

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), ERK (Udruženje pravnika i ekonomista) i MENSA.

b) Diplome i zvanja:

Osnovne studije:	
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
Postdiplomske studije:	
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
Doktorske studije/doktorat:	
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 науке/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>

NAUČNE MONOGRAFIJE (MONOGRAFIJE, MONOGRAFSKE STUDIJE)

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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)

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PREGLEDNI RADOVI U ČASOPISU OD NACIONALNOG ZNAČAJA

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<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

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NAUČNI RADOVI NA SKUPOVIMA NACIONALNOG ZNAČAJA, ŠTAMPANI U CJELINI

Perić, N. & **Milovanović, M.** (2022, December 15). *Relationship and Role of Management and Marketing in Culture and Art*. In Conference - Challenges Of The Modern Moment- Where To Go Next? Serbia, Belgrade (11-19). ŠumArt Belgrade, Serbia and Banja Luka College. Banja Luka, Bosnia and Herzegovina. ISBN: 978-86- 904998-0-9. *The project is co-financed by the Ministry of Culture of the Republic of Serbia*

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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*

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Bovan, A., Perić, N., & **Milovanović, M.** (2015). *New Forms of Political Influence on EU Energy and Climate Change Policies: Expanding Arena for Civil Society Lobbying*. V regionalna konferencija „Industrijska energetika i zaštita životne sredine u zemljama JI Evrope“, Zlatibor, juni 2015. IEEP 2015; V Regional Conference INDUSTRIAL ENERGY AND ENVIRONMENTAL PROTECTION IN SOUTH EASTERN EUROPE ISBN 978-86-7877-025-8, UDK: 620.9(082)(0.034.2), UDK: 502/504(082)(0.034.2), COBISS.SR-ID 215968268

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STRUČNI PROJEKTI BIH

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

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POZIVNA PREDAVANJA

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-ucესnici-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.

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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.

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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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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.

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d) Obrazovna djelatnost

Kao vanredni profesor izvodi predavanja na predmetima Marketing, Internet marketing, Spoljnotrgovinsko poslovanje i Menadžment osiguranja. U prethodnom desetogodišnjem periodu izvodila je predavanja i na predmetima Međunarodni marketing, Marketing usluga, Marketing menadžment i Integrisane marketinške komunikacije.

DRUGI OBLICI MEĐUNARODNE SARADNJE (KONFERENCIJE, SKUPOVI, RADIONICE, EDUKACIJA U INOSTRANSTVU):

- Nexus conference N!BF2018, 14-19. mart 2018, Abu Dabi, UAE
- Regional Meet up Ferdinand Bilstein, 22-24. novembar 2018, Enepetal, Njemačka
- Nexus Business Forum "Shaping the future", N!BF2019, 05-10. mart 2019, Abu Dabi, UAE
- Regional Meet up Total, 08-12. april 2019, Pariz/Lion, Francuska
- Regional Meet up Ferdinand Bilstein, 02-05. oktobar 2019, Budimpešta, Mađarska
- Nexus conference N!BF2020, 10 -13. mart 2020, Amsterdam, Holandija
- Training Dortmund, project Digitcreshe "Teaching and digital transformation", "Constructivist Learning Theory", 10-12 september 2024, Dortmund, Njemačka

e) Stručna djelatnost

OSTALE PROFESIONALNE AKTIVNOSTI:

- Član programskog odbora Međunarodne naučno-stručne konferencije "Socijalno preduzetništvo – Model za (samo)zapošljavanje u budućnosti" (2013).
- Usavršavanja PRA EDUCA - Poslovna škola za Public Relations, 2003. godine (I i II nivo obrazovanja).

- Proactive konferencija za odnose s javnošću (kontinuirano učešće od 2005. do 2011. godine)
- Porodične firme – stub razvoja Republike Srpske (kontinuirano učešće na konferencijama od 2011. do 2017.
- Porodične firme – stub razvoja Republike Srbije (član istraživačkog tima 2013.)
- SAJAM OBRAZOVANJA I ZAPOSŁJAVANJA - naučite, istražite, povežite se, 30. mart 2015, Banja Luka, Bosna i Hercegovina. Prezentacija „Realni sektor - spitivanje zadovoljstva zaposlenih u porodičnoj firmi“
- DRIVE 2015, Šesta regionalna konferencija upravljanja i vođenja ljudskih potencijala (Get your people inspired) - 01. oktobar, 2015. Sarajevo, Bosna i Hercegovina.
- Panelista - tema „Zapošljavanje, razvoj i zadržavanje zaposlenika“ - 01. oktobar, 2015, Sarajevo, Bosna i Hercegovina.
- DRIVE 2016, Sedma regionalna konferencija o liderstvu i talent menadžmentu - 10. novembar 2016, Sarajevo, Bosna i Hercegovina.
- DRIVE 2017, Konferencija o liderstvu i talent menadžmentu - 9. novembar 2017, Sarajevo, Bosna i Hercegovina.
- Marketing Meet up 2018, (Ferdinand Bilstein South East Europe), septembar 2018, Beograd, Srbija.
- Marketing Summit - Be Marketing (R)evolution - 8. novembar 2018, Sarajevo, Bosna i Hercegovina.
- Marketing Meet up 2020, (Ferdinand Bilstein South East Europe), online, Beograd, Srbija.
- Marketing Meet up 2021, (Ferdinand Bilstein South East Europe), online, Beograd, Srbija.
- AD International Marketers meeting, 2 & 3 June, Dubrovnik, Croatia.
- Summer Vivaldi forum, 15-17. Jun 2022, Mokra Gora, Serbia
- Marketing Meet up 2022, (Ferdinand Bilstein South East Europe), online, Beograd, Srbija.
- Član naučnog odbora konferencije: Challenges of the Modern Moment-Where to go Next? 15. decembar 2022. Beograd, Srbija
- 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
- Član projektnog tima Erasmus projekta DIGITCRESHE (2022 - 2024)
- Član projektnog tima Erasmus projekta RURALY EU (2023 - 2025)
- Recenzent mnogih domaćih i stranih časopisa i zbornika radova.
- Član organizacionog odbora Međunarodne naučne konferencije “Mediji i Ekonomija”, Banja Luka (2018 - 2024)
- Učesnik okruglog stola - 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, Moskva, Russia (October 30th, 2024)
- Član redakcionog odbora Monografije BLC-a. Scenarista i realizator svečane Akademije u povodu obilježavanja 20 godina BLC-a, scenarista i montažer dokumentarnog filma “Naših 20 godina”, Banja Luka (11. jun 2025).

- Učesnik konferencije “EU fondovi kao izvor finansiranja aktivnosti razvoja malih i srednjih preduzeća”, u okviru projekta, koji sufinansira Ministarstvo privrede i preduzetništva Republike Srpske. Banja Luka (13. jun 2025).

AKTUELNI EU 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
- 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, BARLETTI 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