No. 1-2, pp. 88-93, Belgrade, 2018, with Mitrović, J., Janičić, R., Kostić Stanković M. and Jović, M.
Published articles in journals including in international databases	<ol style="list-style-type: none"> 1. Two Sides of Foreign Direct Investment in Montenegro, <i>Montenegrin Journal of Economics</i>, Volume III, No 5, July 2007 (JEL classification: E 22; F 30), <i>Journal of Economics Literature, Pittsburgh, on AEA (American Economic Association), JEL CD, e-JEL, WWW.EconLit.org and WWW.AEAweb.org</i>, pp 135-143 2. Foreign Direct Investment in the Function of Improving Competitiveness of companies in Transition Countries, <i>Montenegrin Journal of Economics</i>, Volume IV, No 7, 2008 (JEL classification: E 22; F 30), pp 121-128 3. The Foreign Direct Investment and competitiveness of Montenegrin economy, <i>Montenegrin Journal of Economics</i>, Volume VI, Number 9, 2010 (JEL classification: P20), pp 131-138 4. Strategic Approach to the Promotion of Protected Areas, Volume 61, Issue 3, 30. September 2015, ISSN 0554-5579, ISSN 1800-9492 (Online), DOI:10.17707/ AgricultForest (AE Global Index, AGRICOLA, AGRIS, CABI, COBISS, EBSCO), pp. 87-100, with Gojović, I. and Perazić, M. 5. Small and medium enterprises-bearers of greenfield investments in Montenegro, <i>Economics Outlook</i>, Vol 18, No. 2/2016, 2016, Kosovska Mitrovica, ISSN 1450-7951, Online ISSN 2334-7570 UDC 33, (EBSCO, Ulrichs Web), pp. 47-61 6. A Holistic Approach to Marketing in Montenegrin Banks, <i>Marketing, Quarterly Marketing Journal</i>, No.3, Vol 47, Beograd, 2017, ISSN 0354-3471 (Hard copy), ISSN 2334-8364 (Online), UDC 339+658, Ulrich ID 1788176, COBISS.SR-ID 749828, pp.227-241 7. Impact of export plant products in branding of the country, Volume 63, Issue 2, June 2017, ISSN 0554-5579, ISSN 1800-9492 (Online), DOI : 10.17707/ AgricultForest (AE Global Index, AGRICOLA, AGRIS, CABI, COBISS, EBSCO), pp.121-131, with Konatar A. and Perazić, M. 8. Rethinking impulse buying behaviour: evidence from generation Y consumers, <i>EMC Review – Economy and Market Communication Review</i>, Vol VIII, No 1/2018, ISSN 2232-8823 EISSN 2232-9633 UDK 33, (Emerging Sources Citation Index - Thomson Reuters, Web of Science, EBSCO, Clarivate Analytics, ERIHPLUS, Index Copernicus), pp. 55-72, with Vojvodić, K. and Matic, M. 9. Comparative analysis of the value of national brands - a new approach, <i>Ekonomski vjesnik / Econviews - Review of Contemporary Business, Entrepreneurship and Economic Issues</i>, Vol. XXXI, No 1/2018, ISSN: 0353-359X, e-ISSN: 1847-2206, (Emerging Sources Citation Index - Thomson Reuters, Web of Science, CAB Abstract, EconLit, EBSCOhost, ABI/INFORM) pp.179-193, with Konatar, A.
Published articles in international journals that are not in the database, and have regular international distribution and summary in a foreign language	<ol style="list-style-type: none"> 1. A Hi-tech Product and Competitive Advantage, <i>Marketing (Quarterly Marketing Journal)</i>, Belgrade, 3, fall 2004, pp 157-161 2. Some Aspects of International Movement of Capital, <i>Banking, The Union of banks and another financial institutions</i>, Belgrade, No 9-10/2004, 2004, pp 16-19 3. International Movement of Capital as Generator and Accelerator of Globalization, <i>Economics, Rifin, Faculty of Economics, Zagreb</i>, No 12/2, 2005, pp 369-383 4. Reality and Perspectives of Trade line in Montenegro, <i>Media dialogues - Journal for the Research of media and society, ELIT- Economic Research Laboratories Transition</i>, Vol.1, No.1, 2008, pp 155-162 5. Foreign Direct Investment and Global Economic Crisis in the Western Balkans, <i>European Perspectives - Journal on European Perspectives of the Western Balkans</i>, Volume 3, Number 1, April 2011, Slovenia 6. The Impact of Digitization and the Development of New Media on Consumer Behavior, <i>Media dialogues - Journal for the Research of media and society, ELIT- Economic Research Laboratories Transition</i>, Vol IV, No 9, 2011. (with Kovačević M.) 7. The Impact of Globalization on Culture Media, <i>Media dialogues - Journal for the Research of media and society, ELIT- Economic Research Laboratories Transition</i>, Vol IV, No 9, May 2011, ISSN 1800-7074, COBISS.CG-ID 12734480, UDK: 004.9:658.89, 47-64 (with Janičić R.)

Monograph	<p>Foreign Direct Investment in Practice of Transition Countries, Mediterranean University Montenegro, 2012</p> <p>Europe in my city, Centar for Civil Education, Friedrich Ebert Foundation, 2013 (with a group of authors)</p> <p>Marketing in Modern Banking, Mediterranean University Montenegro, 2018 (with Jovičević, R.)</p> <p>Public health analysis in EU and the other part of world, Erasmus+ Program of the EU, 2018 (with a group of authors)</p>
Published articles in journals on SCI list (Science Citation Index)	<ol style="list-style-type: none"> 1. Challenges and Delusions of the Current Development of Tourism in Montenegro, Metalurgia International, Vol XVIII (2013), No 6, ISSN 1582-2214, Thompson Scientific Master Journal List (Science Citation Index Expanded), pp.178-83, with Stojanović-Jakšić, A. 2. Creating Social Marketing Strategy on the Internet within Preventive Health Care - Human Papilloma Virus Vaccination Campaign", Serbian Medical Journal (Science Citation Index Expanded - SCI), Vol. 142, No. 1-2, pp. 88-93, Belgrade, 2018, with Mitrović, J., Janičić, R., Kostić Stanković M. and Jović, M.
	<ol style="list-style-type: none"> 8. Cannibalization of Old in Favor of New-media, Media dialogues - Journal for the Research of media and society, ELIT- Economic Research Laboratories Transition, Vol V, No 11, February 2012, ISSN 1800-7074, COBISS.CG-ID 12734480, UDK: 316.774:004.738.5, 269-280 (with Kovačević M.) 9. Tourism Branding through Integrated Marketing Communications, Media dialogues - Journal for the Research of media and society, ELIT- Economic Research Laboratories Transition, Vol VI, No 15, February 2013, ISSN 1800-7074, COBISS.CG-ID 12734480, UDK: 316.774:004.738.5, pp. 469-78 (with Stojanović-Jakšić A.) 10. Impact of Foreign Direct Investment in the National Economy of the Region, Economic Challenges – Journal of the Department of Economics of the International University of Novi Pazar, Vol 1, No 3, ISSN 2217-8821, February 2013. (included into Central and Eastern European Online Library (CEEOL), (with Stojanović-Jakšić A.) 11. The influence of Internet marketing to the crisis of print and electronic media, Media dialogues - Journal for the Research of media and society, ELIT- Economic Research Laboratories Transition, Vol VI, No 16, May 2013, ISSN 1800-7074, COBISS.CG-ID 12734480, UDK: 316.774:004.738.5, pp. 469-78 (with Raičević, M.) 12. Media Globalization and Marketing Communications, Media dialogues - Journal for the Research of media and society, ELIT- Economic Research Laboratories Transition, Vol VI, No 17, November 2013, ISSN 1800-7074, COBISS.CG-ID 12734480, UDK: 316.774:004.738.5, pp. 77-86 (with Janičić, R.) 13. New Rules of Marketing to promote brands, Media dialogues - Journal for the Research of media and society, ELIT- Economic Research Laboratories Transition, Vol VII, No 20, November 2014, ISSN 1800-7074, COBISS.CG-ID 12734480, UDK: 316.774:004.738.5, pp. 707-719 14. Ecological sustainable strategies in function of environmental protection, Montenegrin Journal of Ecology, Vol 2, No 1-2, November 2015, ELIT- Economic Laboratory for Transition Research, Podgorica, Montenegro, ISSN 2337-0149, COBISS.CG-ID 25682704, pp. 83-89 15. The influence of modern media on international business, Media dialogues - Journal for the Research of media and society, ELIT- Economic Research Laboratories Transition, February, 2016, ELIT, Podgorica, ISSN 1800-7074, COBISS.CG-ID 12734480, UDK: 316.774:004.738.5, pp. 59-70 16. Significance and role of integrated communications in modern banking marketing, Media dialogues - Journal for the Research of media and society, ELIT- Economic Research Laboratories Transition, Vol. 10, No 29, ELIT, Podgorica, 2017, ISSN 1800-7074, COBISS.CG-ID 12734480, UDK: 316.774:004.738.5, pp. 255-267, with Raičević, M. 17. Modern Access to Communications in Marketing in Banking, Media dialogues - Journal for the Research of media and society, ELIT- Economic Research Laboratories Transition, Vol. 11, No 31, ELIT, Podgorica, 2017, ISSN 1800-7074, COBISS.CG-ID 12734480, UDK: 316.774:004.738.5, with Raičević, M.
Published articles in domestic journals	<ol style="list-style-type: none"> 1. Marketing in the Montenegrin Banking and Economic Development of the Law, Legal Proceedings, the Association of Lawyers of Montenegro, Podgorica, No1-2/2006-2007, pp 333-346 2. Foreign direct investment and Montenegrin practice, Banker, Banking Association of Montenegro, Vol VII, No. 26, June 2014, ISSN 1800-7465, pp: 24-33 3. Obtain a new, retain old customers, Banker, Banking Association of Montenegro, Vol VIII, No. 29,

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	<p>March 2015, ISSN 1800-7465, pp: 84-91</p>
International symposia and scientific meetings	<ol style="list-style-type: none"> 1. Market Aspects of Project Management in Construction through the Growth of Demand for Housing Loans, International Symposium "Procedures and Problems of Construction", Proceedings, Vrnjačka banja, 2007, pp 197-206 2. Coordination strategy of foreign direct investments and strategy of export competitiveness in the global crisis, International Symposium "Management 2010", Proceedings, Kruševac, March 17-18, 2010. 3. Foreign direct investment in tourism in the global economic crisis, International scientific conference "Investments in tourism as a condition of regional integration", Proceedings, Ulcinj, April 2, 2010.. 4. High Education Branding Through New Age Media, XII International Symposium of the Faculty of Organizational Sciences –Symorg 2010, Proceedings, Zlatibor, June 9-12, 2010 5. Impact of the Global Financial Crisis on the Montenegrin Economy, VII International Conference of young doctor of science "MLADA VEDA 2010", Faculty of Special Engineering, University of Zilina, Slovakia, November 9-10, 2010. 6. Benefits from the implementation of standards, XII Scientific meeting "Quality system-condition for business and competitiveness", Association for Quality and Standardization of Serbia, Vrnjačka Banja, Serbia, November 25-26 2010. 7. Promotion of Tourism in Economic Development of Montenegro, III International Scientific Conference "Perspectives of Economic Development-Challenges and Opportunities, Ulcinj, 1. April, 2011. 8. International Perspectives and Challenges of Small and Medium Enterprises, International scientific conference "Small and Medium Enterprises - Possibilities and Perspectives 2011", Novi Pazar, Serbia, 25 April 2011 9. Integrative and Strategic Nature of Human Resource Management – New Trends in Quality Management, International Scientific Seminar "New Trends in Quality Management", Trnava, Slovakia, 12-13. April 2011 10. Integrated marketing communications in the function of the economic development of Montenegro, the International Scientific Conference 2011 ES-NBE, Kosovska Mitrovica, November, 2011. 11. International Perspectives and Challenges of Small and Medium Enterprises, International scientific conference "Small and Medium Enterprises - Possibilities and Perspectives 2011", International University of Novi Pazar, Novi Pazar, Serbia, 25 April 2011, pp: 330-340 12. Integrative and Strategic Nature of Human Resource Management- New Trends in Quality Management, International Scientific Seminar "New Trends in Quality Management", Faculty of Materials Science and Technology STU- Trnava, Slovakia, 12-13. April, 2011, pp: 320-324 13. Promotion of tourism and economic development of Montenegro, III International scientific conference "Perspectives of Economic Development-Challenges and Opportunities, Ulcinj, 1st April, 2011.

Annex 3 – Published articles

Monograph	<p>Foreign Direct Investment in Practice of Transition Countries, Mediterranean University Montenegro, 2012</p> <p>Europe in my city, Centar for Civil Education, Friedrich Ebert Foundation, 2013 (with a group of authors)</p> <p>Marketing in Modern Banking, Mediterranean University Montenegro, 2018 (with Jovičević, R.)</p> <p>Public health analysis in EU and the other part of world, Erasmus+ Program of the EU, 2018 (with a group of authors)</p>
Published articles in journals on SCI list (Science Citation Index)	<ol style="list-style-type: none"> 1. Challenges and Delusions of the Current Development of Tourism in Montenegro, Metalurgia International, Vol XVIII (2013), No 6, ISSN 1582-2214, Thompson Scientific Master Journal List (Science Citation Index Expanded), pp.178-83, with Stojanović-Jakšić, A. 2. Creating Social Marketing Strategy on the Internet within Preventive Health Care - Human Papilloma Virus Vaccination Campaign", Serbian Medical Journal (Science Citation Index Expanded - SCI), Vol. 142, No. 1-2, pp. 88-93, Belgrade, 2018, with Mitrović, J., Janičić, R., Kostić Stanković M. and Jović, M.
Domestic symposia and scientific meetings	<ol style="list-style-type: none"> 14. Media Globalization and Marketing Communications, International Congress AVA – AGRIMBA 2013, 26-27. June 2013. (with Janičić R.) 15. New Marketing Environment - The Ranges and Limits, International Congress AVA – AGRIMBA 2013, 26-27. June 2013. (with Jovičević R. and Raičević M.) 16. Branding tourist destinations through integrated marketing communications - the north of Montenegro, The Second International Multidisciplinary Conference "The main trends in the research of young scientists in modern science: Paradigm shift from atoms to bits", Montenegrin Academy of Sciences and Arts, CANU, Podgorica, 23-24. September 2014. 17. A new marketing paradigm of XXI century, International Scientific Conference on Social and Economic Research and Development – SERDA 2015, Slobomir P University, Bijeljina, Bosnia and Herzegovina, 9 May 2015. 18. Leadership of woman in the Montenegrin education, Regional scientific expertise and business conferences LIMEN 2015 "Leadership and management: state, enterprise, entrepreneur", Belgrade, 10 December 2015. 19. Strategies of branding of banking services in Montenegro, International scientific conference "Knowledge based sustainable economic development ERAZ 2016", Belgrade, 16. June 2016. 20. Impact of corporate social responsibility on consumer behavior in Montenegro, 21st International Scientific Conference SM 2016 "Strategic Management and Decision Support Systems in Strategic Management", The Faculty of Economics, Subotica, University of Novi Sad, 19. May 2016 21. Rethinking Impulse Buying Behavior Evidence from Generation Y Consumers (with Vojvodić, K. and Matić, M.), International Conference " Smart Ideas and a New Concept of Economic Regeneration in Europe, Dubrovnik, Croatia, 28-29. September, 2016. 22. Branding of the first institutions of higher education through integrated marketing communications, conference - Education in Montenegro - Ten years since the restoration of independence of Montenegro, 5-8th July, 2016, Becici 23. Models of Measurement of Quality of Banking Services, International Symposium on Business and Economics, 5-8 September 2018, Podgorica, Montenegro (with Raicevic, M.)
Professional papers	<ol style="list-style-type: none"> 1. Foreign Direct Investment- A Solution for Production, CG Economist, No 10, 2008, pp 27-30 2. If you do not make the economy competitive, it will not benefit from the Agreement with the EU, European Pulse, No 28, January 2008, pp 12-13 3. ATTITUDE - Spending instead Development, Independent Daily, March 13, 2008, p.16

Annex 4: Membership in the Association

1. President of the Audit Committee at Invest bank Montenegro (2012-2018)
2. Member of the Senate of University Mediterranean (2016-2018)
3. Member of the National Council for Education in Montenegro (2015-2017)
4. Member of Council of Adult Education in Montenegro (2015-2017)
5. Member of the Center of young scientists of the Montenegrin Academy of Science and Arts (CANU)- alumni
6. Team Leader for the opening of doctoral studies in marketing at the Faculty of Business Studies "Montenegro Business School" University Mediterranean Podgorica
7. Member of the Working Group on EU negotiations on Chapter 25 - Science and Research
8. President of the Commission to assign the trademark "Good from Montenegro" for the service area in the Chamber of Commerce of Montenegro
9. Regular reviewer of the International Business Management and Modern Management Conference at Josip Juraj Strossmayer University in Osijek (Web of Science, EconLit, etc.)
10. Member of the editorial board of the "Journal of European Social Research", Epoka University, Tirana
11. Member of the jury for the Social Impact Award (for Montenegro), 2016.
12. Member of the Program Committee of the International scientific and professional conference "Sustainable economic development based on knowledge - ERAZ 2016", Belgrade, 2016.
13. Article reviewer Committee of the International Conference "Smart Ideas and a New Concept of Economic Regeneration and Europe - SINCERE Dubrovnik 2016"
14. Chairperson at an International Conference „International Strategic Management Conference- Social Media and Marketing“, organized by Istanbul Tehnical University, Yildiz Technical University, Beykent University an University Mediterranean Podgorica
15. Chairperson in the GSI 2018 International Symposiums on Business and Economics, September 2018, Podgorica, Montenegro