



## Europass Curriculum Vitae

### Personal information

First name(s) / Surname(s) **Zoran Bogetic**

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Nationality

Date of birth

Gender Male

### Education and training

2006 PhD in Business Management  
Thesis: Models of Product Categories Management in Trade Channels, Faculty of Economics, Belgrade

August 2003 – July 2004 JFDP Fellowship  
George Washington University, Washington DC

27 January 2003 - 22 February 2003 ESC Marseille - Provence Graduate School of Management i ESSEC Business School, France

1995 MSc in Economics:  
Thesis: Choice of the Purchasing Strategy of a Trade Company

March-May 1992 Limburg Business School (Hasselt), Belgium – TEMPUS Program (Course: Marketing Management)

1991 Diploma in Economics  
Faculty of Economics, Belgrade, (GPA 9.73), Major in Foreign and Domestic Trade

### Additional information

- Ex-member of the Supervisory Board of the Free Zone Company, Belgrade
- Permanent Strategic Development and Marketing Advisor of the Montecco, Inc. Company, Podgorica, Montenegro
- Ex- member of the Council of the Ministry of Trade and Tourism of the Government of Serbia
- Scholar of the Government of the Republic of Serbia within the „Programme for Young Talents“.
- Scholarship of the Sasakawa Foundation

Publications:

*Selected Articles:*

Petković, G., Stojković, D., Bogetić, Z. 2007. Internet i ICT baziran CRM (Internet and ICT Based CRM), Zbornik radova Medjunarodne naučne konferencije Savremeni izazovi ekonomske teorije i prakse, Ekonomski fakultet u Beogradu 26.-29.09.2007.

Bogetić, Z., Lovreta, S., 2007. Efikasan menadžment kategorije proizvoda (Efficient Category Management), Zbornik radova Medjunarodne naučne konferencije Savremeni izazovi ekonomske teorije i prakse, Ekonomski fakultet u Beogradu 26.-29.09.2007.

Bogetić, Z., Lovreta, S., 2007. Efikasan menadžment kategorije proizvoda (Efficient Category Management), Zbornik radova Medjunarodne naučne konferencije Savremeni izazovi ekonomske teorije i prakse, Ekonomski fakultet u Beogradu 26.-29.09.2007.

*Books:*

Menadžment u funkciji inovacija- knjiga I. 1995. Univerzitet u Beogradu – Centar za menadžment.

Menadžment u funkciji inovacija- knjiga II. 1996. Univerzitet u Beogradu – Centar za menadžment.

Ekonomski rečnik, 2001. Univerzitet u Beogradu – Ekonomski fakultet u Beogradu  
Strategija razvoja trgovine Grada Beograda, član tima, 2008, redaktor Prof. Dr S. CID

Co-author. 1997. Savremena trgovina naftom i naftnim derivatima (Redaktor: Prof. Dr S. Lovreta), Beograd: Eurotrend marketing.

Co-author. 2000. Pekabeta škola trgovine (Redaktori: Prof. dr S. Lovreta i Prof. dr G. Petković), Beograd: Pekabeta

Author. 2007. Menadžment kategorije proizvoda (Category Management), Ekonomski fakultet u Beogradu CID i Data Status, Beograd

Translations:

Editor of the Serbian edition (with M. Gligorijević) Marketing Menadžment 12. izd. Kotler i Kevin Lane Keller, Prentice Hall & Data Status, Beograd Urednik edicije i 2009, Harvard Business Press, Džepni mentor- ekspertska rešenja za svakodnevnost HBP&DataStatus, Beograd