

CURRICULUM VITAE



PERSONAL DATA

Name and surname	Maja Arslanagić-Kalajdžić, PhD	
Date and place of birth	May 25, 1985; Sarajevo, Bosnia and Herzegovina	
Address	Kamenica 23, 71 000 Sarajevo	
Phone	Work: +387 33 251 883	Fax: +387 33 275 944
E-mail	maja.arslanagic@efsa.unsa.ba	
Web	www.efsa.unsa.ba	
LinkedIn	https://ba.linkedin.com/pub/maja-arslanagic-kalajdzic/30/774/7b0	
Areas of professional interest	1 st priority: B2B Marketing, Marketing Accountability, Relationship Marketing 2 nd priority: Services Marketing, Brand Management, Strategic Marketing 3 rd priority: Corporate Reputation, Public Relations	

EDUCATION

Institution	Duration	Qualification
Faculty of Economics, University of Ljubljana	2011 – 2015	Doctoral programme in Economics and Business, Area: Business, Major: Marketing Title: PhD PhD thesis topic: „Dyadic perspective on marketing accountability and customer perceived value in business relationships“, Professor Vesna Žabkar, PhD
School of Economics and Business Sarajevo and Faculty of Economics Zagreb	2008 – 2011	Master of Management, Corporate Governance stream (average grade 9,00 of 10,00)
School of Economics and Business, University of Sarajevo	2003 – 2007	Bachelor of Science in Economics (average grade 9,44 of 10,00)
“Druga gimnazija” Sarajevo	1999 – 2003	Secondary education (average grade 5,00 of 5,00)

FOREIGN LANGUAGE [from 1 to 5 (1 = poor, 5 = excellent)]

Foreign Language	Reading	Speech	Writing
English	5	5	5
German	4	3	3

ADDITIONAL SKILLS/ABILITIES

Title	Description
Writing skills	Scientific writing, International projects preparation
Analytical skills	Able to perform highly complex statistical analyses, including various econometric/statistical inference models.
Presentation/training skills	With almost 10 years of experience in teaching (as well as mentoring) at the University, high presentation/verbal communication and training/coaching skills.
Monitoring and evaluation skills	Performing various kinds of evaluator/monitoring activities (i.e. financial monitoring of a project, content evaluation of a project). Registered evaluator for various funding programs as well as member of editorial review board for different scientific journals
Software	MS Office, SPSS, LISREL, HLM, STATA, R Studio, SAS (JMP, ProCalis), SmartPLS, Corel, SWISH Max, PROCite, Bibtex, Pajek
Driving license	Category B

CURRENT POSITION

Institution	School of Economics and Business Sarajevo, University of Sarajevo
Position	Assistant Professor, Department of Marketing
Address	Trg oslobođenja – Alija Izetbegović 1, 71000 Sarajevo (75/III)
Phone	0038733251883
E-mail	maja.arslanagic@efsa.unsa.ba

OTHER POSITIONS

Institution	Duration	Position
IESEG School of Management	September 2017 – Current	Visiting professor, master-level course B2B Marketing
University of Vienna, Faculty of Business, Economics and Statistics	Oct 2016 – Sept 2017	Post-doc Researcher and Assistant Professor at the Chair of International Marketing
School of Economics and Business Sarajevo	Nov 2011 – Sept 2015	Senior Teaching Assistant, Department of Marketing
School of Economics and Business Sarajevo	Dec 2009 – Nov 2011	Teaching Assistant, Department of Marketing
School of Economics and Business Sarajevo	Sep 2008 – Dec 2009	Head of Public Relations Office
World University Service (WUS) Austria	Sep 2007 – Sep 2008	Project Manager, Balkan Case Challenge 2008
World University Service (WUS) Austria	Oct 2006 – Apr 2007	Business Case Competition Coordinator, Balkan Case Challenge 2007

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

1. Member of the “Academy of International Business” (AIB) (since 2016)
2. Member of the “European Marketing Academy” (EMAC) (since 2011)
3. Member of the “American Marketing Association” (AMA) (since 2012)
4. Member of the “School of Economics and Business Sarajevo Alumni Association” (since 2011)
5. Member of the “Japan International Cooperation Agency (JICA) Alumni Association” (since 2010)
6. Member of the “DAAD Alumni Association” (since 2007)
7. Member of the “Konrad Adenauer Stiftung Alumni Association” (since 2007)
8. Member of the “IEDC Bled School of Management Alumni Association” (since 2006)
9. IAA Young Professionals (since 2006)

EDITORIAL REVIEW BOARDS

1. Industrial Marketing Management, since August 2016
2. Sarajevo Business and Economics Review, since January 2017

SPECIFIC PROFESSIONAL EXPERIENCE

1. COSME EEN SGA3, Granted by: Executive Agency for Small and Medium-sized EASME Enterprises: BITNET Business, Innovation and Technology Network; project number 831237 (January-December 2019) (Grant amount 127.484,00 EUR)
2. H2020-EEN-SGA (Specific Grant Agreement Enterprise Europe Network (EEN)) Call SGA3-2018:BITNET-INNOSUP-Improvement of Innovation Management Capacity of SMEs from Bosnia and Herzegovina, ID:831245 (January-December 2019) (Grant amount 12.958,00 EUR)
3. Researcher and Administrative Officer for the Danube Transnational Programme project titled Fostering the Young Women Entrepreneurship in the Danube Region - Women in Business, Project code DTP2-048-1.2, June 2018 – May 2021.
4. City of Sarajevo (March 2018): Evaluation on the effects of the organization of the New Year’s celebration on the tourism in the City of Sarajevo (on behalf of the Economic Institute Sarajevo)
5. People in Need, Consultancy services for developing a communication plan for partner organization Sumero, December 2017.
6. IMP3rove consultant – IMP3rove Guide - Adopted the IMP3rove Approach to support small and medium sized enterprises in the IMP3rove Assessment following the pre-standard in Innovation Management Assessment as described in the European CEN Workshop Agreement CWA 15899 and Technical Specification TS 16555-1.
7. “CPF III 2017-03” Implementation, Status of Government Procurement Related Articles of CEFTA, external expertise for ENOVA, November 2017.
8. Local Consultant for the Design and Delivery of a Training Programme for Future Entrepreneurs, UNDP, Project/Sector: Local Integrated Development/Rural and Regional Development Sector, November-December 2017.

9. Researcher and Administrative Officer for the Danube Transnational Programme project titled Excellence in research, social and technological innovation project management (Excellence-in-ReSTI), Project code: DTP1-1-450-1.2, February 2017 – July 2019.
10. Team member of the University of Sarajevo for the Horizon 2020, Call H2020-EEN-SGA2-2017-1, Improvement of Innovation Management Capacity of SMEs from Bosnia and Herzegovina (FBH) through the Enterprise Europe Network (BITNET-INNOSUP), project number 771015, March 2017 – February 2019.
11. Team member of the University of Sarajevo for the EUROPEAN COMMISSION, Executive Agency for Small and Medium-sized Enterprises, COSME Programme, Topic COS-EEN-SGA2-02, Call Identifier COS-EEN-SGA2-2017-1, Type of Action COSME-EEN-SGA, Project title: Business, Innovation and Technology Network (BITNET), project number 770976, March 2017 – February 2019.
12. Board member of the Economic sciences board of the Social Science section at the Academy of sciences and arts of B&H
13. "Support to NIPAC in IPA II programming in Bosnia and Herzegovina", external expertise for ENOVA, April – September 2017.
14. "Competitiveness in Southeastern Europe – a policy outlook", external expertise for ENOVA, December 2016 – January 2017
15. Mentor and evaluator for innovative business ideas and startups for Social Impact Award (SIA) BiH competition in 2016 (www.socialimpactaward.ba), 2016.
16. "Local integrated development " project, UNDP, Technical assistance and training for selected municipalities and strengthening local economic development partnerships, external expertise for ENOVA, July - October 2016
17. "Marketing Metrics" training for Canton Sarajevo Chamber of Commerce member firms (2016)
18. Researcher and Administrative Officer, „Platform for trans-Academic Cooperation in INNOvation“ (PACINNO) project, IPA Adriatic CBC, November 2011. – March 2016., (1°STR/0003)
19. Researcher and Administrative Officer, IPA Adriatic CBC Programme, "Adriatic Health and Vitality Network" (AHVN) project, (no 004/2009), March 2011 – February 2014
20. Collaborator, IPA CBC B&H MNE programme „Eco and Cultural Tourism in South Dinarides“ project (Contract no. 2012/308-730), February 2013 – January 2014
21. Evaluator of the project "Year Round Tourism in Mountain Destinations of B&H and Montenegro" – "365" (Contract No 309-257), Ekonomski Institut, 2014
22. Administrative Coordinator of the School of Economics and Business Sarajevo and Faculty of Economics, University of Ljubljana Joint Master program "Economics and Management of Public Sector and Environment", 2010 – present
23. Administrative Coordinator of the School of Economics and Business Sarajevo and Faculty of Political Sciences, University of Sarajevo joint master program "Managing development of local communities", 2008 – 2011
24. Teaching Assistant for the courses "Business Accounting" and "Management Accounting" within the "Sarajevo Business School" program, School of Economics and Business in collaboration with Griffith College Dublin, school year 2010/11
25. Teaching Assistant for the courses "Financial Accounting I and II" within the "Sarajevo Business School" program, School of Economics and Business in collaboration with Griffith College Dublin, school years 2008/09 and 2009/10
26. Participation in organization of the international conference of School of Economics and Business Sarajevo, ICES 2008
27. Demonstrator for the Marketing Research course, 2007
28. Demonstrator for the Business Law course, 2005 – 2007
29. Volunteer at the Public Relation Department of School of Economics and Business Sarajevo, 2005 - 2007

OTHER RELEVANT INFORMATION

Awards, recognitions and scholarships

1. Danubius Young Scientist Award, Austrian Federal Ministry of Education, Science and Research (BMBWF) and the Institute for the Danube Region and Central Europe (IDM), 2018
2. Rector's Award for Best Study Achievements, University of Ljubljana 2016
3. Academy of International Business (AIB) Area Scholar Fellowship 2016
4. Best Paper Award, presented to Arslanagić-Kalajdžić Maja & Žabkar Vesna for "Understanding agency-client relationships better through clients' perceptions of value and value antecedents. *The European Advertising Academy in association with The University of Amsterdam at the ICORIA 2014 Amsterdam, The 13th*

International Conference on Research in Advertising, June 26-28, 2014. Award is sponsored by International Journal of Advertising (The Quarterly Review of Marketing Communications).

5. "Inovativna Shema" scholarship for PhD Candidates, University of Ljubljana, Slovenia, 2012-2014
6. First place at the School of Economics and Business competition for best diploma thesis in Marketing, 2007
7. First place at student competition in preparing a marketing communications plan for "Sarajevski Kiseljak", 2007
8. Winner for Europe, IAA competition, Dentsu Inter Ad XI, International student advertising competition, Client: United Nations Millennium Campaign Competition, 3. Place, 2006-07
9. Second place on the international competition Balkan Case Challenge, 2006
10. Winner of the BH BH Case Challenge competition, 2006
11. Canton Sarajevo scholarship for best students, October 2007 and September 2006
12. Konrad Adenauer Stiftung scholarship, 2005 – 2007
13. Dean's award for best students (average grade above 9,00) received for school year 2003/04, 2004/05, 2005/06 and 2006/07

Additional professional education

1. "New faculty orientation", Center for faculty development, School of Economics and Business Sarajevo, September 2010
2. "Young Leaders Program", Japanese Government scholarship (Ministry of Foreign Affairs), stay in Japan in July 2009
3. Internal Auditor, School of Economics and Business Sarajevo, Lecturer: prof. dr. Tonči Lazibat (Faculty of Economics Zagreb), Sarajevo, February 2009
4. Vienna University of Economics and Business Administration (WU Wien) - International Summer University Alpen Adria, 3 weeks intensive course on Human Resource Management, 2006
5. IEDC Bled – Bled School of Management, Discover Management Program, 2006
6. World Bank, Corporate Social Responsibility in B&H, 2003

Specializations (study visits)

1. Research visit and undergraduate diploma thesis creation, Friedrich Alexander Universität – Erlangen, Nürnberg; DAAD program – Student exchange Germany

Participation at professional conferences and meetings

1. Seminar: dr Kent Monroe, "Managing Profitability", Nov 2010, SEBS
2. Seminar: dr Eric Hansen, "Clustering and Cluster-Based Regional Development", Feb 2008, SEBS
3. Seminar: dr Robert Kaplan, "Business Strategy and Balanced Scorecard", Nov 2008., ICPE
4. Seminar: dr Age Bakker, "The role of international financial institutions in the current crisis", Nov 2008, SEBS
5. Seminar: "Role of the EU in B&H – contribution of Germany", 2007, Konrad Adenauer Foundation
6. Seminar: dr Philip Kotler, "How to brand a nation" and "Branding", Oct 2006.
7. NOLIMIT advertising festival, 2005.

Lecturer/Speaker/Moderator at professional conferences and meetings

1. "Political Communication and Media", seminar (November 2013), Konrad Adenauer Stiftung and SDA Cantonal Board;
2. WUS Austrija, Seminar "Austrian Support to Higher Education in Bosnia and Herzegovina", May 23, 2011, speaker
3. Konrad Adenauer Stiftung and Center for Regional Initiatives, Seminar "Social market economy – A Chance for Bosnia and Herzegovina?", November 24, 2010, Moderator
4. Center for Regional Initiatives, Seminar "Public Relations and political communications in election campaigns", October 23, Lecturer
5. Center for Regional Initiatives, Follow-up Conference for Youth Politicians: "Building Capacity of Youth Politicians to Enhance Social Dialogue in Bosnia and Herzegovina", November 14, 2009, Lecturer on topic "Communication Skills"

Other

1. Goethe Institute, German language course (B 1.2, B 2.1 and B 2.2 courses completed), B cycle completed – knowledge of German for professional purposes, 2007 and 2008
2. Soros English School; Upper Intermediate level completed, 2001
3. Soros IT School; MS Office, 1995.

REFERENCES - BIBLIOGRAPHY

Scientific Papers in Peer Reviewed Journals

1. Babić-Hodović, V. i Arslanagić-Kalajdžić, M. (2019). How novelty seeking shapes the relation between perceived usefulness and attitudes towards the mobile banking. *International journal of multidisciplinary in business and science*, 5 (7), 5-12. <https://hrcak.srce.hr/220177>
2. Kadić-Maglajlić, S. & Arslanagic-Kalajdzic, M. (2019). Internationalization of Bosnian black coffee brand: bringing the traditional coffee experience to the world. *Emerald Emerging Markets Case Studies*, 9(1), pp.1-24, <https://doi.org/10.1108/EEMCS-05-2017-0104>
3. Babić-Hodović, V., Arslanagić-Kalajdžić, M., Banda, A. & Sivac, A. (2019). IPA and SERVPERF Quality Conceptualizations and their Role in Hotel Services Satisfaction. *Tourism and hospitality management*, 25(1), Online first. Doi: <https://doi.org/10.20867/thm.25.1.4>.
4. Kadic-Maglajlic, S., Arslanagic-Kalajdzic, M., Micevski, M., Dlacic, J., & Zabkar, V. (2019). Being engaged is a good thing: Understanding sustainable consumption behavior among young adults. *Journal of Business Research*. doi:10.1016/j.jbusres.2019.02.040
5. Kolbl, Ž., Arslanagic-Kalajdzic, M., & Diamantopoulos, A. (2018). Stereotyping global brands: Is warmth more important than competence?. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2018.12.060>
6. Diamantopoulos, A., Davydova, O., & Arslanagic-Kalajdzic, M. (2018). Modeling the role of consumer xenocentrism in impacting preferences for domestic and foreign brands: A mediation analysis. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2018.12.007>
7. Arslanagic-Kalajdzic, M., Žabkar, V. & Diamantopoulos, A. (2018). The unobserved signaling ability of marketing accountability: can suppliers' marketing accountability enhance business customers' value perceptions? *Journal of Business & Industrial Marketing*, <https://doi.org/10.1108/JBIM-05-2018-0156>
8. Diamantopoulos, A., Arslanagic-Kalajdzic, M., & Moschik, N. (2018). Are consumers' minds or hearts guiding country of origin effects? Conditioning roles of need for cognition and need for affect. *Journal of Business Research*, 1–9. <http://doi.org/10.1016/J.JBUSRES.2018.10.020>
9. Ganić, E., Babić-Hodović, V. & Arslanagić-Kalajdžić, M. (2018). Effects of Servperf Dimensions on Students' Loyalty -Do You Know what is Behind the Scene? *International Journal of Business and Social Science*. 9(2), 215-224. ISSN 2219-1933 (Print), 2219-6021 (Online), DOI: 10.30845/ijbss
10. Bortoluzzi G., Kadic-Maglajlic S., Arslanagic-Kalajdzic M. & Balboni B. (2018). Innovativeness as a driver of the international expansion of developing markets' firms: evidence of curvilinear effects, *International Marketing Review*. DOI: 10.1108/IMR-11-2015-0258.
11. Ganic, E., Babic-Hodovic, V., & Arslanagic-Kalajdzic, M. (2017). Internal versus external service quality: reflections of employees and customers in the mirror. *Millenium-Journal of Education, Technologies, and Health*, 2(4), 23-32.
12. Arslanagic-Kalajdzic, M. & Kadic-Maglajlic, S. (2017). "Where the East Kisses the West": Marketing Convergence and Divergence in the New Europe Editorial to the Special Section. *Journal of Business Research*. 80, November 2017, 141-144. DOI: <https://doi.org/10.1016/j.jbusres.2017.08.009>
13. Kadic-Maglajlic, S., Micevski, M., Arslanagic-Kalajdzic, M. & Lee, N. (2017). Customer and selling orientations of retail salespeople and the sales manager's ability-to-perceive-emotions: A multi-level approach. *Journal of Business Research*. 80, November 2017, 53–62, DOI: <https://doi.org/10.1016/j.jbusres.2017.06.023>.
14. Zabkar, V., Arslanagic-Kalajdzic, M., Diamantopoulos, A. & Florack, A. (2017). Brothers in blood, yet strangers to global brand purchase: A four-country study of the role of consumer personality. *Journal of Business Research*. 80, November 2017, 228-235. DOI: <http://dx.doi.org/10.1016/j.jbusres.2017.06.006>.
15. Babic-Hodovic, V., Arslanagic-Kalajdzic, M., & Imsirpasic, A. (2017). Perceived Quality and Corporate Image in Mobile Services: The Role of Technical and Functional Quality. *South East European Journal of Economics and Business Volume*, 12(1), 109-120. DOI: 10.1515/jeb-2017-0011
16. Arslanagic-Kalajdzic, M. & Zabkar, V. (2017). Is perceived value more than value for money in professional business services? *Industrial Marketing Management*, in press, doi: doi.org/10.1016/j.indmarman.2017.05.005
17. Husic-Mehmedovic, M, Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S. & Vajnberger, Z. (2017). Live. Eat. Love: life equilibrium as a driver of organic food purchase. *British Food Journal*, 119(7), doi: 10.1108/BFJ-07-2016-0343.
18. Arslanagic-Kalajdzic, M. & Zabkar, Z (2017). Hold me responsible - the role of corporate social responsibility and corporate reputation for client-perceived value. *Corporate Communications: An International Journal*, 22(2), 209-2019, doi: 10.1108/CCIJ-01-2016-0012.

19. Arslanagic-Kalajdzic, M., Balboni, B., Kadic-Maglajlic, S. & Bortoluzzi, G. (forthcoming 2017). Product innovation capability, export scope and export experience: quadratic and moderating effects in firms from developing countries. *European Business Review*, vol. 29, no. 6. <https://doi.org/10.1108/EBR-12-2015-0180>.
20. Kadić-Maglajlić, S., Arslanagić-Kalajdžić, M., Micevski, M., Michaelidou, N. & Nemkova, E. (2017). Controversial Advert Perceptions in SNS Advertising: The Role of Ethical Judgement and Religious Commitment. *Journal of Business Ethics*, 141(2), 249-265. DOI: 10.1007/s10551-015-2755-5. Print ISSN: 0167-4544. Online ISSN: 1573-0697.
21. Babić-Hodović, V., Arslanagić-Kalajdžić, M., Sivac, A. & Banda, A. (2016). Assessing sustainability and eco-tourism consciousness amongst students and tourism services providers. *Acta geographica Bosniae et Herzegovinae*, 3(5), 31-50. ISSN: 2303-5951.
22. Babić-Hodović, V., Arslanagić-Kalajdžić, M., Sivac, A. & Banda, A. (2016). Importance performance analysis for measurement of health tourism services quality. *Geographical Review*. 37, 123-144. ISSN: 2303-8950.
23. Peštek, A., Arslanagić-Kalajdžić, M., & Džudža, A. (2015). Izazovi farmaceutske prakse u promoviranju zdravlja: Uloga zaposlenih u ljekarnama kao osoblja prve linije. [Challenges of pharmaceutical practice in health promotion: role of employees in pharmacies as front line employees]. *Zbornik Ekonomskog fakulteta u Zagrebu*, 13(1), 93-114. ISSN: 1333-8900.
24. Babić-Hodović, V., Arslanagić-Kalajdžić, M., & Banda, A. (2015). Hotel services quality in developing countries measured by SERVQUAL model. *Acta geographica Bosniae et Herzegovinae*, 2(4), 5-24. ISSN: 2303-7288.
25. Arslanagic-Kalajdzic, M., & Zabkar, V. (2015). The external effect of marketing accountability in business relationships: Exploring the role of customer perceived value. *Industrial Marketing Management*, 46(April), 83–97. doi:10.1016/j.indmarman.2015.03.002
26. Kadić-Maglajlić S., Arslanagić-Kalajdžić M., Čičić M. (2014) Do national identity and religiosity antecedent customer based brand equity in a developing multinational country? *Journal of Euromarketing*, 23 (1-2), pp. 111-123. ISSN print: 1049-6483, ISSN online: 1528-6967.
27. Arslanagić-Kalajdžić, M., Kadić-Maglajlić, S., & Čičić, M. (2014). Students' Perceptions about Role of Faculty and Administrative Staff in Business Education Service Quality Assessment. *Market – Tržište*, 26(1), 93-108. ISSN print: 0353-4790; ISSN online: 1849-1383.
28. Arslanagić, M., Peštek, A. & Kadić-Maglajlić, S. (2014). Perceptions of healthy food packaging information: do men and women perceive differently? *Procedia - Social and Behavioral Sciences*, 109(2014), 78-82.
29. Žabkar, V. and Arslanagić-Kalajdžić, M. (2014). The impact of corporate reputation and information sharing on value creation for organizational customers. *South East European Journal of Economics and Business*. 8(2), 42-52. DOI: 10.2478/jeb-2013-0009. ISSN: 2233-1999.
30. Dlačić, J., Arslanagić, M., Kadić-Maglajlić, S., Marković, S. and Raspor, S. (2013). Exploring perceived service quality, perceived value, and repurchase intention in higher education using structural equation modelling, *Total Quality Management & Business Excellence*, DOI: 10.1080/14783363.2013.824713
31. Babić-Hodović, V., Arslanagić, M. and Mehić, E. (2013). Importance of Internal Marketing for Service Companies Corporate Reputation and Customer Satisfaction. *Journal of Business Administration Research*, 2(1), 49-57. ISSN 1927-9507 E-ISSN 1927-9515, www.sciedu.ca/jbar. URL: <http://dx.doi.org/10.5430/jbar.v2n1p49>.
32. Kadić-Maglajlić, S., Palić, M. and Arslanagić, M. (2012) A Qualitative Approach Towards Intra-Organizational Cooperation Between Marketing and Sales Departments. *Sarajevo Business and Economics Review*, Vol 32., No. 1, 11-31; ISSN 1986-5473
33. Arslanagić, M., Peštek, A. and Bećirović, A. (2012). Influence of Packaging Design on Purchase Decision Making: Comparing Bottled Water Brands on B&H Market. *International Journal of Sales, Retailing and Marketing*. Vol. 1, No. 1, 30-38; ISSN 2045-810X
34. Mehić, E., Babić-Hodović, V. and Arslanagić, M. (2012). The Effects of Corruption on FDI Inflows: Some Evidences from South-East European Countries. *GSTF Business Review* Vol. 1, No. 3, Print ISSN: 2010-4804, E-periodical: 2251-2888
35. Husić-Mehmedović, M., Kadić-Maglajlić, S. and Arslanagić, M. (2011). The influence of the recession on major selection for undergraduate study programme. *African Journal of Business Management*, 5(22), 8990-8996, ISSN 1993-8233.
36. Babić-Hodović, V., Mehić, E. and Arslanagić, M. (2011). Influence of Banks' Corporate reputation on Organizational Buyers Perceived Value. *Procedia Social and Behavioral Sciences*. 24(2011), 351-360, ISSN 1877-0428.
37. Babić-Hodović V., Mehić E. and Arslanagić M. (2011). The influence of Quality Practices on BH Companies' Business Performance. *International Journal of Management Cases*, 14(1), Access Press UK, Darven, Lancashire, United Kingdom, ISSN 1741-6264

38. Kadić, S. and Arslanagić, M. (2011). Establishing Knowledge Networks between Universities and Society: The Case of Bosnia and Herzegovina. *International Journal of Management Cases*. 13 (2). 65-74, ISSN 1741-6264.
39. Husić-Mehmedović M., Kadić S., Arslanagić M. and Ljevaković, M. (2011). Trendovi životnog stila na primjeru organske hrane (engl: Lifestyle trends on the example of organic food). *Sarajevo Business and Economics Review*, ISSN 1986-5473, Vol. 31, pp. 127-147.
40. Mrgud, M. and Arslanagić, M. (2009). International Business Law book review, *Zbornik radova Ekonomskog fakulteta u Sarajevu*, 29/2009, 587-591, ISSN 0581-7439

Books

1. *Arslanagić-Kalajdžić, M. & Kadić-Maglajić, S. (eds) (2016). Book of Abstracts of the 7th EMAC REGIONAL CONFERENCE: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe, September 14-16, 2016, School of Economics and Business, Sarajevo, Bosnia and Herzegovina. ISBN 978-9958-25-122-1.*
2. Babić-Hodović, V. i Arslanagić, M. (2014). *Studija slučaja u marketingu. [Case Study in Marketing]*. Sarajevo: Ekonomski fakultet u Sarajevu. ISBN 978-9958-25-088-0.

Chapters and Cases in Books

1. Arslanagic-Kalajdzic, M. and Zabkar, V. (2017). Partnership in the Forefront: Advertising Agencies' Roles and Business Clients' Loyalty. In *Advances in Advertising Research (Vol. VIII). Challenges in the Age of Dis-Engagement*. Eds. Zabkar, V. And Eisend, M., p. 227-236, Wiesbaden: Springer Fachmedien. E-Book ISBN: 978-3-658-18731-6, Hardcover ISBN: 978-3-658-18730-9, DOI: 10.1007/978-3-658-18731-6.
2. Arslanagic-Kalajdzic, M. and Zabkar, V. (2017). Marketing accountability in emerging economy firms (Chapter 3). In Marinov, M., (Ed.) *Research Handbook of Marketing in Emerging Economies*, p. 55-71. Cheltenham, UK: Edward Elgar Publishing. ISBN: 978 1 78471 316 4.
3. Arslanagic-Kalajdzic, M. and Turulja, L. (2016). Bosnia and Herzegovina (Chapter 3). In *Innovation in the Adriatic Region*. Eds. Cozza, C., Harirchi, G. and Markovic Cunko, A., p. 43-60, Trieste: Edizioni Universita di Trieste. Print ISBN: 978-88-8303-761-0, Online ISBN: ISBN: 978-88-8303-761-7.
4. Arslanagic-Kalajdzic, M. and Zabkar, V. (2016). Understanding Agency-Client Relationships Better Through Clients' Perceptions of Value and Value Antecedents. In *Advances in Advertising Research (Vol. VI). The Digital, the Classic, the Subtle, and the Alternative*. Eds. Verlegh, P., Voorveld, H. and Eisend, M., p. 101-113, Wiesbaden: Springer Fachmedien. E-Book ISBN: 978-3-658-10558-7, Hardcover ISBN: 978-3-658-10557-0, DOI: 10.1007/978-3-658-10558-7.
5. Arslanagić, M. (2012). Slučaj: Vapiano. In: Babić-Hodović, V., Domazet, A. W. and Kurtović, E. ed. 2012. Osnovi marketinga – 4. Izmijenjeno I dopunjeno izdanje. Sarajevo: Ekonomski fakultet, 209-211, ISBN 978-9958-25-067-5
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Monographs

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