

CURICULLUM VITAE MARIJA JANKOVIC



Personal information

Surname (s) / First name (s)

Address (es)

Telephone number (s)

Number (es)

E-mail

Personal information

Citizenship

Date of birth

Sex

Desired employment / occupation

Work experience

Assistant professor Marija (Milovic) Jankovic, PhD

Josipa Broza bb, 81000 Podgorica, Montenegro+382 409 228

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marija.jankovic.mbs@gmail.com

Montenegrin

20.05.1980.

Female

Dean of Faculty of economics and business at University of Mediterranean

The teacher on subjects:

Brand management,
Public Relations,
International business and marketing,
Leadership,
Microeconomics,
Macroeconomics.

Dates	21/12./2014 - Elected to the position of Assistant Professor (Marketing Management course) on the University of the Mediterranean
Occupation or position held Main activities and responsibilities	January 2013.- 11.20.2015. Vice Dean for Education at the Faculty of Business Studies, University of the Mediterranean Responsibility for regulating and maintaining kontinuiteta teaching at Faculty regularity of informing students, schedule classes, tests and exams and extracurricular activities at the Faculty
Name and address of employer	Faculty of Business Studies "Montenegro Business School" Mediterranean University, Street: Jospisa Broza bb, 81000 Podgorica, www.fps.unimediterranean.net
Occupation or position held Main activities and responsibilities	01.09.2009. Teaching Assistant Teaching Assistant on courses: „Microeconomics“, „Macroeconomics“, „Strategic management“, „International Management“ „International Finance“, „Business Ethics“ Faculty of Business Studies "Montenegro Business School" Mediterranean University, ul: Jospisa Broza bb, 81000 Podgorica, www.fps.unimediterranean.net
Type of business or sector	Mediterranean University, Education
Occupation or position held	2003 -, 2009.
Main activities and responsibilities	Commercial Director Responsible for organizing the sale of the company "Luminescence", Niksic "Luminescence" Niksic mail: misko.milovic@t-com.me +382 67641640 D.O.O.
Occupation or position held	2004 -, 2009.
Main activities and responsibilities	Teaching Assistant - Part Time Job Associate of the subjects: "Strategic Management", "Business Informatics", "International Management
Name and address of employer	Faculty of Business Studies "Montenegro Business School" Mediterranean University, str: Jospisa Broza bb, 81000 Podgorica, www.fps.unimediterranean.net , Mediterranean University
Education and training	
Dates	21.3.2014.
Title of qualification awarded	Doctor of Economic Sciences at the Faculty of Economics
Name and type of organization providing education and training	Doctoral dissertation on "corporate brand management strategies in response to the challenges of globalization". Defended 21.03.2014.god. University of Montenegro, Jovana Tomasevic 37, 81000 Podgorica, Montenegro

14.07.2009.

Master of Economic Sciences at the Faculty of Economics

Course: International Economics, Finance and Business, Master Thesis:
"Electronic commerce in insurance companies"
University of Montenegro, Jovana Tomasevic 37, 81000 Podgorica, Montenegro
20.05.2003.

Bachelor of Economics

Faculty of Economics Podgorica, University of Montenegro, Jovana Tomasevic
37, 81000 Podgorica, Montenegro. Diploma thesis on "Information system
Nikšićke Bank AD Niksic ". 9.75 The average score study.
University of Montenegro, Jovana Tomasevic 37, 81000 Podgorica, Montenegro

Personal skills and competences

Mother tongue (s)

Montenegrin

Other language (s)

English, Russian

Self
European level (*)

understanding		speech				writing	
listening	reading	Spoken interaction		Spoken production			
C2	C2	C2	C2	C2	C2	C1	
C1	C1	C2	C2	C1	C1	C1	

Russian
English language

()Common European Framework of Reference for Languages*

Social skills and competences

Member of the Government's (Ministry of Foreign Affairs and European Integration) work team for Chapter 3 - Freedom to provide services.
Main coordinator of the Faculty team for cooperation with government bodies - Coordination Team for the Implementation of Communication Strategy on Euro-Atlantic integration of Montenegro in NATO
Main organizer of the Faculty team for roundtables, promotion and scientific conference on different economic topics: Business performances, NATO benefits, etc.

Organisational skills and competences

Technical skills and competences	<p>Leadership skills, organization, cooperation and team spirit.</p> <p>Leadership skills The ability of high organization Working with different target groups communication skills Team work Negotiation</p>
Scientific interests	<p>Marketing plans and branding plans The plan of improving sales Analysis of micro and macro environment of the company Communication strategy Entrepreneur Plan PR Promotional activities</p>

**Seminars, conferences,
PROJECTS**

- **GSI Symposium, 2018, Montenegro**, "International Symposium of Business and Economics", Podgorica 2018, Keynote speaker and participant; presentation on the topic: "Analysis of the activities of branches of foreign transnational companies in the economies of Montenegro and surrounding countries"
- **I International Conference SER 2018** on "New trends and best practices in socioeconomic research" held on April 26-28, 2018, Igalo (Herceg Novi) Montenegro, presenting paper on the topic "A Perspective on Brand Meaning - Case of Montenegro"
- Training in Marketing Management in Health, National and Kapodistrian University of Athens, Greece, January 2018;
- Visiting lecturer in Brand Management, Faculty of Economics, University of Varna, Bulgaria, April 2018;
- **XIV International Scientific Conference**, MSA Conference "Transformation Processes in Sport - Sport Performance" presentation on sports branding, April 2017, Budva;
- **III International Conference on branding Montenegro**, speech on the topic of social media in the service of national branding, Hotel Avala, Budva, March 2017 .;
- **II International Conference on branding Montenegro** "Experiences and challenges in the process of branding Montenegro", Kolasin, Hotel Bianka, 24 and 26 February 2016
- The main organizer of the **III International Scientific Congress** "AGRIMBA AVA 2013" Hotel Avala, Budva
- **"Internet marketing communication"**, BEST (Board of European Students of Technology), seminar "WWW - What Want World - Internet communication", Faculty of Organizational Sciences, Belgrade, 2009.
- "Public Relations and Process of Transition of Carrier", International Organization RACVIAC, Belgrade, 2007.
- "Branding Strategy of" BEST (Board of European Students of Technology), seminar "Brand Your Idea! Brand Management and Technology ", Faculty of Organizational Sciences, Belgrade, 2008.
- Manchester Business School, three week seminar in "Management and Process of Resettlement", Manchester, United Kingdom, 2004.
- Main kooperator between the Faculty and the government body of the Coordination Team for Implementation of Communication Strategy on Euro-Atlantic integration of Montenegro in NATO; most organized roundtables and student competition on the topic of NATO integration.
- Part of the team for the project "Improvement of the company's sales Lipovo" BAS Program, 2013.
- Part of the team to establish a new program at the University of the Mediterranean, in graduate school
- Workshops and panel discussions on topics from the sphere of business
- Member of the Commission College to support project TEMPUS DEVCO - Development outcomes - the path to a better comparability, recognition and employability
- Elaborate on marketing planning and brand strategy soccer
- Individual projects in the field of improving the company brand
- Workshop on topic:business analysis
- Workshop on topic:marketing environment and marketing communications
- Workshop on topic: public relations and marketing communications
- Workshop on topic: health management

- Training in an international summer school course "International Economics and Business", Bournemouth, United Kingdom (1998-2002)
- Training at the International Summer School "King's School", Oxford, United Kingdom (1997 - 1999)

Additional information

- Member of the Commission for drafting the Law on the national brand of Montenegro;
- Member of the Commission for the selection of a conceptual graphic solution of the visual identity (trademark) of the national brand of Montenegro;
- Member of the Government Team for Chapter 3 - "Freedom to Provide Services";
- Member of the Steering Committee of the Ministry of Science and the Ministry of Education for the project "Higher Education and Research for Innovation and Competitiveness";
- Member of the Scientific Committee GSI Symposium;
- Member Editorial Advisors of the African Journal of Hospitality, Tourism and Leisure, (SCOPUS);
- Member of Organizational Committee of EZAP 2019.
- Certificate "Trainer of trainers", Administration of Montenegro, 2009.
- Member of the Commission for the selection of the most active student and the most active high school student in Montenegro, 2017.
- Member of International Scientific Body ISNRM2019;
- Passed professional exam for work in state bodies;
- Phelim project course and certificate, "Training in Management in Public Health", 2018.
- Guest lecturer at the Faculty of Management of the University of Varna, Bulgaria, (subject: Brand management) April 2018, certificate

Classification bibliography

Papers published in journals that are found in international databases

Dr Marija Jankovic, "Electronic insurance," Obod, Cetinje, 2017.

Dr. Marija Jankovic 'Corporate brand management strategies in response to the challenges of globalization ', Obod, Cetinje, 2015.

Drašković M., Delibašić M., Ivić M., **Jankovic M.**, "Fundamentals of Contemporary Economic Systems", ELIT, Podgorica, 2018.

1. Jankovic M., R. Janicic, "Social networks as a cultural phenomenon, and communication," Media Dialogues, Investigative media center Podgorica, Podgorica, Vol. VI, No.17, pp.463-477, 2013, ISSN 1800-7074, November 2013.

2. Jankovic M., "Exploring the value of brands on the Montenegrin bottled spring water market", Abstract: Applied Studies in Agribusiness and Commerce> Volume 07, Number 2-3, pp. 39-43, 2013 (available on: <http://ageconsearch.umn.edu/handle/164780>)

3. Jankovic M., "Research on the position of the Montenegrin brand Aqua Monta on the domestic bottled water market", Metalurgia International, Bucharest, Romania, ISSN 1582-2214, (web site: <http://science.thomsonreuters.com/cgi-bin/jrnlst/jlresults.cgi?PC=MASTER&Full=metalurgia%20international>) paper on SCII list, July, 2013.

4. Jankovic M., "Integrated Marketing Communications and Brand Identity Development" Management Journal for Theory and Practice Management, the Faculty of Organizational Sciences, University of Belgrade, Belgrade, 2012/63, pp.91-100, ISSN 1820- 0222, COBISS.SR-ID 112265484 (available on: <http://www.management.fon.rs/>)

5. Jankovic M., "Profiling the brand positioning," Media Dialogues, Investigative media center Podgorica, Podgorica, Vol. VI, No.15, 2013, pp., 479-493, ISSN 1800-7074, COBISS.CG ID 12734480 (available on: <http://medijskidijalozi.files.wordpress.com/2013/03/medijski-dijalozi-no-15.pdf>)

6. Jankovic M., "The concept of corporate branding company Apple," Media Dialogues, Investigative media center Podgorica, Podgorica, Vol. V, No.11, 2012, pp. 97-111, ISSN 1800-7074, COBISS.CG-ID 12734480

7. Jankovic M., "Branding tourist destinations of Montenegro", Economics - The journal of economic theory and practice, Scientific Research Centre, Faculty of Economics Subotica, University of Pristina, Pristina, 2/2012, pp.88-107, ISSN / 1450-7951 (available on: <http://www.efpr.edu.rs/Ekonoski%20pogledi/2-2012%20PDF/Ekonoski%20pogledi%202-2012.pdf>)

8. Jankovic M., "The impact of media on consumer behavior in fashion," Media Dialogues, Investigative media center Podgorica, Podgorica, Vol. V, No.13-14, 2012, pp.781-796, ISSN 1800-7074, COBISS.CG-ID 12734480

9. Jankovic M., "The impact of advertising on the choice of media content," Economics - Journal of economic theory and practice, Scientific Research Centre, Faculty of Economics Subotica, University of Prishtina, Prishtina, God. 15, Vol.31, 1/2013., Pp.111-123, ISSN / 1450-7951 (available on: <http://www.ekonomskipogledi.pr.ac.rs/download/EP%201-2013%20full.pdf>)

10. **Jankovic M.**, "Key factors affecting the strategic corporate management," *Entrepreneurial Economics*, May, of 2008.
11. **Jankovic M.**, "The New Era of Integrated Marketing Communications and Brand Building Companies," *Media dialogues, media research center Podgorica, Podgorica*, Vol. IV, No. 10, 2011, pp.503-517, ISSN 1800-7074, COBISS.CG-ID 12734480
12. **M. Jankovic, Janicic R.**, "New Marketing Approach Tourism of Montenegro", *Economics & Economy*, No.3, June 2014, ISSN 2336-9213, COBISS.CG-ID 21910544
13. **Jankovic M., V. Luburić**, "Planning strategy for sustainable development in the service of improving the national park" Case study: NP Durmitor "Media dialogues, media research center Podgorica, No.20, October 2014 SN 2336-9213 , COBISS. CG-ID 21910544
- 14 **E. Dautovic, Jankovic M.**, "The challenges of women's entrepreneurship in Montenegro", *Economics & Economy, Podgorica, Vol.1, No.4, December 2014* ISSN 2336-9213, COBISS.CG-ID 21910544
15. **Maroš M., Jankovic M.**, "Strategic Branding Media," *Media Dialogues, Investigative media center Podgorica*, No. 20, 2015, pp., ISSN 1800-7074, COBISS.CG-ID 12734480
16. **Jankovic M., Luburić V.**, "The strategy of sustainable development planning in the service of improving the National Park" Durmitor - case study: "Media Dialogues, Investigative media center Podgorica, No. 20, 2015, pp., ISSN 1800-7074, COBISS.CG-ID 12734480
17. **Jankovic M.**, "Branding in banking," *Banker, international journal*, No 30, June, ISSN 1800-7465
18. **Maroš M., Janković M.**, "Media promotion of the Montenegrin sport," *Media Dialogues, Investigative media center Podgorica*, 2016. (paper accepted for November 2016)
19. **Jankovic M.**, "Branding Montenegro with (tourist) aspects of development of the wine brand destination", *Proceedings The conference was organized by the Ministry of Economy of the Government of Montenegro with the Hanns Seidel Foundation, Kolasin, Bianca*, February 2016 .
20. **Jankovic M.**, "Brand mechanisms for improving commercial portfolio", *International Scientific Conference "International dialouge - Estern - West"*, Macedonia, EBSCO Database, April 15, 2016.
21. **Jankovic M.**, "The importance of information in crisis communication," *Media Dialogues, Investigative media center Podgorica*, may 2016
22. **Jankovic M., M. Bokic**, "" Destination Branding in terms of national parks example- Montenegro, "CITICON 2016, Belgrade, September 2016.
23. **Jankovic M., N. Jagodic, Janicic R.** "Ethical aspects of advertising content," *Media Dialogues, Investigative media center Podgorica*, November 2016, No. 25, ISSN 1800-7074 COBISS.CG-ID 12734480
24. **Jankovic M.**, "The price competition in oligopolistic markets with homogeneous products," *Economics & Economy, Podgorica*, 2017.

25. Jankovic M., "Social networks in the service of improving the national brand," Third International Conference of the Ministry of economy of Montenegro, March 2017, Budva
26. Jankovic M., "Application of Emotional Branding Strategy and the Development Model of Sports Brand of The Bottled Water Market", 14th International Scientific Conference "Sport performances", Budva, April 2017.
27. Jankovic M., R. Janicic, Djakonović S., "Inclusion of postmodernism in new media," Media Dialogues, no. p .. ISSN 1800-7074 COBISS.CG-ID 12734480, investigative media center Podgorica, 2017.
28. Jankovic M., "The concept of emotional branding and sport", Original Scientific Paper, Mont Sport Journal, No.15 (2017), indexes and Scopus, EBSCO base.
29. Jankovic M., Bokic M., "Destination Branding: Case Study of National Parks in Montenegro", Journal of Tourism and Hospitality Management, ISSN: 2328-2169, Volume2,
30. Janicic R., Jankovic M., "Holistic marketing approach in Montenegro hospitality", International Scientific Conference on Recent Advances in IT, Tourism, Economics, Management and Agriculture - ITEMA 2017, Budapest, Hungary, October 2017.
31. Radmila Janicic, Marija Jankovic, "Strategic Marketing Planning of Tourism in Montenegro", SPIN, Faculty of Organizational Sciences, Belgrade, 2017.
32. Jankovic Marija, „ Sustainable tourism as a basis of management of national parks in Montenegro“, Ekonomika, 2018.
33. Jovović R., Janković M., „ Trend of an increasing inequality, and consequence“, Economics and Economy, ISBN 2336-9213, Vol.5, Number 9-10, December 2017.
34. Jankovic M., Jaksic A., „People as key point in Healthcare Organizations“, Phelim project, E-Magazine, 2018.
35. Janicic S. Janicic R., Jankovic M., „Holistic Marketing Approach in Media Communications of Sports Organizations“, Sport Mont Journal, 2018,
36. Jankovic M., „ The perspective of brand meaning – Case of Montenegro“, The International science Conference, Herceg Novi, april 2018.
37. Janicic R. , Jankovic M., Jaksic A., „ Marketing orientde strategies for positioning of health care organizations“, E – Magazine, Phelim project, 2018.
38. Jankovic M., Jaksic – Stojanovic A., „ People As Key Point In Healthcare Organizations«, Newsletter, Phelim Project, Vo. 1, No.3/2018
39. Zivkovic O., Jankovic M., „ Analysis Of The Activities Of The Branch Offices Of Foreign Transnational Companies In Montenegro And The Economies Of The Countries Surrounding“, GSI Symposium, Abstract Book And Full Paper, 2018.
40. Bekim Corovic, Marija Jankovic, Radmila Janicic, » Strategic Marketing Planning Of Montenegro Tourism. Economics Challenge«, Ekonomski Izazovi, Novi Pazar, Serbia. 2018.
41. Janković M., »Application Of Emotional Branding Strategy In The Model Development Of Sports Brand Of The Bottled Water Market«, Sportmont Journal, 2017. 15/2, 49-52, Original Scientific Paper,(SCOPUS);
42. Janković M., Jakšić – Stojanović A., » Challenges Of Sports Branding«, Sportmont Journal, 2019.(2), (SCOPUS);
43. Jakšić-Sojanović A., Janković M., Šerić N., » Montenegro As High Quality Sports Tourism Destination – Trends And Perspectives«, Sportmont Journal, 2019.(2), (SCOPUS);
44. Jankovic M., Jaksic – Stojanovic A., Vukilic B., Seric N., Ibrahimi A., »Branding Of Protected Areas And National Parks: A Case Study Of Montenegro« , African Journal Of Hospitality, Tourism And Leisure, 2019. Volume 8(2), (SCOPUS);
45. Abrhám, J.; Britchenko, I.; Jankovic, M.; Garškaitė-Milvydienė, K. 2018. Energy security issues in contemporary Europe, *Journal of Security and Sustainability Issues* 7(3): 387-398. [https://doi.org/10.9770/jssi.2018.7.3\(1\)](https://doi.org/10.9770/jssi.2018.7.3(1)) (SCOPUS, CrossRef, EBSCO, DRJI)
46. Šofranac R., Janković M., "Development of the TQM system", Neum, 14-16 June 2019 .., Scientific conference with international participation;
47. Šofranac Milica, Šofranac Rajko, Janković Marija, Mustur Dušan, "Meeting the needs of users - a significant dimension in the quality of medical services", Neum, June 14-16, 2019, Scientific expert meeting with international participation;
48. Šofranac Milica, Šofranac Rajko, Janković Marija, Mustur Dušan, "One approach to calculating the quality of medical services", Neum, 14-16 June 2019, Scientific conference with international participation;
49. Šofranac Milica, Šofranac Rajko, Janković Marija, Mustur Dušan, "Medical ethics is an important factor determining the health care system", Neum, June 14-16, 2019, Scientific expert meeting with international participation;

AWARDS:

Student town of Niksic for 2003.
Scholar of the „Zeljezara Niksic“
Scholar of the Municipality of Niksic

Two children.