



Mirjana Milovanović

PhD Management and Business

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Bosnia and Herzegovina

EDUCATION

- **Doctoral studies**
Faculty of Management
Metropolitan University, Belgrade
Doctor of Science - Management and Business
Completed in 2019
- **Postgraduate studies**
Faculty of Management
Metropolitan University, Belgrade
Master of Management and Business
Completed in 2012
- **Bachelor studies**
Banja Luka College, Banja Luka
Graduated economist
Completed in 2011

SKILL

- Management Skills
- Market Research
- Marketing Communications
- Digital Marketing
- Negotiation
- Foreign trade business
- Entrepreneurial Management
- Family Business

MEMBERSHIP

SEMA
Association of Economists of Serbia
SWOT
Association of Economists of the
Republic of Srpska
MENSA International

PROFILE

Assistant Professor at study program Management, business and business economy at Banja Luka College, where she has been teaching for 10 years. She is experienced Marketing Director with a demonstrated history of working in the automotive aftermarket spare parts industry.

WORK EXPERIENCE

Banja Luka College | University professor 2013 –

Professor at study program Management, Business and Business economy.

Auto Milovanović | Marketing director 2003 – 2023

Marketing director in family company "Auto Milovanović", d.o.o. – AMgroup Bosnia and Herzegovina, Serbia and North Macedonia.

Pink BH Company | Editor • Producer 2003 – 2014

Editor, producer and journalist of Pink BH Company radio television in Bosnia and Herzegovina

Independent Radio Television | Journalist • Presenter • Chief and responsible editor 1999 – 2003

Chief and responsible editor, presenter and journalist of Nezavisna Radio Televizija Banja Luka, Bosnia and Herzegovina

SCIENTIFIC WORK

Author or co-author of several dozens of articles published in their entirety in national and international journals. Author of textbooks in the field of marketing and business. Participant of numerous scientific conferences and member of scientific committees in Bosnia and Herzegovina and the region.

Bibliography <https://blc.edu.ba/en/nastavni-kadar/>

OTHER

As a university lecturer, he gives lectures on the subjects Internet marketing, Foreign trade operations, Insurance management, as well as exercises on the subject Marketing.

Other forms of international cooperation (conferences, meetings, workshops, education abroad)

- Nexus conference NIBF2018, 14-19. March 2018, Abu Dhabi, UAE
- Regional Meet up Ferdinand Bilstein, 22-24. November 2018, Enepetal, Germany
- Nexus Business Forum "Shaping the future", NIBF2019, 05-10. March 2019, Abu Dhabi, UAE
- Regional Meet up Total, 08-12. April 2019, Paris/Lyon, France
- Regional Meet up Ferdinand Bilstein, 02-05. October 2019, Budapest, Hungary
- Nexus conference NIBF2020, 10 - 13. March 2020, Amsterdam, The Netherlands

Other professional activities at the University and outside the University that contribute to increasing the reputation of the University:

- Member of the program board of the International Scientific and Professional Conference "Social Entrepreneurship - A Model for (Self) Employment in the Future".
- Advanced training at PRA EDUCA - Business School for Public Relations, 2003 (I and II level of education)
- Proactive conference for public relations (continuous participation from 2005 to 2011)
- Family firms - a pillar of the development of Republika Srpska (continuous participation in conferences from 2011 to 2017)
- Family firms - a pillar of the development of the Republic of Serbia (member of the research team in 2013)
- EDUCATION AND EMPLOYMENT FAIR - learn, explore, connect, March 30, 2015, Banja Luka, Bosnia and Herzegovina. Presentation "Real sector - questioning the satisfaction of employees in a family business"
- DRIVE 2015, Sixth Regional Conference on Human Resources Management (Get your people inspired) - October 1, 2015, Sarajevo, Bosnia and Herzegovina.
- Panelist - topic "Recruitment, development and retention of employees" - October 1, 2015, Sarajevo, Bosnia and Herzegovina.
- DRIVE 2016, Seventh Regional Conference on Leadership and Talent Management - November 10, 2016, Sarajevo, Bosnia and Herzegovina.
- DRIVE 2017, Leadership and Talent Management Conference - November 9, 2017, Sarajevo, Bosnia and Herzegovina.
- Marketing Meet up 2018, (Ferdinand Bilstein South East Europe), September 2018, Belgrade, Serbia.
- Marketing Summit - Be Marketing (R)evolution - November 8, 2018, Sarajevo, Bosnia and Herzegovina.
- Marketing Meet up 2020, (Ferdinand Bilstein South East Europe), online, Belgrade, Serbia.
- Marketing Meet up 2021, (Ferdinand Bilstein South East Europe), online, Belgrade, Serbia.
- 15th AD International Marketers meeting, June 2 & 3, Dubrovnik, Croatia.
- Summer Vivaldi Forum, 15-17. June 2022, Mokra Gora, Serbia
- Marketing Meet up 2022, (Ferdinand Bilstein South East Europe), online, Belgrade, Serbia.
- Member of the scientific committee of the conference: Challenges of the Modern Moment-Where to go Next? December 15, 2022. Belgrade, Serbia