



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.

Since 2020, she has been engaged at the Faculty of Social Sciences, Belgrade, as a lecturer on the Master's programs in Economics and Digital Media and Communications.

In the academic year 2022/23, PhD Milovanović was engaged as a lecturer at the Master's program in Digital Business, Metropolitan University in Belgrade, Serbia.

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

OTHER

As a university lecturer, she gives lectures on the subjects Internet marketing, Foreign trade operations, Insurance management, as well as exercises on the subject Marketing. In the previous ten-year period, she gave lectures on the courses International Marketing, Marketing Services, Marketing Management, Integrated Marketing Communications.

Profile e-nauka: <https://enauka.gov.rs/cris/rp/rp17880/dspaceitems.html>

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

- Nexus conference N!BF2018, 14-19. March 2018, Abu Dhabi, UAE
- Regional Meet up Ferdinand Bilstein, 22-24. November 2018, Enepetal, Germany
- Nexus Business Forum "Shaping the future", N!BF2019, 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 N!BF2020, 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
- Member of the scientific committee of the conference: The Fourth International Scientific Conference: The importance of media interpretation for the promotion of cultural heritage, September 30, 2023.& The Fift Scientific Conference, September 30, 2024, Novi Sad, Sremski Karlovci, Serbia

SCIENTIFIC WORK

Doctoral dissertation

Milovanović, M. (2019). Ispitivanje zadovoljstva profesionalnih kupaca, u cilju unapređenja prodaje, na primjeru Bosne i Hercegovine, Republike Srbije i Republike Sjeverne Makedonije. Fakultet za menadžment, Metropolitan univerzitet, Beograd.

<https://nardus.mpn.gov.rs/handle/123456789/11887>

Original scientific papers in a journal of international importance

Dušanić-Gačić, S, **Milovanović, M.**, & Agić, Z. (2024). Organisational Design and Knowledge Management. Enhancing Workplace Dynamics through Job Satisfaction and Structure. In: Knowledge Management in Economy, Technology and Education, N. Perić and O. Arsenijević (Eds.). (pp. 61-84). Book Series Socio-Economics, Research, Innovation and Technologies. RITHA Publishing.

(SERITHA, ISSN: 3008-4237), ISBN 978-606-95516-0-8. (Chapter in the monograph)

DOI: <https://doi.org/10.57017/SERITHA.2024.KM-ETE.ch3>

<https://www.ritha.eu/series/SERITHA/books/KM-ETE/chapters/3kmete>

Milovanović, M., Dušanić-Gačić, S. (2024). Analysis of Economic and Business Indicators of Entrepreneurship in Republic of Srpska, STED Journal, 6(1), 15-23.

https://stedj-univerzitetpim.com/wp-content/uploads/2024/05/2_ANALYSIS-OF-ECONOMIC-AND-BUSINESS-INDICATORS.pdf

Dušanić-Gačić, S., **Milovanović, M.** (2024). Research on Changes in the Creative Industry of Bosnia and Herzegovina with a Focus on Theaters and Cinemas. SAR Journal – Science and Research, 7(2), 120-127. ISSN 2619-9955, DOI: 10.18421/SAR72-08

https://www.sarjournal.com/content/72/SARJournalJune2024_120_127.pdf

Milovanović, M., Dušanić-Gačić, S., & Agić, Z. (2024). Uticaj BDP-a na spoljnu trgovinu Bosne i Hercegovine sa fokusom na robnu razmjenu sa zemljama Evropske Unije, Economy and Market Communication Review, 14(2), decembar. ESCI, JIF 0.2 – certificate issued for publication in December 2024

Novaković, V., Jokić, V., & **Milovanović, M.** (2024). Transparency of financing of the non-profit organizations in the Republic of Srpska. Economy and Market Communication Review, 14(2), december. ESCI, JIF 0.2 – certificate issued for publication in December 2024

Novaković, V., **Milovanovic, M.**, Mujkić, E., & Miroslavljević, A.K. (2024). Possibility of Creating a Process-Based Organizational Structure in the Public Sector. In: Çalıyurt, K.T. (eds) New Approaches to CSR, Sustainability and Accountability, Volume V. Accounting, Finance, Sustainability, Governance & Fraud: Theory and Application. Springer, Singapore. (Chapter in the monograph)

https://link.springer.com/chapter/10.1007/978-981-99-9145-7_4

Pavlovic, K., Raskovic-Derpalov, V., & **Milovanovic, M.** (2023). Predictive Role of Knowledge Culture and Innovation Culture on Non-Financial Performance Indicators, Economy and Market Communication Review, 13(1), 8-24. SCImago. UDK: 005.936.43:658.14/.17, <https://doi.org/10.7251/EMC2301008P>.

<https://emc-review.com/sites/default/files/EMC-XIII-broj-1.pdf>

Bovan, A., **Milovanović, M.**, & Mamula Nikolić, T. (2022). Exploring Association Between HR Independence in Organizing Educational Programs and the Availability of Educational and Talent Management Programs in The Companies from Serbia and the Republic of Srpska. Economy and Market Communication Review, 12(2), 350-363. SCImago. DOI:10.7251/EMC22012350B.

<https://www.emc-review.com/content/exploring-association-between-hr-independence-organizing-educational-programs-and>

SCIENTIFIC WORK

Novaković, V., **Milovanović, M.**, & Gligorić, D. (2022). Possibilities for Public Sector Management Improvement by the Digitalization of Financial Management and Control System in the Western Balkan Countries. *Journal of Forensic Accounting Profession*, 2(2), 56-77. DOI: <https://doi.org/10.2478/jfap-2022-0009>
<https://sciendo.com/article/10.2478/jfap-2022-0009?tab=pdf-preview>

Milovanović, M., Miljanović, I., & Novaković, V. (2022). The Use of Organic and Paid Advertising in Order to Increase Reach and Engagement on Instagram Profile. *STED Journal*, 4(2), 64-77. ISSN 2637-2150, e-ISSN 2637-2614, UDC 004.738.5:339.13.017, DOI 10.7251/STED2202064M.
https://stedj-univerzitetpim.com/wp-content/uploads/2022/12/STEDJ2_2022_7_The-Use-1.pdf

Milovanović, M., Mamula Nikolić, T., & Perić, N. (2022). Do antecedents of job satisfaction differ based on turnover intention in automotive spare parts sector: Case of Bosnia and Herzegovina. *International Journal of Economics and Law*, 12(35), 125-147. Erih+.
<https://economicsandlaw.org/wp-content/uploads/2022/09/Vol12.-No35.pdf>

Novaković, V., Aleksić, M., & **Milovanović, M.** (2022). Poreski tretman vlastitih prihoda u javnom sektoru. *Economy and Market Communication Review*, 11(1), 126-135. SCImago. DOI: 10.7251/EMC2201126N
<https://journals.indexcopernicus.com/search/article?articleId=3395225>

Nikolić, M. T., Paunović, I., **Milovanović, M.**, Lozović, N., & Đurović, M. (2022). Examining Generation Z's Attitudes, Behavior and Awareness Regarding Eco-Products: A Bayesian Approach to Confirmatory Factor Analysis. *Sustainability*, 14(5), 01-16. <https://doi.org/10.3390/su14052727>
<https://www.mdpi.com/2071-1050/14/5/2727>

Perić, N., **Milovanović, M.**, & Vranešević, T. (2020). Predicting Customer Loyalty Levels of Professional Customers: The Case of Balkans. *Economy and Market Communication Review*, 10(2), 319-337. SCImago. DOI: 10.7251/EMC2002319P
<https://journals.indexcopernicus.com/search/article?articleId=2888093>

Milovanovic, M., Peric, N., & Vujic, N. (2019). Dependence of the Quality of Services, Satisfaction and Loyalty of Professional Customers in the Auto Industry of Developing Countries: The Case of Bosnia and Herzegovina and FYROM. *World Applied Sciences Journal*, 37(1), 01-10. ISSN 1818-4952. SCImago.
[https://www.idosi.org/wasj/wasj37\(1\)19/1.pdfuar.pdf](https://www.idosi.org/wasj/wasj37(1)19/1.pdfuar.pdf)

Milovanovic, M., & Peric, N. (2019). Binary Logistic Regression as a Method of Predicting Customer Dissatisfaction in Resolving Complaints: The Case of Bosnia and Herzegovina, Serbia and Former Yugoslav Republic of Macedonia. *Quality-Access to Success Journal*, 20(173), 27-31. ISSN 1582-2559. SCImago H3.
https://www.srac.ro/calitatea/en/arhiva/2019/QAS_Vol.20_No.173_Dec.2019.pdf

Milovanović, M., Radosavac, A., & Knežević, D. (2018). State of Agro-Food Foreign Trade in Bosnia and Herzegovina. *Journal Economics of agriculture*, 65(3), 1059-1070. doi:10.5937/ekoPolj1803059M, UDC 636.085(497.5).
<http://www.ea.bg.ac.rs/index.php/EA/article/view/882>

Radivojevic, M., **Milovanovic, M.**, Lajsic, H., & Strazivuk, D. (2014). Staff Training in the Public Administration of Bosnia and Herzegovina with Special Emphasis on Time Management Using Ontologies and New Software Solutions. *Global Journal of Human Resource Management*, 2(4), 60-70. ISSN: ISSN 2053-5686 (Print) ISSN 2053-5694 (Online) APS Impact Factor: 7.71.
<https://www.eajournals.org/journals/global-journal-of-human-resource-management-gjhrm/vol-2issue4december-2014/staff-training-public-administration-bosnia-herzegovina-special-emphasis-time-management-using-ontologies-new-software-solutions/>

SCIENTIFIC WORK

Pejic, R., **Milovanovic, M.**, Radivojevic, M., Stevandic, K., & Jakovljevic, S (2014). Human Resources Management in Public Administration Utilising Ontology and Knowledge Bases. International Journal of Engineering Sciences & Management, 4(4), 40–50. ISSN: 2277-5528 Impact Factor: 2.745 (SIJF).
<http://ijesmjournal.com/issues%20PDF%20file/Archive-2014/October-December-2014/Human%20Resources%20Management%20in%20Public%20Administration.pdf>

Original scientific papers in a national journal of international importance

Dušanić-Gačić, S., **Milovanović, M.** (2024). Analiza efikasnosti spoljnotrgovinske razmjene Bosne i Hercegovine, Aktuelnosti 45, 43–53. ISSN 0354-9852 (print), ISSN 2566-3496 (online), UDK 339.138(4.672EY):330.34(497.6), COBISS.RS-ID 140349185, DOI 10.7251/AKT2445043D
<https://aktuelnosti.blc.edu.ba/wp-content/uploads/2024/04/Aktuelnosti-45-Ver4.pdf>

Janković, N.B., & **Milovanović, M.** (2018). Odnosi s javnošću i politika. HUMANITIES, Journal of research in the social sciences and humanities, 2(4), 27–36. ISSN 2560-3841, ISSN 2560-4376 (Online) UDK 3.
<http://humanistika.net/wp-content/uploads/2019/02/Humanistika-04-2018.pdf>

Đervida, R., Demirović, D., Milovanović, M., & Radosavac, A. (2017). Unapređenje poslovnih procesa kao faktor postizanja konkurenčne prednosti malih i srednjih preduzeća. Poslovna ekonomija, Business Economics, 11(2), 207–223. UDK: 339.13:005, Originalni naučni rad, ISSN 1820/6859, COBISS.SR-ID 146187532, DOI: 10.5937/poseko12-13060. <https://educons.edu.rs/wp-content/uploads/2018/02/Knjiga-2018-februar.pdf>

Mirosavljević, M., & **Milovanović, M.** (2015). Branding of the Country and City for Purpose of Economical and Political Promotion. Svarog, 10, 222–233. Rad je bio prezentovan na Međunarodnoj naučnoj konferenciji „Izazovi razvoja do 2020. godine“, Banja Luka, maj 2015. UDK: 711.42:659.127.8 DOI: 10.7251/SVR1510020M. Pregledni rad (naučni).
<http://svarog.nubl.org/wp-content/uploads/2014/12/Brendiranje-drzave-i-grada-u-cilju-ekonomski-i-politicke-promocije.pdf>

Čomić, D., Škrbić, N., Bećirović, Dž., & **Milovanović, M.** (2013). Pregled organizacija i institucija šumarstva u Republici Srpskoj, Federaciji Bosne i Hercegovine, Srbiji, Hrvatskoj i Crnoj Gori. Glasnik Šumarskog fakulteta Univerziteta u Banjoj Luci, 18, 57–90. Original scientific paper, ISSN 1512-956X, UDK: 630:[658.5+65.01] (497.11+497.6). <http://glasnik.sf.unibl.org/index.php/gsfbl/issue/view/18>

Perić, N., **Milovanović, M.**, & Bovan, A. (2013). Primena integrisanih marketinških komunikacija u poslovanju porodičnih firmi u Republici Srpskoj. Marketing, 44(3), 274–283. UDK 658.8(497.6) ISSN 0354-3471 (štampano izdanje), ISSN 2334-8364 (Online izdanje), UDC 339-658.
<http://www.sema.rs/repository/download/marketing-vol-44-no-3.pdf>

Milovanović, M., & Perić, N. (2013). Efekti unapređenja prodaje prilikom ulaska poznatog brenda na novo tržište. Anal poslovne ekonomije, 9(2), 152–161. UDK: 339.138 Rad je bio prezentovan na Međunarodnoj konferenciji o društvenom i tehnološkom razvoju STED 2013, održane 26. i 27.09.2013. godine u Banjoj Luci u organizaciji. Univerziteta za poslovni inženjerинг i menadžment Banja Luka, COBBIS.BH-ID: 3986968, DOI: 10.7251/APE09. Pregledni rad (naučni).
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Mirosavljević, M., & **Milovanović, M.** (2012). Osnovne kulturološke dimenzije po Geert Hofstede, na primjeru Republike Srbije. Aktuelnosti, 19, 73–83. UDK 316.72 Hofstede G.:930.85(497.11). Pregledni rad (naučni).
<https://aktuelnosti.blc.edu.ba/wp-content/uploads/2012/11/19.pdf>

SCIENTIFIC WORK

Miroslavljević, M., & **Milovanović, M.** (2012). Interaktivna medijska kampanja na primjeru poslovne jedinice preduzeća. Aktuelnosti, 17, 41-50. UDK 005.1:658:[659.1. Pregledni rad (naučni)].
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Scientific papers at meetings of international importance, printed in their entirety

Milovanović, M., Dušanić-Gačić, S., & Novaković, V. (2024, September 20). Marketing Through the Prism of Time: Traditional, Digital and AI – What's Next?. In MES 2024: 10th International Scientific Conference Media and Economy.Bosnia and Herzegovina, Banja Luka (193-201). Higher Education Institution Banja Luka College, Banja Luka, Republic of Srpska, Bosnia and Herzegovina. UDK 339.138:004.8, DOI 10.7251/BLCZR0723193M

<https://mes.blc.edu.ba/wp-content/uploads/2024/09/20.pdf>

Novaković, V., **Milovanović, M.**, & Škrbić, T. (2024, September 20). The Role of Small and Medium-Sized Enterprises in the Development of Entrepreneurship. In MES 2024: 10th International Scientific Conference Media and Economy.Bosnia and Herzegovina, Banja Luka (99-108). Higher Education Institution Banja Luka College, Banja Luka, Republic of Srpska, Bosnia and Herzegovina. UDK 334.72:658.114, DOI 10.7251/BLCZR0723099N

<https://mes.blc.edu.ba/wp-content/uploads/2024/09/10.pdf>

Dušanić-Gačić, S., **Milovanović, M.**, & Agić, Z. (2024, September 20). Improving the Quality of Higher Education in the Field of Creative Industries. In MES 2024: 10th International Scientific Conference Media and Economy.Bosnia and Herzegovina, Banja Luka (87-95). Higher Education Institution Banja Luka College, Banja Luka, Republic of Srpska, Bosnia and Herzegovina. UDK 316.74:378, DOI 10.7251/BLCZR0723087D

<https://mes.blc.edu.ba/wp-content/uploads/2024/09/9.pdf>

Novaković, V., Jokić, V., & **Milovanović, M.** (2024, June 14). Transparency of financing of the non-profit organizations in the Republic of Srpska, In 14th International Scientific Conference on economic development and standard of living "EDASOL 2024 - Economic development and Standard of living", Bosnia and Herzegovina, Banja Luka. The Pan-European University "Apeiron", Banja Luka.
<https://edasol-au.com/sites/default/files/Knjiga%20apstrakata%20EDASOL%202024.pdf>

Milovanović, M., Dušanić-Gačić, S., & Agić, Z. (2024, June 14). Uticaj BDP-a na spoljnu trgovinu Bosne i Hercegovine sa fokusom na robnu razmjenu sa zemljama Evropske Unije, In 14th International Scientific Conference on economic development and standard of living "EDASOL 2024 - Economic development and Standard of living", Bosnia and Herzegovina, Banja Luka. The Pan-European University "Apeiron", Banja Luka.

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Mamula Nikolić, T., Kralj, S,& **Milovanović, M.** (2024, June 6-9). Blue Ocean Strategy & Sustainable Growth: How to Play to Win, In STED 2024: 13th International Conference on Social and Technological Development. Bosnia and Herzegovina, Trebinje. University PIM, Banja Luka, Republic of Srpska, Bosnia and Herzegovina.
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Agić, Z., Dušanić Gačić, S., **Milovanović, M.**, & Savić, B. (2024, May 24). Finansijska pismenost kao ključni faktor za strateške odluke organizacije, In Scientific Conference "Accounting and Audit in Theory and Practice", Bosnia and Herzegovina, Banja Luka (241-255). Banja Luka College, Banja Luka. DOI 10.7251/ZRRTP2401241A; UDK 336.763.3:005.914.3
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SCIENTIFIC WORK

Milovanović, M., Dušanić-Gačić, S., & Agić, Z. (2024, May 16). The Importance of Women's Employment in the Digital Economy. In: International Scientific Conference Globalisation Challenges and the Social - Economic Environment of the EU, Slovenia, Novo Mesto. Faculty of Economics and Informatics and Faculty of Business and Management Sciences University of Novo Mesto. https://fpuv.uni-nm.si/uploads/_custom/01_unmfei/konferenca/razno/Konferenca_program_2024_ok2.pdf

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Agić, Z., Dušanić-Gačić, S., & **Milovanović, M.** (2023, September 23). A Decade of Tourism Changes in the Republic of Srpska. In MES 2023: 9th International Scientific Conference Media and Economy. Bosnia and Herzegovina, Banja Luka (193-205). Higher Education Institution Banja Luka College, Banja Luka, Republic of Srpska, Bosnia and Herzegovina. UDK 338.48:005.5 (497.6RS) DOI 10.7251/BLCZR0623193A
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Milovanović, M., Dušanić-Gačić, S., & Agić, Z. (2023, June 15-18). Advertising on Social Networks Through the Prism of Ethics. In STED 2023: 12th International Conference on Social and Technological Development. Bosnia and Herzegovina, Trebinje. University PIM, Banja Luka, Republic of Srpska, Bosnia and Herzegovina.
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SCIENTIFIC WORK

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Milovanović, M. (2014, September 30). Značaj organizacije kućnog sajma za porodični biznis. Međunarodna naučno-stručna konferencija – Model za samozapošljavanje u budućnosti, Banja Luka, 30.09/01.10.2014. Zbornik radova, str. 121-141. UDK 658:005.51]:334.772, Pregledni naučni rad.
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Scientific papers at meetings of national significance, printed in their entirety

Perić, N. & **Milovanović, M.** (2022, December 15). Relationship and Role of Management and Marketing in Culture and Art. In Conference – Challenges Of The Modern Moment- Where To Go Next? Serbia, Belgrade (11-19). ŠumArt Belgrade, Serbia and Banja Luka College. Banja Luka, Bosnia and Herzegovina. ISBN: 978-86-904998-0-9. The project is co-financed by the Ministry of Culture of the Republic of Serbia
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Bovan, A., Perić, N., & **Milovanović, M.** (2015). New Forms of Political Influence on EU Energy and Climate Change Policies: Expanding Arena for Civil Society Lobbying .V regionalna konferencija „Industrijska energetika i zaštita životne sredine u zemljama JI Evrope”, Zlatibor, juni 2015. IEEP 2015; V Regional Conference INDUSTRIAL ENERGY AND ENVIRONMENTAL PROTECTION IN SOUTH EASTERN EUROPE ISBN 978-86-7877-025-8, UDK: 620.9(082)(0.034.2), UDK: 502/504(082)(0.034.2), COBISS.SR-ID 21596826
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Professional projects

Dragan Čomić, Dragan Ostić (2019). Social entrepreneurship in the function of the development of Banjaluka, Handbook for social entrepreneurs. Banja Luka: Initiative for quality and sustainable development IKOR, 2019. ISBN 978-99976-919-0-3. **Mirjana Milovanović**, collaborator on the project
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Invited lectures

Milovanovic, M. (2024, September 28). Reach globalization with International Marketing: Evolution from Traditional to AI-Driven Strategies. Invited online lecture for Plekhanov Business School "Integral" Department of Plekhanov Russian University of Economics, Moscow, Russia.
https://blc.edu.ba/wp-content/uploads/2024/10/Letter-of-confirmation-RUE-Moscow_Milovanovic.-M.pdf

Milovanovic, M. (2024, May 15). Navigating through Globalization: Key concepts in International Marketing. Invited lecture for Faculty of Economics and Informatics, University of Novo Mesto, Slovenia.
<https://blc.edu.ba/wp-content/uploads/2024/05/Potvrdilo-Mirjana-Univerza-N.Mesto-maj-2024.pdf>

Milovanovic, M. (2023, May 17). Reaching Globalization with International Marketing? Invited online lecture for Faculty of Finance Plekhanov Russian University of Economics, Moscow, Russia.
<https://ruey.ru/news/28484-o-mejdunarodnom-marketinge-ot-inostrannogo-eksperta-otkryitaya-lektsiya-universiteta-partnra>
<https://blc.edu.ba/wp-content/uploads/2023/06/Письмо-от-19.06.2023.pdf>

Milovanovic, M. (2023, May 8). Examining Generation Z's Attitudes, Behavior and Awareness Regarding Eco-Products: A Bayesian Approach to Confirmatory Factor Analysis. Invited lecture for Faculty management, University Metropolitan, Belgrade, Serbia.
<https://blc.edu.ba/wp-content/uploads/2023/06/mirjana.pdf>

- Reviewer of many domestic and foreign magazines and anthologies

Current projects

- Instituto Politécnico do Porto • 2022–2025 • Digital Transformation of Creative Sectors in Higher Education; EU Grants: Application form (ERASMUS BB and LS Type II): V1.0 – 25.02.2021
- Cluster AgriFood Campania, Raffaele Ris • 2022–2025 • Pathway to EASTern EUrope RURAL living labs as a mean to empower youth at local level
- Banja Luka College, supported by the MINISTRY OF SCIENTIFIC TECHNOLOGICAL DEVELOPMENT AND HIGHER EDUCATION • 2024 • Increasing the efficiency of entrepreneurship through the implementation of new IT communications
- Organisation – SHUMART ASSOTIATION • 2024 • Final ID:101104708; Programme: CREA2027; Type of Action: CREA-PJG
- University of Food Technologies • 2024–2027 • Draft proposal ID: SEP-211028676; Call: ERASMUS-EDU-2024-CBHE; Type of action: ERASMUS-LS; Topic: ERASMUS-EDU-2024-CBHE-STRAND-2
- Rural Labs For Ecological and Social Innovation • 2024 • Form ID: KA220-VET-E784DFD5; Action: KA220-VET. Call for proposals: 2024. National Agency: IT01 – Agenzia Nazionale – Erasmus+ – INAPP