



# DR. ALISA MUJKIĆ

DOCENT

## PODRUČJA INTERESOVANJA/SPECIJALIZACIJE

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Brand management, marketing, leadership and qualitative research

## NASTAVNA ZADUŽENJA

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Marketing, Marketing usluga, Marketing menadžment, Ponašanje potrošača

## ODABRANE PUBLIKACIJE

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Poglavlja u knjigama:

- Mujkić, A., Babić-Hodović, V., & Arslanagić-Kalajdžić, M. (2020). Is the road to brand love paved with emotional attachment? A serial mediation framework. In N. K. Malhotra, B. Čater, M. A. Marinov, M. Bodlaj, & M. Zečević (Eds.), *EMCB 2020 Conference Proceedings: Growing business in emerging markets: challenges and drivers for success* (pp. 49-51). Ljubljana: School of Economics and Business.

Naučni i stručni članci:

- Babić-Hodović, V., Mujkić, A., & Arslanagić-Kalajdžić, M. (2022). We need both brand love and emotional attachment: a serial mediation framework toward addictive buying and loyalty. *Journal of Brand Management*, 1-25.
- Alić, A., & Mujkić, A. (2022). Cognitive drivers of brand love and store brand loyalty: lessons for retailers in a developing country setting. *The International Review of Retail, Distribution and Consumer Research*, 1-21.
- Kovačević, J., Mujkić, A., & Kapo, A. (2020). Examining school leadership in a transitional context: A mixed-methods study of leadership practices and school cultures as mechanisms of educational change. *Educational Management Administration & Leadership*.
- Husić-Mehmedović, M., Arslanagić-Kalajdžić, M., & Mujkić, A. (2020). The role of positive and negative eWOM for restaurant information search process and visit intentions. *Proceedings of the European Marketing Academy*, 11, 84917.
- Manov, N., Mujkić, A., & Husić-Mehmedović, M. (2020). Universities' enrollment challenge: The role of corporate image in higher education. *Ekonomski vjesnik*, 33(1), 205-216.
- Kapo, A., Mujkić, A., Turulja, L., & Kovačević, J. (2020). Continuous e-learning at the workplace: the passport for the future of knowledge. *Information Technology and People*, 34(5), 1462-1489.

## NAJZNAČAJNIJI PROJEKTI I/ILI KONSULTANTSKI RAD

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- Analysing barriers to entrepreneurship development (UNDP and Norwegian Embassy in Bosnia and Herzegovina), rukovodilac projekta
- Osnaživanje digitalne pismenosti i preduzetničkih kompetencija nastavnika i učenika u srednjim školama u Kantonu Sarajevo (Ekonomski fakultet u Sarajevu i Ministarstvo za obrazovanje, nauku i mlade)
- Procesna benchmark analiza tržišta ERP softvera (Establish d. o. o. Sarajevo), rukovodilac projekta

## OSTALE ZNAČAJNE INFORMACIJE

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Nagrada Univerziteta u Sarajevu za rezultate naučnog/umjetničkog rada u 2020. godini

### DATUM ROĐENJA

4. 6. 1979.

### OBLAST

Marketing

### ANGAŽMANI

Rukovodilac Alumni asocijacije

### PORUKA ZA BUDUĆNOST

„Sve se može kad se hoće!”

## [DETALJNA BIOGRAFIJA](#)