

## DOC. DR MIRJANA MILOVANOVIĆ

### a) Osnovni biografski podaci:

Ime (ime oba roditelja) i prezime:	Mirjana (Nikola, Zora) Milovanović
Datum i mjesto rođenja:	14.02.1978. godine, Bihać
Ustanove u kojima je bio zaposlen:	NRTV Banja Luka, Pink BH Company, Auto Milovanović, d.o.o, Banja Luka College
Radna mjesta:	novinar/voditelj/glavni i odgovorni urednik NRTVBL (1999-2003); novinar/voditelj/producent PinkBH Company (2003-2014); Direktor marketinga Auto Milovanović, d.o.o (2003 do 2023); predavač Banja Luka College (2013 do danas)
Članstvo u naučnim i stručnim organizacijama ili udruženjima:	SWOT (Udruženje ekonomista Republike Srpske) SEMA (Serbian Marketing Association), MENSA.

### b) Diplome i zvanja:

<b>Osnovne studije:</b>	
Naziv institucije:	Visoka škola Banja Luka College, Banja
Zvanje:	Diplomirani ekonomista
Mjesto i godina završetka:	Banja Luka, 2011. Godine
Prosječna ocjena iz cijelog studija:	9,36
<b>Postdiplomske studije:</b>	
Naziv institucije:	Fakultet za menadžment, Metropolitan univerzitet, Beograd
Zvanje:	Master menadžmenta i biznisa
Mjesto i godina završetka:	Beograd, 2012. Godine
Naslov završnog rada:	Analiza medijske slike i prostora Bosne i Hercegovine u cilju planiranja medija
Naučna/umjetnička oblast (podaci iz diplome):	Menadžment i biznis/Marketing
Prosječna ocjena:	10,00
<b>Doktorske studije/doktorat:</b>	
Naziv institucije:	Fakultet za menadžment, Metropolitan univerzitet, Beograd
Zvanje:	Doktor nauka – menadžment i biznis
Mjesto i godina odbrane doktorske disertacije:	Beograd, 2019
Naziv doktorske disertacije:	Ispitivanje zadovoljstva profesionalnih kupaca, u cilju unapređenja prodaje, na primjeru Bosne i Hercegovine, Republike Srbije i Republike Sjeverne Makedonije.
Naučna/umjetnička oblast (podaci iz diplome):	Ekonomске nauke/Marketing menadžment

### c) Naučna/umjetnička djelatnost

#### Odbranjena doktorska disertacija

**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.

Kategorizacija: M70 (Odbranjena doktorska disertacija)

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

**Profil na portalu e-nauka Srbija:** <https://enauka.gov.rs/cris/rp/rp17880/dspaceitems.html>

## Originalni naučni radovi u časopisu od međunarodnog značaja

**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](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](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 – *u objavljivanju*

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 – *u objavljivanju*

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

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>

Pavlovic, K., Raskovic-Derpilov, 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>

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](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://emc-review.com/content/poreski-tretman-vlastitih-prihoda-u-javnom-sektoru>

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.pdf](https://www.idosi.org/wasj/wasj37(1)19/1.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.

<http://repository.unimar->

[amni.ac.id/2440/1/QAS\\_Vol.20\\_No.173\\_Dec.2019%20Adenantha%20L.%20DEWA\\_Model%20of%20Port%20Management%20to%20Improve%20the%20Service%20Quality%20for%20Passengers.pdf](http://amni.ac.id/2440/1/QAS_Vol.20_No.173_Dec.2019%20Adenantha%20L.%20DEWA_Model%20of%20Port%20Management%20to%20Improve%20the%20Service%20Quality%20for%20Passengers.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/>

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://ijesjournal.com/issues%20PDF%20file/Archive-2014/October-December-2014/Human%20Resources%20Management%20in%20Public%20Administration.pdf>

### **Originalni naučni radovi u nacionalnom časopisu međunarodnog značaja**

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>

### **Radovi u vrhunskom časopisu nacionalnog značaja**

Đervida, R., Demirović, D., **Milovanović, M.**, & Radosavac, A. (2017). Unapređenje poslovnih procesa kao faktor postizanja konkurentske 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>

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>

### **Pregledni radovi u časopisu od nacionalnog značaja**

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>

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-ekonomske-i-politicke-promocije.pdf>

**Milovanović, M.**, & Perić, N. (2013). Efekti unapređenja prodaje prilikom ulaska poznatog brenda na novo tržište. *Anali 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 inženjering i menadžment Banja Luka, COBBIS.BH-ID: 3986968, DOI: 10.7251/APE09 Pregledni rad (naučni). <http://stedj-univerzitetpim.com/wp-content/uploads/2019/07/09-Anali-poslovne-ekonomije.pdf>

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>

Mirosavljević, 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). <https://aktuelnosti.blc.edu.ba/wp-content/uploads/2012/11/17.pdf>

### Radovi u naučnom časopisu

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>

### Naučni radovi na skupovima međunarodnog značaja, štampani u cjelini

**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 14<sup>th</sup> 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 14<sup>th</sup> 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>

Mamula Nikolić T., Kralj S, & **Milovanović, M.** (2024, June 6-9). *Blue Ocean Strategy & Sustainable Growth: How to Play to Win*, In STED 2024: 13<sup>th</sup> International Conference on Social and Technological Development. Bosnia and Herzegovina, Trebinje. University PIM, Banja Luka, Republic of Srpska, Bosnia and Herzegovina.

[https://stedconference.com/wp-content/uploads/2024/06/Book-of-Abstracts\\_2024.pdf](https://stedconference.com/wp-content/uploads/2024/06/Book-of-Abstracts_2024.pdf)

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

<https://blc.edu.ba/wp-content/uploads/2024/05/Zbornik-Racunovodstvo-i-revizija-u-teoriji-i-praksi-2024.pdf>

**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-](https://fpuv.uni-nm.si/uploads/_custom/01_unmfei/konferenca/razno/Konferenca_program_2024_ok2.pdf)

[nm.si/uploads/\\_custom/01\\_unmfei/konferenca/razno/Konferenca\\_program\\_2024\\_ok2.pdf](https://fpuv.uni-nm.si/uploads/_custom/01_unmfei/konferenca/razno/Konferenca_program_2024_ok2.pdf)

**Милованович Мирьяна**, Душанич-Гачич Светлана (2024, April 23-24). *Внешнеторговый обмен Боснии и Герцеговины и России с 2021 по 2023 годы. (Foreign Trade Exchange of Bosnia and Herzegovina and Russia from 2021 to 2023 year)*. XIII Международной научно-практической конференции «Абалкинские чтения», Российский экономический университет имени Г. В. Плеханова, Россия, Москва (00-00). (Department of Political Economy and History of Economic Science of Plekhanov Russian University of Economics (PRUE), Russia, Moscow).

<https://www.пэу.рф/~file/103322/Программа+ИТОГ.pdf>

**Milovanović, M.**, Agić, Z., & Dušanić-Gačić, S. (2023, June 15-18). *Student Evaluation of the Quality of Higher Education in Bosnia and Herzegovina*. In STED 2023: 12<sup>th</sup> International Conference on Social and Technological Development. Bosnia and Herzegovina, Trebinje (624-631). University PIM, Banja Luka, Republic of Srpska, Bosnia and Herzegovina. ISSN 2303-498X; ISBN 978-99955-40-70-8; COBIS.RS-ID 139321089.

[https://stedconference.com/wp-content/uploads/2024/02/Book-of-Proceedings\\_STEDC\\_2023-sa-DOI-brojovima\\_compressed.pdf](https://stedconference.com/wp-content/uploads/2024/02/Book-of-Proceedings_STEDC_2023-sa-DOI-brojovima_compressed.pdf)

**Milovanović, M.,** Dušanić-Gačić, S., & Agić, Z. (2023, June 15-18). *Advertising on Social Networks Through the Prism of Ethics*. In STED 2023: 12<sup>th</sup> International Conference on Social and Technological Development. Bosnia and Herzegovina, Trebinje (277-285). University PIM, Banja Luka, Republic of Srpska, Bosnia and Herzegovina. ISSN 2303-498X; ISBN 978-99955-40-70-8; COBIS.RS-ID 139321089. [https://stedconference.com/wp-content/uploads/2024/02/Book-of-Proceedings\\_STEDC\\_2023-sa-DOI-brojevim\\_a\\_compressed.pdf](https://stedconference.com/wp-content/uploads/2024/02/Book-of-Proceedings_STEDC_2023-sa-DOI-brojevim_a_compressed.pdf)

Pavlovic, K., Raskovic-Derpilov, V., & **Milovanovic, M.** (2023, June 9). *Predictive Role of Knowledge Culture and Innovation Culture on Non-Financial Performance Indicators*, In 13<sup>th</sup> - International Scientific Conference on economic development and standard of living "EDASOL 2023 - Economic development and Standard of living", Bosnia and Herzegovina, Banja Luka (the Book of abstract page 6). The Pan-European University "Apeiron", Banja Luka. <http://www.edasol-au.com/sites/default/files/KnjigaapstrakataEDASOL2023.pdf>

Dušanić-Gačić, S., Agić, Z., & **Milovanović, M.** (2023, May 18). *Kvalitet izlaznih kompetencija u visokom obrazovanju (Quality of Output Competencies in Higher Education)*. In International Scientific Conference Globalisation Challenges and the Social - Economic Environment of the EU, Slovenia, Novo Mesto (158-168). Faculty of Economics and Informatics and Faculty of Business and Management Sciences University of Novo Mesto, Slovenia. UDK 331.546:378-052, COBISS.SI-ID 192279043, ISBN 978-961-6770-71-2 (PDF) <https://www.zalozba-unm.si/index.php/press/catalog/view/66/130/244>

Mirosavljević, M., & **Milovanović, M.** (2022, June 2-6). *Conversational Marketing - New Roles of Consumers*. In STED 2022: 11<sup>th</sup> International Conference on Social and Technological Development. Bosnia and Herzegovina, Trebinje (301-306). University PIM, Banja Luka, Republic of Srpska, Bosnia and Herzegovina. ISSN 2303-498X; ISBN 978-99955-40-55-5; COBIS.RS-ID 134338049. [https://drive.google.com/file/d/1tL\\_PEtMsUtDqY7oX3ABPxObQa6LKkuk/view](https://drive.google.com/file/d/1tL_PEtMsUtDqY7oX3ABPxObQa6LKkuk/view)

**Milovanović, M.,** & Mamula Nikolić, T. (2021, November 5-7). *Targeted Marketing Communications Through the Viber Platform: A Case of a Company from the Bosnia and Herzegovina Real Sector*. In III konferencija srpskog udruženja za marketing SeMA – Izazovi i perspektive marketinga (151-159). Zlatibor, Srpsko udruženje za marketing- SeMA. ISBN-978-86-903768-1-0. [https://www.researchgate.net/publication/361281400\\_Targeted\\_marketing\\_communications\\_through\\_the\\_Viber\\_platform\\_a\\_case\\_of\\_a\\_company\\_from\\_the\\_Bosnia\\_and\\_Herzegovina\\_real\\_sector](https://www.researchgate.net/publication/361281400_Targeted_marketing_communications_through_the_Viber_platform_a_case_of_a_company_from_the_Bosnia_and_Herzegovina_real_sector)

Mamula Nikolić, T., & **Milovanović, M.** (2021, September 23-24). *Innovative Approach to Personalized Teaching and Learning in the Vuca World*. In 12<sup>th</sup> International Conference on eLearning, Serbia, Belgrade (60-65). Belgrade Metropolitan University, Serbia, Belgrade. ISBN 978-86-89755-21-3, COBISS.SR-ID 46819081 <https://www.metropolitan.ac.rs/files/2021/10/Proceedings-12th-International-Conference-on-e-Learning-2021.pdf>

**Milovanović, M.,** Đervida, R., & Marković, B. (2021, June 3-6). *Competitiveness in Modern Business Presented Through Basic Structural Indicators of Business Operations of Enterprises and Entrepreneurs: The Case of the Republic of Srpska*. In STED 2021: 10<sup>th</sup> International Conference on Social and Technological Development. Bosnia and Herzegovina, Trebinje (157-168). University PIM, Banja Luka, Republic of Srpska, Bosnia and Herzegovina. ISSN 2303-498X; ISBN 978-99955-40-55-5; COBIS.RS-ID 134338049 [10th International Conference on Social and Technological Development 2021](https://www.sted2021.com/wp-content/uploads/2021/10/10th-International-Conference-on-Social-and-Technological-Development-2021.pdf)

**Milovanović, M.** (2021, June 3-6). *Testing the Satisfaction of Professional Customers in the Automotive Aftermarket Spare Parts Industry with the Purpose of Improving Sales: The Case of Balkans*. In STED 2021: 10<sup>th</sup> International Conference on Social and Technological Development. Bosnia and Herzegovina, Trebinje (264-271). University PIM, Banja Luka, Republic of Srpska, Bosnia and Herzegovina. ISSN 2303-498X; ISBN 978-99955-40-55-5; COBIS.RS-ID 134338049.

[10th International Conference on Social and Technological Development 2021](#)

**Milovanović, M.,** & Đervida, R. (2021, May 20). *Changes in Tourism in Republic of Srpska: Comparison - Before and During Covid-19*. In 10<sup>th</sup> International Scientific Conference Globalisation Challenges and the Social - Economic Environment of the EU, Slovenia, Novo Mesto (301-312). Faculty of Economics and Informatics and Faculty of Business and Management Sciences University of Novo Mesto.

[https://fpuv.uni-nm.si/uploads/custom/01\\_unmfeikonferenca/zbornik/UNMFEI\\_MZK\\_2021\\_zbornik\\_prispevko\\_v.pdf](https://fpuv.uni-nm.si/uploads/custom/01_unmfeikonferenca/zbornik/UNMFEI_MZK_2021_zbornik_prispevko_v.pdf)

**Milovanović, M.,** Đurović, M., & Mamula Nikolić, T. (2021, April 1). *Generation Z' Attitudes on Circular Economy: The Case of Republic of Serbia and Republic of Srpska*. In CIBEK 21: 3<sup>rd</sup> International Scientific and Professional Conference Circular and Bioeconomics, Serbia, Belgrade (364-377). School of Engineering Management, Serbia, Belgrade.

<https://scidar.kg.ac.rs/bitstream/123456789/17477/1/CIBEK%202021.pdf>

**Milovanović, M.** (2014, October 24). *Mjerenje zadovoljstva zaposlenih i njihova produktivnost u porodičnoj firmi*. IV Međunarodna konferencija "Od krize prema razvoju", Banja Luka, 24.10.2014, str. 521- 528. UDK 005.32:331.101.32, Originalni naučni rad, ISBN 978-99955-95-00-5

[https://www.academia.edu/44947275/MJERENJE\\_ZADOVOLJSTVA\\_ZAPOSLENIH\\_I\\_NJIHOVA\\_PRODUKTIVNOST\\_U\\_PORODIČNOJ\\_FIRMI](https://www.academia.edu/44947275/MJERENJE_ZADOVOLJSTVA_ZAPOSLENIH_I_NJIHOVA_PRODUKTIVNOST_U_PORODIČNOJ_FIRMI)

**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.

[https://sec.blc.edu.ba/wp-content/uploads/2015/01/Socijalno\\_preduzetnistvo\\_zbornik.pdf](https://sec.blc.edu.ba/wp-content/uploads/2015/01/Socijalno_preduzetnistvo_zbornik.pdf)

### **Naučni radovi na skupovima nacionalnog značaja, štampani u cjelini**

Agić, Z., Dušanić-Gačić, S. & **Milovanović, M.** (2023, September 23). *A Decade of Tourism Changes in the Republic of Srpska*. In MES 2023: 9<sup>th</sup> 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

<https://mes.blc.edu.ba/wp-content/uploads/2023/09/A-DECADE-OF-TOURISM-CHANGES-IN-THE-REPUBLIC-OF-SRPSKA-Zorana-Agic1-Svetlana-Dusanic-Gacic2-Mirjana-Milovanovic3.pdf>

Agić, Z., Dušanić-Gačić, S., & **Milovanović, M.** (2023, May 26). *Inflacija kao faktor rizika za nekvalitetne kredite u bankarskom sektoru Bosne i Hercegovine*. In Scientific Conference "Accounting and audit in theory and practice", Bosnia and Herzegovina, Banja Luka (127-140). Banja Luka College, Banja Luka. DOI 10.7251/ZRRRTP2301127A; UDK 336.748.12:336.71(497.6)

<https://blc.edu.ba/wp-content/uploads/2023/05/Racunovodstvo-i-revizija-u-teoriji-i-praksi-zbornik-2023.pdf>



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*

[https://www.researchgate.net/publication/366702539\\_P\\_R\\_O\\_C\\_E\\_E\\_D\\_I\\_N\\_G\\_S\\_CONFERENCE\\_CHALLENGES\\_OF\\_THE\\_MODERN\\_MOMENT-\\_WHERE\\_TO\\_GO\\_NEXT](https://www.researchgate.net/publication/366702539_P_R_O_C_E_E_D_I_N_G_S_CONFERENCE_CHALLENGES_OF_THE_MODERN_MOMENT-_WHERE_TO_GO_NEXT)

Dušanić-Gačić, S., & **Milovanović, M.** (2022, December 15). *Censorship in the Media as a Problem of Journalistic Ethics*. In Conference - Challenges Of The Modern Moment- Where To Go Next? Serbia, Belgrade (137-157). 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*

[https://www.researchgate.net/publication/366702539\\_P\\_R\\_O\\_C\\_E\\_E\\_D\\_I\\_N\\_G\\_S\\_CONFERENCE\\_CHALLENGES\\_OF\\_THE\\_MODERN\\_MOMENT-\\_WHERE\\_TO\\_GO\\_NEXT](https://www.researchgate.net/publication/366702539_P_R_O_C_E_E_D_I_N_G_S_CONFERENCE_CHALLENGES_OF_THE_MODERN_MOMENT-_WHERE_TO_GO_NEXT)

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 215968268

[https://www.researchgate.net/publication/320264887\\_Energy\\_and\\_Climate\\_change\\_policies\\_an\\_expanding\\_arena\\_for\\_civil\\_society\\_lobbying](https://www.researchgate.net/publication/320264887_Energy_and_Climate_change_policies_an_expanding_arena_for_civil_society_lobbying)

### **Stručni projekti**

Dragan Čomić, Dragan Ostić (2019). *Društveno preduzetništvo u funkciji razvoja Banjaluke*, Priručnik za društvene preduzetnike. Banja Luka: Inicijativa za kvalitet i održivi razvoj IKOR, 2019. ISBN 978-99976-919-0-3. **Mirjana Milovanović**, saradnik na projektu

[https://ikor.ba/wp-content/uploads/2020/07/Prirucnik\\_drustveno\\_preduzetnistvo-1.pdf](https://ikor.ba/wp-content/uploads/2020/07/Prirucnik_drustveno_preduzetnistvo-1.pdf)

### **Pozivna predavanja**

**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>

**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://pэy.pф/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.** (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.** (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://vk.com/?u=2&to=L3N0b3J5NjMzNjAwMI80NTYyNDxNTE->

<https://blc.edu.ba/doc-dr-mirjana-milovanovic-je-odrzala-jos-jedno-u-nizu-predavanja-studentima-ekonomskog-univerziteta-plekhanov-iz-moskve/>

#### **d) Obrazovna djelatnost**

Kao predavač izvodi predavanja na predmetima Internet marketing, Spoljnotrgovinsko poslovanje, Menadžment osiguranja, kao i vježbe na predmetu Marketing. U predhodnom desetogodišnjem periodu izvodila je predavanja i na predmetima Međunarodni marketing, Marketing usluga, Marketing menadžment, Integrisane marketinške komunikacije.

#### **Drugi oblici međunarodne saradnje (konferencije, skupovi, radionice, edukacija u inostranstvu):**

1. Nexus conference N!BF2018, 14-19. mart 2018, Abu Dabi, UAE
2. Regional Meet up Ferdinand Bilstein, 22-24. novembar 2018, Enepetal, Njemačka
3. Nexus Business Forum "Shaping the future", N!BF2019, 05-10. mart 2019, Abu Dabi, UAE
4. Regional Meet up Total, 08-12. april 2019, Pariz/Lion, Francuska
5. Regional Meet up Ferdinand Bilstein, 02-05. oktobar 2019, Budimpešta, Mađarska
6. Nexus conference N!BF2020, 10 -13. mart 2020, Amsterdam, Holandija

#### **e) Stručna djelatnost kandidata:**

#### **Ostale profesionalne aktivnosti na Univerzitetu i van Univerziteta koje doprinose povećanju ugleda Univerziteta:**

1. Član programskog odbora Međunarodne naučno-stručne konferencije "Socijalno preduzetništvo – Model za (samo)zapošljavanje u budućnosti" (2013).
2. Usavršavanja PRA EDUCA - Poslovna škola za Public Relations, 2003. godine (I i II nivo obrazovanja)
3. Proactive konferencija za odnose s javnošću (kontinuirano učešće od 2005. do 2011. godine)
4. Porodične firme – stub razvoja Republike Srpske (kontinuirano učešće na konferencijama od 2011. do 2017.)
5. Porodične firme – stub razvoja Republike Srbije (član istraživačkog tima 2013.)
6. SAJAM OBRAZOVANJA I ZAPOŠLJAVANJA - naučite, istražite, povežite se, 30. mart 2015, Banja Luka, Bosna i Hercegovina. Presentacija „Realni sektor - spitivanje zadovoljstva zaposlenih u porodičnoj firmi“
7. DRIVE 2015, Šesta regionalna konferencija upravljanja i vođenja ljudskih potencijala (Get your people inspired) - 01. oktobar, 2015. Sarajevo, Bosna i Hercegovina.
8. Panelista - tema „Zapošljavanje, razvoj i zadržavanje zaposlenika“ - 01. oktobar, 2015, Sarajevo, Bosna i Hercegovina.
9. DRIVE 2016, Sedma regionalna konferencija o liderstvu i talent menadžmentu - 10. novembar 2016, Sarajevo, Bosna i Hercegovina.
10. DRIVE 2017, Konferencija o liderstvu i talent menadžmentu - 9. novembar 2017, Sarajevo, Bosna i Hercegovina.

11. Marketing Meet up 2018, (Ferdinand Bilstein South East Europe), septembar 2018, Beograd, Srbija.
12. Marketing Summit - Be Marketing (R)evolution - 8. novembar 2018, Sarajevo, Bosna i Hercegovina.
13. Marketing Meet up 2020, (Ferdinand Bilstein South East Europe), online, Beograd, Srbija.
14. Marketing Meet up 2021, (Ferdinand Bilstein South East Europe), online, Beograd, Srbija.
15. AD International Marketers meeting, 2 & 3 June, Dubrovnik, Croatia.
16. Summer Vivaldi forum, 15-17. Jun 2022, Mokra Gora, Serbia
17. Marketing Meet up 2022, (Ferdinand Bilstein South East Europe), online, Beograd, Srbija.
18. Član naučnog odbora konferencije: Challenges of the Modern Moment-Where to go Next? 15. decembar 2022. Beograd, Srbija
19. Član naučnog odbora konferencije: The Fourth International Scientific Conference: The importance of media interpretation for the promotion of cultural heritage 30. septembar 2023. Novi Sad, Sremski Karlovci, Srbija
20. Član projektnog tima Erasmus projekta DIGITCRESHE (2022 - 2024)
21. Član projektnog tima Erasmus projekta RURALY EU (2023 - 2025)
22. Recenzent mnogi domaćih i stranih časopisa i zbornika radova.
23. Član organizacionog odbora Međunarodne naučne konferencije "Mediji i Ekonomija", Banja Luka (2018 - 2024)

### **Aktuelni projekti**

- 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
- Visoka škola „Banja Luka College, podržalo MINISTARSTVO ZA NAUČNOTEHNOLOŠKI RAZVOJ I VISOKO OBRAZOVANJE • 2024 • Povećanje efikasnosti preduzetništva kroz implementaciju novih IT komunikacija
- Organisation - SHUMART ASSOCIATION • 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. Form ID: KA220-VET-E784DFD5. Action: KA220-VET. Call for proposals: 2024  
National Agency: IT01 - Agenzia Nazionale - Erasmus+ - INAPP