



✉ mirjana.milovanovic@blc.edu.ba

☎ +387 65 644 135

📍 Dušana Subotića 6
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

Associate Professor in the study program of Management, Business, and Business Economics at Banja Luka College, where she has been teaching for over 13 years. With extensive experience as a Marketing Director, she has a proven track record in the automotive aftermarket spare parts industry. Currently, she also serves as the Marketing Director in her family-owned company specializing in investments and real estate.

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 scientific 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 profesor, 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, 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 in the International Round Table "Marketing in Higher School: Digitalization, Competition, Transformation of Values" (supported by the Russian Guild of Marketers), held on the occasion of the 35th Anniversary of the Department of Marketing at Plekhanov Russian University of Economics, Moscow, Russia (October 30, 2024).
- Member of the Editorial Board of the Banja Luka College Monograph. Scriptwriter and organizer of the Ceremonial Academy marking the 20th anniversary of Banja Luka College, as well as scriptwriter and editor of the documentary film "Our 20 Years", Banja Luka, Bosnia and Herzegovina (June 11, 2025).
- Participant in the conference "EU Funds as a Source of Financing for the Development of Small and Medium-Sized Enterprises", held as part of a project co-financed by the Ministry of Economy and Entrepreneurship of the Republic of Srpska, Banja Luka, Bosnia and Herzegovinas (June 13, 2025).

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 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 • 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

OTHER

- 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). Preduzetnički poduhvat: savremeni pristupi marketinga [In engl. Entrepreneurial Venture: Contemporary Approaches to Marketing](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>

SCIENTIFIC WORK

Original scientific papers in a journal of international importance

Milovanović, M., & Novaković, V. (2025). The Strategic Integration of Artificial Intelligence in Marketing: Predictive Analytics and Personalization – The Case of Mercedes-Benz. *Economy and Market Communication Review*, 15(1), June. ESCI, JIF 0.2 – forthcoming publication

*The paper was presented at the international conference EDASOL 2025. [Conference Abstract Book – EDASOL 2025](#)

Perić, N., **Milovanović, M.**, & Čudić, F. (2025). From Algorithm to Aesthetics: Artificial Intelligence's Place in the Creative Sector. *Economy and Market Communication Review*, 15(1), June. ESCI, JIF 0.2 – forthcoming publication

*The paper was presented at the international conference EDASOL 2025. [Conference Abstract Book – EDASOL 2025](#)

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%20%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](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.pdf

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>

SCIENTIFIC WORK

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

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>

SCIENTIFIC WORK

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

Agić, Z., Dušanić Gačić, S, & **Milovanović, M.** (2025). Education as a strategic priority: evaluation of the financing of the education system in the Republic of Srpska. *Revija za ekonomske in poslovne vede*, 12(1), 39–51. <https://doi.org/10.55707/eb.v12i1.149>, ISSN 2350–384X. <https://www.eb-nm.si/index.php/EB/article/view/149>. [COBISS.SI-ID 237586179]

Milovanović, M., & Dušanić-Gačić, S. (2025). International Trade Operations in the Era of Marketing 6.0, *Aktuelnosti* 47, 29–36. ISSN 0354–9852 (print), ISSN 2566–3496 (online), UDK 339.138(100):005.336, COBISS.RS-ID 142554881, DOI 10.7251/AKT2547029M <https://aktuelnosti.blc.edu.ba/wp-content/uploads/2025/05/Aktuelnosti-47-FINAL.pdf>

SCIENTIFIC WORK

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>

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_Herzegovi

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]

https://www.researchgate.net/publication/386604242_Inovacije_u_digitalnoj_transformaciji_preduzeća_u_Republici_Srpskoj_Innovations_in_digital_transformation_of_companies_in_the_Republic_of_Srpska

Agić, Z, Dušanić-Gačić, S., & **Milovanović, M.** (2024, November 1). Organizacione promjene i digitalni resursi: ključ za uspješnu digitalnu transformaciju preduzeća u Republici Srpskoj. Trendovi u poslovanju. U 8. Nacionalnoj naučno-stručnoj konferenciji sa međunarodnim učešćem "Trendovi u poslovanju 2024". Srbija, Kruševac (87–95). Visoka poslovna škola strukovnih studija „Prof. dr Radomir Bojković“, Kruševac, Srbija. UDK 316.74:378, DOI 10.7251/BLCZR0723087D

<https://visokaposlovnaskola.edu.rs/wp-content/uploads/2025/03/Zbornik-radova.pdf>

Dušanić-Gačić, S., & **Milovanović, M.** (2024, October 26). Sensationalism's Impact on Media Ethics. In Strengthening Media Credibility Through Improving Ethical Standards: Fifth International Scientific Conference. Sremski Karlovci, Serbia (95–111). Center for Culture, Sducation and Media "Akademac" Sremski Karlovci. Proceedings [ed. Branislav Sančanin]. – ISBN 978-86-81866-06-1.

https://doi.org/10.18485/akademac_nsk.2024.5.ch6

http://doi.fil.bg.ac.rs/volume.php?pt=eb_ser&issue=akademac_nsk-2024-5&i=6

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>

SCIENTIFIC WORK

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 engl. The Impact of GDP on Bosnia and Herzegovina's Foreign Trade with a Focus on Merchandise Exchange with European Union Countries]. 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>

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. 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 engl. Financial Literacy as a Key Factor for Strategic Organizational Decision-Making]. 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/ZR RTP2401241A; 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-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. [In engl. 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. [In engl. Department of Political Economy and History of Economic Science of Plekhanov Russian University of Economics (PRUE), Russia, Moscow]. <https://www.рэу.рф/~file/103322/Программа+ИТОГ.pdf>

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 <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>

SCIENTIFIC WORK

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: 12th 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/2023/06/Program_STED_2023.pdf

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.

https://stedconference.com/wp-content/uploads/2023/06/Program_STED_2023.pdf

Pavlovic, K., Raskovic-Derplov, V., & **Milovanovic, M.** (2023, June 9). Predictive Role of Knowledge Culture and Innovation Culture on Non-Financial Performance Indicators, In 13th-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>

Agić, Z., Dušanić-Gačić, S., & **Milovanović, M.** (2023, May 26). Inflacija kao faktor rizika za nekvalitetne kredite u bankarskom sektoru Bosne i Hercegovine. [In engl. Inflation as a Risk Factor for Non-Performing Loans in the Banking Sector of Bosnia and Herzegovina]. 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>

Dušanić-Gačić, S., Agić, Z., & **Milovanović, M.** (2023, May 18). Quality of Output Competencies in Higher Education. 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_izzivi_globalizacije_in_druzbeno_ekonomsko_okolje_EU_program01.pdf

Mirosavljević, M., & **Milovanović, M.** (2022, June 2–6). Conversational Marketing–New Roles of Consumers. In STED 2022: 11th 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://www.researchgate.net/publication/364958928_CONVERSATIONAL_MARKETING_-_NEW_ROLES_OF_CONSUMERS

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: 3rd Conference of the Serbian Marketing Association SeMA–Challenges and Perspectives of Marketing (pp. 151–159). Zlatibor: Serbian Marketing Association–SeMA. ISBN–978–86–903768–1–0.

<http://www.sema.rs/repository/download/zbornik-radova-izazovi-i-perspektive-marketinga-2021.pdf>

Mamula Nikolić, T., & **Milovanović, M.** (2021, September 23–24). Innovative Approach to Personalized Teaching and Learning in the Vuca World. In: 12th 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.researchgate.net/publication/355153719_INNOVATIVE_APPROACH_TO_PERSONALIZED_TEACHING_AND_LEARNING_IN_THE_VUCA_WORLD

SCIENTIFIC WORK

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: 10th 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 134338049https://www.researchgate.net/publication/355096041_COMPETITIVENESS_IN_MODERN_BUSINESS_PRESENTED_THROUGH_BASIC_STRUCTURAL_INDICATORS_OF_BUSINESS_OPERATIONS_OF_ENTERPRISES_AND_ENTREPRENEURS_THE_CASE_OF_THE_REPUBLIC_OF_SRPSKA

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: 10th 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.
https://www.researchgate.net/publication/355095962_TESTING_THE_SATISFACTION_OF_PROFESSIONAL_CUSTOMERS_IN_THE_AUTOMOTIVE_AFTERMARKET_SPARE_PARTS_INDUSTRY_WITH_THE_PURPOSE_OF_IMPROVING_SALES_THE_CASE_OF_BALKANS

Milovanović, M., & Đervida, R. (2021, May 20). Changes in Tourism in Republic of Srpska: Comparison - Before and During Covid-19. In 10th 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://www.researchgate.net/publication/356844052_CHANGES_IN TOURISM IN REPUBLIC OF SRPSKA_COMPARISON_-_BEFORE_AND_DURING_COVID-19

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: 3rd International Scientific and Professional Conference Circular and Bioeconomics, Serbia, Belgrade (364-377). School of Engineering Management, Serbia, Belgrade.
https://www.researchgate.net/publication/354313178_GENERATION_Z'_ATTITUDES_ON_CIRCULAR_ECONOMY_THE_CASE_OF_REPUBLIC_OF_SERBIA_AND_REPUBLIC_OF_SRPSKA
[RN_MOMENT-_WHERE_TO_GO_NEXT](https://www.researchgate.net/publication/354313178_GENERATION_Z'_ATTITUDES_ON_CIRCULAR_ECONOMY_THE_CASE_OF_REPUBLIC_OF_SERBIA_AND_REPUBLIC_OF_SRPSKA)

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. [In engl. Measuring Employee Satisfaction and their Productivity in a Family Business. 4th International Conference “From Crisis to Development”, Banja Luka, October 24, 2014]
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. [In engl. The Importance of Organizing a Home Fair for Family Businesses. International Scientific and Professional Conference – A Model for Self-Employment in the Future, Banja Luka, September 30- October 1, 2014. Conference Proceedings]
https://sec.blc.edu.ba/wp-content/uploads/2015/01/Socijalno_preduzetnistvo_zbornik.pdf

SCIENTIFIC WORK

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
https://www.researchgate.net/publication/366702539_P_R_O_C_E_E_D_I_N_G_S_CONFERENCES_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_CONFERENCES_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. 5th Regional Conference INDUSTRIAL ENERGY AND ENVIRONMENTAL PROTECTION IN SOUTH EASTERN EUROPE, Zlatibor, June 2015. IEEP 2015
ISBN 978-86-7877-025-8, UDK: 620.9(082)(0.034.2), UDK: 502/504(082)(0.034.2), COBISS.SR-ID 21596826
https://www.researchgate.net/publication/320264887_Energy_and_Climate_change_policies_an_expanding_arena_for_civil_society_lobbying

Invited lecturers

Milovanovic, M. (2025, May 8). The Integration of Artificial Intelligence in Applied Marketing. Invited lecture for Faculty of Economics and Informatics, University of Novo Mesto, Slovenia. <https://blc.edu.ba/nasi-profesori-ucesnici-medjunarodne-konferencije-na-fakultetu-za-ekonomiju-i-informatiku-univerziteta-novo-mesto-slovenija/>

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/Potvrđilo-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://рәу.рф/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>