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78000 Banja Luka
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

Mirjana Milovanović

PhD Management and Business

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

Dr. Milovanović is the author or co-author of numerous scholarly articles published in full in both national and international peer-reviewed journals. She has also authored textbooks in the fields of marketing and business. Her academic contributions include participation in various scientific conferences and membership in scientific committees across Bosnia and Herzegovina and the broader region.

Since 2020, she has been affiliated with the Faculty of Social Sciences in Belgrade, where she lectures in the Master's programs in Economics and Digital Media and Communications. During the 2022/2023 academic year, Dr. Milovanović also served as a lecturer in the Master's program in Digital Business at Metropolitan University, Belgrade, Serbia.

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

OTHER

As a university lecturer, she currently delivers courses in Marketing, Internet Marketing, Foreign Trade Operations, and Insurance Management. Over the past decade, she has also taught a range of other subjects, including International Marketing, Services Marketing, Marketing Management, and 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
- Training Digitcreshe „Teaching and digital transformation“, “Constructivist Learning Theory“, 10-12 september 2024, Dortmund, Germany

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

OTHER

- 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
- 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
- Member of the project team of the Erasmus project DIGITCRESHE (2022 - 2024)
- Member of the project team of the Erasmus project RURALY EU (2023 - 2025)
- Reviewer of many domestic and foreign magazines and anthologies.
- Member of the organizing committee of the International Scientific Conference "Media and Economy", Banja Luka (2018 - 2024)
- Participant of the round table - INTERNATIONAL ROUND TABLE "Marketing in Higher School: Digitalization, Competition, Transformation of Values" (under the support of the Russian Guild of Marketers) 35th Anniversary of the Department of Marketing of Plekhanov Russian University of Economics (October 30th, 2024)

Professional projects

Čomić, D., & Ostić, D (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

https://ikor.ba/wp-content/uploads/2020/07/Prirucnik_drustveno_preduzetnistvo-1.pdf

Invited lectures

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
- 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
- EU RURALITEast VIEW • Coordinating organisation: CLUSTER AGRIFOOD CAMPANIA (PIC: 886102082, located in SALERNO, IT), 2025-2028
- Ereqw • Coordinating contact: Carlos VAZ DE CARVALHO (carlos_carvalho@virtual-campus.eu) 2025-2028
- Skill Up Connect • Coordinating organisation: UNIVERZITA SV. CYRILA A METODA V TRNAVE (PIC: 999868241, located in TRNAVA, SK) 2025-2028
- Beer Creative • EU funding programme ERASMUS2027, topic ERASMUS-EDU-2025-CBHE-STRAND-2 Capacity building in the field of higher education Strand 2; Coordinates, BARLETI UNIVERSITY, at f.pazari@umb.edu.al
- ED-BALK • EU funding programme ERASMUS2027, topic ERASMUS-EDU-2025-CBHE-STRAND-2 Capacity building in the field of higher education Strand 2; INSTITUT NATIONAL DES LANGUES ET CIVILISATIONS ORIENTALES, at erasmus@inalco.fr
- RELIABLE • EU funding programme ERASMUS2027, topic ERASMUS-EDU-2025-CBHE-STRAND-1 Capacity building in the field of higher education Strand 1; INTERNACIONALNI UNIVERZITET TRAVNIK, at zlatkomecan@iu-travnik.com

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 [In engl. An Examination of Professional Customer Satisfaction with the Aim of Improving Sales: A Case Study of Bosnia and Herzegovina, the Republic of Serbia, and the Republic of North Macedonia. Faculty of Management, Metropolitan University, Belgrade].
<https://nardus.mpn.gov.rs/handle/123456789/11887>

Scientific monographs (monographs, monographic studies)

Milovanović, M., & Novaković, V. (2025). Upravljanje preduzetničkim poduhvatom: savremeni pristupi marketinga [In engl. Entrepreneurial Venture Management: Contemporary Marketing Approaches] (scientific monograph). Banja Luka: Apeiron University. (p. 190). ISBN 978-99976-87-46-3.
<http://weblibrary.apeiron-uni.eu:8080/WebDokumenti/28476-Preduzetnicki%20poduhvat%20-%20Milovanovic-CIP.pdf>

Novaković, V., **Milovanovic, M.**, Mujkić, E., & Miroslavljević, A. K. (2024). Possibility of Creating a Process-Based Organizational Structure in the Public Sector. New Approaches to CSR, Sustainability and Accountability, Volume V. Springer. (Chapter in the monograph) (18)
https://doi.org/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)(24)
<https://doi.org/10.57017/SERITHA.2024.KM-ETE.ch3>

Original scientific papers in a journal of international importance

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 [In engl. The Impact of GDP on Foreign Trade of Bosnia and Herzegovina with a Focus on Commodity Exchange with European Union Countries], Economy and Market Communication Review, 14(2), decembar. ESCI, JIF 0.2 https://emc-review.com/sites/default/files/EMC%20-%20godina%20XIV_broj%202%20WEB%202.pdf

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 https://emc-review.com/sites/default/files/EMC_-_godina_XIV_broj_2_WEB_2.pdf

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.pd

SCIENTIFIC WORK

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>

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 [In engl. Tax Treatment of Own Revenues in the Public Sector], 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.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.
https://www.srac.ro/calitatea/en/arhiva/2019/QAS_Vol.20_No.173_Dec.2019.pdf

SCIENTIFIC WORK

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://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

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 [In engl. An Overview of Forestry Organizations and Institutions in the Republic of Srpska, the Federation of Bosnia and Herzegovina, Serbia, Croatia, and Montenegro, Bulletin of the Faculty of Forestry, University of Banja Luka], 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>

Papers in a superb journal of national importance

Đervida, R., Demirović, D., **Milovanović, M.**, & Radosavac, A. (2017). Unapređenje poslovnih procesa kao faktor postizanja konkurentne prednosti malih i srednjih preduzeća. *Poslovna ekonomija*, 11(2), 207-223. [In engl. Improvement of Business Processes as a Factor in Achieving Competitive Advantage of Small and Medium-Sized Enterprises. *Business Economics*, Original Scientific Article]. UDK: 339.13:005, 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. [In engl. Application of Integrated Marketing Communications in the Operations of Family Businesses in the Republic of Srpska. *Marketing*].UDK 658.8(497.6) ISSN 0354-3471 (štampano izdanje), ISSN 2334-8364 (Online izdanje), UDC 339-658. [In engl.
<http://www.sema.rs/repository/download/marketing-vol-44-no-3.pdf>

Review papers in a journal of national importance

Dušanić-Gačić, S., & **Milovanović, M.** (2024). Agricultural and Rural Development in Bosnia and Herzegovina: Challenges and Future Directions, *Aktuelnosti* 46, 45-55. ISSN 0354-9852 (print), ISSN 2566-3496 (online), UDK 658.567.3(497.6):338.43(4-672EU), COBISS.RS-ID 141607169, DOI 10.7251/AKT2446045D
<https://aktuelnosti.blc.edu.ba/wp-content/uploads/2024/11/Aktuelnosti-46-sa-koricom.pdf>

SCIENTIFIC WORK

Dušanić-Gačić, S., **Milovanović, M.** (2024). Analiza efikasnosti spoljnotrgovinske razmjene Bosne i Hercegovine, [In engl. Analysis of the Efficiency of Bosnia and Herzegovina's Foreign Trade Exchange], 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. [In engl. The paper was presented at the International Scientific Conference “Development Challenges Until 2020,” held in Banja Luka in May 2015]. UDK: 711.42:659.127.8 DOI: 10.7251/SVR1510020M. <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, [In engl. Effects of Sales Promotion upon Entry of a Well-Known Brand into a New Market. Annals of Business Economics, The paper was presented at the International Conference on Social and Technological Development – STED 2013, held on September 26-27, 2013, in Banja Luka, organized by the University for Business Engineering and Management, Banja Luka]. COBBIS.BH-ID: 3986968, DOI: 10.7251/APE09. <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 [In engl. Basic Cultural Dimensions According to Geert Hofstede: The Case of the Republic of Serbia] Aktuelnosti, 19, 73-83. UDK 316.72 Hofstede G.:930.85(497.11). <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 [In engl. Interactive Media Campaign: A Case Study of a Business Unit within an Enterprise] Aktuelnosti, 17, 41-50. UDK 005.1:658:[659.1. <https://aktuelnosti.blc.edu.ba/wp-content/uploads/2012/11/17.pdf>

Janković, N.B., & **Milovanović, M.** (2018). Odnosi s javnošću i politika [In engl. Public Relations and Policy]. 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>

Scientific papers at meetings of international importance, printed in their entirety

Novaković, V., & **Milovanović, M.** (2024, december 21-22). Compliance of Legislation with the Application of ESG Standards in Bosnia and Herzegovina. In: 14th International Conference on Governance, Fraud, Ethics, Sustainability & Reporting (14th IConGFESR-2024), Bhubaneswar, Odisha. Kalinga Institute of Industrial Technology (KIIT) School of Law, India. https://www.researchgate.net/publication/387368967_Compliance_of_Legislation_With_The_Application_of_ESG_Standards_in_Bosnia_and_Herzegovina

SCIENTIFIC WORK

Milovanović, M., Novaković, V., & Tsanov, I. (2024, December 5). Administrative barriers as an obstacle to the development of entrepreneurship and the SME sector in the countries of the Western Balkans, with a focus on Bosnia and Herzegovina. In: 10th International Scientific and Professional Conference MEFKON "Innovations as a Driver of Development", Beograd (75–82). University Business Academy in Novi Sad, Faculty of Applied Management, Economics and Finance (MEF), Belgrade.

https://www.researchgate.net/publication/386460999_Administrative_barriers_as_an_obstacle_to_the_development_of_entrepreneurship_and_the_SME_sector_in_the_countries_of_the_Western_Balkans_with_a_focus_on_Bosnia_and_Herzegovina

Agić, Z., **Milovanović, M.**, & Dušanić Gačić, S. (2024, December 5). Inovacije u digitalnoj transformaciji preduzeća u Republici Srpskoj. U: 10. međunarodna naučno-stručna konferencija MEFKON "Inovacije kao pokretač razvoja", Beograd (83–91). Univerzitet Privredna akademija u Novom Sadu, Fakultet za primenjeni menadžment, ekonomiju i finansije, Beograd, Srbija. [In engl. Innovations in the Digital Transformation of Enterprises in the Republic of Srpska. In 10th International Scientific and Professional Conference MEFKON "Innovations as a Driver of Development", Belgrade University Business Academy in Novi Sad, Faculty of Applied Management, Economics and Finance, Belgrade, Serbia]

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Invited lecturers

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.
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Milovanovic, M. (2023, May 17). Reaching Globalization with International Marketing? Invited online lecture for Faculty of Finance Plekhanov Russian University of Economics, Moscow, Russia.
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