

## CURRICULUM VITAE



### LIČNI PODACI

Ime (ime oca) prezime	dr Maja (Adnan) Arslanagić-Kalajdžić	
Datum i mjesto rođenja	25. maj 1985. godine; Sarajevo, Bosna i Hercegovina	
Adresa stanovanja		
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Polja profesionalnog interesa	1 <sup>st</sup> priority: B2B Marketing, Marketing Accountability Relationship Marketing 2 <sup>nd</sup> priority: Services Marketing, Strategic Marketing 3 <sup>rd</sup> priority: Corporate Reputation, Public Relations	

### OBRAZOVANJE

Naziv institucije	Trajanje	Kvalifikacija
Ekonomski fakultet Univerziteta u Ljubljani	2011-2015.	Doktorski studij Doktorica znanosti Tema disertacije: „Dyadic perspective on marketing accountability and customer perceived value in business relationships“ ( <i>Dijadna perspektiva finansijske odgovornosti marketinga i percipirane vrijednosti kupca u poslovnim odnosima</i> ), mentor: prof. dr Vesna Žabkar
Ekonomski fakultet u Sarajevu i Ekonomski fakultet u Zagrebu	2008-2011.	Magistar menadžmenta, smjer Korporativno upravljanje (prosječna ocjena 9,00)
Ekonomski fakultet u Sarajevu	2003-2007.	Diplomirani ekonomista (prosječna ocjena 9,44)
Druga gimnazija Sarajevo	1999-2003.	Srednjoškolsko obrazovanje (prosječna ocjena 5,0)

### STRANI JEZIK [od 1 do 5 (1 = slabo, 5 = odlično)]

Strani jezik	Čitanje	Govor	Pisanje
Engleski jezik	5	5	5
Njemački jezik	4	3	3

### DODATNE VJEŠTINE/SPOSOBNOSTI

Naziv	Opis
Software	MS Office, SPSS, LISREL, STATA, SAS (JMP, ProCalis), SmartPLS, Corel, SWISH Max, PROCite, Bibtex, Pajek
Vozačka dozvola	B Kategorija

### SADAŠNJA POZICIJA

Naziv institucije	Ekonomski fakultet u Sarajevu, Univerzitet u Sarajevu
Pozicija	Docent
Adresa	Trg oslobođenja – Alija Izetbegović 1 (75/III)
Telefon	+387 33 251 883
E-mail	<a href="mailto:maja.arslanagic@efsa.unsa.ba">maja.arslanagic@efsa.unsa.ba</a>

### DOSADAŠNJA ZAPOSLENJA

Naziv institucije	Trajanje	Pozicija
Ekonomski fakultet u Sarajevu	nov 2011. – sep 2015	Viši asistent na Katedri za marketing
Ekonomski fakultet u Sarajevu	dec 2009. – nov 2011.	Asistent na Katedri za marketing
Ekonomski fakultet u Sarajevu	sep 2008. – dec 2009.	Rukovodilac Odjela za odnose s javnošću
World University Service (WUS) Austria	sep 2007. – sep 2008.	Projekt menadžer, Balkan Case Challenge (BCC) 2008
World University Service (WUS) Austria	okt 2006. – apr 2007.	Koordinator Business Case Competition, BCC 2007

## ČLANSTVO U PROFESIONALNIM ORGANIZACIJAMA

1. Član „European Marketing Academy“ (EMAC) (od 2011. godine)
2. Član „American Marketing Association“ (AMA) (od 2012. godine)
3. Član "Alumni asocijacija Ekonomskog fakulteta u Sarajevu" (od 2011. godine)
4. Član "Alumni asocijacija Japan International Cooperation Agency (JICA)" (od 2010. godine)
5. Član "Alumni asocijacija DAAD" (od 2007. godine)
6. Član "Alumni asocijacija Konrad Adenauer Stiftung" (od 2007. godine)
7. Član "Alumni asocijacija IEDC Bled School of Management" (od 2006. godine)
8. IAA Young Professionals (od 2006. godine)

## SPECIFIČNO PROFESIONALNO ISKUSTVO

1. Istraživač i administrativni saradnik na projektu „Platform for trans-Academic Cooperation in INNOvation“ (PACINNO), IPA Adriatic CBC, novembar 2011. – mart 2016., (1°STR/0003)
2. Istraživač i administrativni saradnik na projektu „Adriatic Health and Vitality Network“ (AHVN), IPA Adriatic CBC, 2011. – 2014. (004/2009)
3. Saradnik, IPA CBC B&H MNE programme „Eco and Cultural Tourism in South Dinarides“ project (Contract no. 2012/308-730), february 2013 – january 2014
4. Evaluator projekta “Year Round Tourism in Mountain Destinations of B&H and Montenegro” – “365” (Contract No 309-257), Ekonomski Institut, 2014
5. Administrativni koordinator zajedničkog magistarskog studija Ekonomskog fakulteta i Fakulteta političkih nauka Univerziteta u Sarajevu "Menadžment u razvoju lokalnih zajednica", 2008. – 2011.
6. Administrativni koordinator zajedničkog magistarskog studija Ekonomskog fakulteta u Sarajevu i Ekonomskog fakulteta u Ljubljani "Ekonomija i upravljanje javnim sektorom i okolišom", 2010. – trenutno.
7. Asistent saradnik na predmetu "Business Accounting" i "Management Accounting" u okviru programa "Sarajevo Business School", Ekonomski fakultet u Sarajevu u saradnji sa Griffith College Dublin, šk. 2010/11.
8. Asistent saradnik na predmetima "Financial Accounting I and II" u okviru programa "Sarajevo Business School", Ekonomski fakultet u Sarajevu u saradnji sa Griffith College Dublin, šk. 2008/09. i šk. 2009/10.
9. Učešće u organizaciji međunarodne konferencije Ekonomskog fakulteta u Sarajevu, ICES 2008
10. Demonstrator na predmetu Istraživanje marketinga, 2007.
11. Demonstrator na predmetu Poslovno pravo, 2005. – 2007.
12. Volonter u Odjelu za odnose s javnošću Ekonomskog fakulteta u Sarajevu, 2005. – 2007.

## DRUGE RELEVANTNE INFORMACIJE

### Nagrade, priznanja i stipendije

1. Nagrada za najbolji rad (Best Paper Award), za autore Arslanagić-Kalajdžić Maja & Žabkar Vesna, rada “Understanding agency-client relationships better through clients’ perceptions of value and value antecedents. *The European Advertising Academy u saradnji sa The University of Amsterdam na ICORIA 2014 Amsterdam, The 13<sup>th</sup> International Conference on Research in Advertising, Juni 26-28, 2014.* Nagrada je sponzorirana od strane International Journal of Advertising (The Quarterly Review of Marketing Communications).
2. Prvo mjesto na fakultetskom takmičenju za najbolji diplomski rad iz oblasti marketinga u 2007.
3. Prvo mjesto na studentskom takmičenju u izradi marketing komunikacijskog plana za kompaniju "Sarajevski kiseljak", 2007.
4. Pobjednik za Evropu, IAA takmičenja; Dentsu InterAd XI, International student advertising competition, Klijent: United Nations Millennium Campaign Competition, 3. Mjesto, 2006 – 07.
5. Drugo mjesto na međunarodnom takmičenju Balkan Case Challenge, 2006.
6. Pobjednik takmičenja BH Case Challenge, 2006.
7. Stipendija kantona sarajevo za najbolje studente, oktobar 2007. i septembar 2006.
8. Stipendija Konrad Adenauer Foundation, 2005. – 2007.
9. Nagrada Dekana za najbolje studente (prosjek iznad 9,00) primljena za šk. 2003/04., 2004/05., 2005/06. i 2006/07. godinu

### Dodatna profesionalna edukacija

1. „Orijentacija novog nastavnog osoblja“, Centar za razvoj nastavnog osoblja Ekonomskog fakulteta u Sarajevu, septembar 2010.
2. "Young Leaders Program", stipendija Vlade Japana (Ministarstvo vanjskih poslova), boravak u Japanu u julu 2009.

3. Interni auditor, Ekonomski fakultet Univerziteta u Sarajevu, Predavač: prof. dr. Tonči Lazibat (Ekonomski fakultet u Zagrebu), Sarajevo, februar 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.

#### **Studijski boravci**

1. Istraživačka posjeta i izrada diplomske teze, Friedrich Alexander Universität – Erlangen, Nürnberg; DAAD program – Student exchange Germany

#### **Učešće na stručnim konferencijama i skupovima**

1. Predavanje: dr Kent Monroe, "Upravljanje profitabilnošću", nov 2010., EFSA
2. Predavanje: dr Eric Hansen, "Clustering and Cluster-Based Regional Development", feb 2008, EFSA
3. Seminar: dr Robert Kaplan, "Business Strategy and Balanced Scorecard", nov 2008., ICPE
4. Predavanje: dr Age Bakker, "Uloga međunarodnih finansijskih institucija u trenutnoj krizi", nov 2008., EFSA
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", okt 2006., EFSA
7. NOLIMIT advertising festival, 2005.

#### **Predavač/Govornik/Moderator na stručnim konferencijama i skupovima**

1. WUS Austrija, Seminar "Austrian Support to Higher Education in Bosnia and Herzegovina", 23. maj 2011. godine. Govornik
2. Konrad Adenauer Stiftung i Centar za regionalne inicijative, Seminar "Socijalna tržišna ekonomija - Šansa za Bosnu i Hercegovinu?", 24. novembar 2010. Moderator
3. Centar za regionalne inicijative, Seminar "Odnosi s javnošću i politička komunikacija u izbornoj kampanji", 23. oktobar 2010. Predavač
4. Centar za regionalne inicijative, Konferencija: Follow-up Conference for Youth Politicians: "Building Capacity of Youth Politicians to Enhance Social Dialogue in Bosnia and Herzegovina", 14. novembar 2009. godine, Sarajevo. Predavač na temu "Komunikacijske vještine"

#### **Ostalo**

1. Goethe Institut, kurs njemačkog jezika (kompletirani kursevi B 1.2, B 2.1 i B 2.2), završen B ciklus – poznavanje njemačkog jezika za poslovne potrebe, 2007. i 2008.
2. Soros English School; završen Upper Intermediate level, 2001.
3. Soros IT school; MS Office, 1995.

## REFERENCE - BIBLIOGRAFIJA

### Naučni radovi u indeksiranim časopisima

1. Peštek, A., Arslanagić-Kalajdžić, M., & Džudža, A. (2015). Izazovi farmaceutske prakse u promoviranju zdravlja: Uloga zaposlenih u ljekarnama kao osoba 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.
2. 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
3. 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.
4. 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.
5. 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.
6. Žabkar, V. and Arslanagić-Kalajdžić, M. (2013). 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.
7. 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
8. 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>
9. 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
10. Arslanagić, M., Peštek, A. and Bečirović, 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
11. 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
12. 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.
13. 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. doi:10.1016/j.sbspro.2011.09.063.
14. 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
15. 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.
16. 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.
17. Mrgud, M. and Arslanagić, M. (2009). International Business Law book review, *Zbornik radova Ekonomskog fakulteta u Sarajevu*, 29/2009, 587-591, ISSN 0581-7439

### Knjige

1. Babić-Hodović, V. i Arslanagić, M. (2014). *Studija slučaja u marketingu*. Sarajevo: Ekonomski fakultet u Sarajevu. ISBN 978-9958-25-088-0

### Poglavlja i slučajevi u knjigama

1. 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.
2. 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
3. Arslanagić, M. (2012). Slučaj: Sparkling doo. In: Babić-Hodović, V., Domazet, A. W. and Kurtović, E. ed. 2012. Osnovi marketinga – 4. Izmijenjeno I dopunjeno izdanje. Sarajevo: Ekonomski fakultet, 236-238, ISBN 978-9958-25-067-5

#### **Naučni radovi na recenziranim konferencijama**

1. Zabkar, V. and Arslanagic, M. (2015). Reputation or responsibility for client-perceived value? The moderating role of strategic orientation. *Book of Abstracts of the 3<sup>rd</sup> International CSR Communication Conference*, September 17-19, 2015, Faculty of Social Sciences, University of Ljubljana, Ljubljana, Slovenia, Editors: Urša Golob, Klement Podnar, Anne-Ellerup Nielsen, Christa Thomsen, and Wim Elving, p. 37. ISBN:
2. Arslanagic-Kalajdzic, M. and Zabkar, V. (2015). Customer Perceived Value And Outcomes In Business Relationships: Are Service Clients Different? *Proceedings of the 6th EMAC Regional Conference "Convergence and Divergence in the New Europe: Marketing Challenges and Issues"*, September 16-18, 2015, Vienna University of Economics and Business (WU Vienna), Vienna, Austria , Editors: Adamantios Diamantopoulos, Bodo B. Schlegelmilch, Arnold Schuh and Udo Wagner. ISBN 978-3-200-04265-0.
3. Kadic-Maglajlic, S., Arslanagic-Kalajdzic, M. and Micevski, M. (2015). Multilevel Approach To The Role Of Sales Manager's Facilitating Of Emotions In Salesperson Orientation And Team Performance. *Proceedings of the 6th EMAC Regional Conference "Convergence and Divergence in the New Europe: Marketing Challenges and Issues"*, September 16-18, 2015, Vienna University of Economics and Business (WU Vienna), Vienna, Austria , Editors: Adamantios Diamantopoulos, Bodo B. Schlegelmilch, Arnold Schuh and Udo Wagner. ISBN 978-3-200-04265-0.
4. Arslanagic-Kalajdzic, M. and Zabkar V. (2015). Advertising accountability: The role of campaign metrics. *Proceedings of the EAA's 14<sup>th</sup> International Conference on Research in Advertising (ICORIA), Bridging the Gap*, London, UK, July 2-4, Conference Program, 46.
5. Zabkar, V. and Arslanagic-Kalajdzic, M. (2015). Developing a multidimensional self-reported instrument for measuring marketing accountability of a firm. *Proceedings of the European Marketing Academy (EMAC) 44th Annual Conference Collaboration in Research*, p. 154, May 26-23, 2015, KU Leuven, Luven, Belgium, ISBN: 978-90-823-8330-0.
6. Arslanagić-Kalajdzic, M. and Zabkar, V. (2015). Unveiling client's repurchase intentions in business relationships: the role of provider's marketing accountability and client's perceived value. *Proceedings of the European Marketing Academy (EMAC) 44th Annual Conference Collaboration in Research*, p. 163, May 26-23, 2015, KU Leuven, Luven, Belgium, ISBN: 978-90-823-8330-0.
7. Arslanagic-Kalajdzic, M. and Zabkar, V. (2015). What a Provider's Marketing Accountability has to do with Customer Perceived Value in Business Relationships: a Dyadic Perspective, poster. 2015 Winter Marketing Educators Conference, organized by American Marketing Association, February 13-15, 2015, San Antonio, USA.
8. Raskovic, M., Kadic-Maglajlic, S., Arslanagic-Kalajdzic, M., Cater, B., & Zabkar, V. (2014, November). Exploratory Analysis of Young-Adult Consumer Decision-Making Styles in the Western Balkans: Same Same But Different?. at the 3rd Annual Conference of the Economic and Business Review (EBR), organized by Faculty of Economics in University of Ljubljana, November 28, 2014, Ljubljana, Slovenia.
9. Arslanagić-Kalajdžić M., Kadić-Maglajlić S., Čičić M. (2014) The Importance of National Identity and Religiosity for Customer Based Brand Equity at the 3rd Annual Conference of the Economic and Business Review (EBR), organized by Faculty of Economics in University of Ljubljana, November 28, 2014, Ljubljana, Slovenia.
10. Zabkar, V. and Arslanagic-Kalajdzic, M. (2014). Long-term strategic orientation in marketing-driven organizations: The role of marketing analytics. *2014 Global Marketing Conference at Singapore "Bridging Asia and the World: Globalization of Marketing & Management Theory and Practice"*, July 15-18, 2014, Singapore.
11. Arslanagić-Kalajdžić, M., Žabkar, V. and Pfajfar, G. (2014). Conceptualising Marketing Accountability: Bibliometric Co-Citation Analysis. *7th International Conference of the School of Economics and Business Sarajevo*, 13 - 14 October 2014, Sarajevo, B&H. Conference Proceedings, p. 225, ISBN 978-9958-25-093-4.
12. Arslanagić-Kalajdžić, M., Čater, B. and Čater, T. (2014). Value Outcomes in Business Relationships: Explaining Word of Mouth and the Search for Alternatives *7th International Conference of the School of Economics and*

- Business Sarajevo*, 13 - 14 October 2014, Sarajevo, B&H. Conference Proceedings, p. 223, ISBN 978-9958-25-093-4.
13. Arslanagić-Kalajdžić, M., Babić-Hodović, V., and Mehić, E. (2014). Service Companies' Corporate Reputation: Employees Perspective. *7th International Conference of the School of Economics and Business Sarajevo*, 13 - 14 October 2014, Sarajevo, B&H. Conference Proceedings, p. 224, ISBN 978-9958-25-093-4.
  14. Arslanagić-Kalajdžić, M., Peštek, A., and Mijanović, J. (2014). Service Influence of Customer Satisfaction and Loyalty on Word of Mouth. *7th International Conference of the School of Economics and Business Sarajevo*, 13 - 14 October 2014, Sarajevo, B&H. Conference Proceedings, p. 222, ISBN 978-9958-25-093-4.
  15. Arslanagić-Kalajdžić, M. & Žabkar, V. (2014). Conceptualizing marketing accountability of the firm. *5th EMAC Regional Conference*, Katowice, Poland, September 24-26, 2014, Conference program, Abstract, 19.
  16. Arslanagić-Kalajdžić, M. & Žabkar, V. (2014). Understanding agency-client relationships better through clients' perceptions of value and value antecedents. *EAA's 13th International Conference on Research in Advertising*, Amsterdam, the Netherlands, June 26-28, 2014, Conference program, Abstract, 45.
  17. Čičić, M., Peštek, A., Arslanagić-Kalajdžić, M. & Mioković, T. (2014). Promotion of the sustainable tourism destination through innovative small business networks approach. *4th International Conference Entrepreneurship and Innovations as Precondition for Economic Development*. June 17, 2014, Podgorica, Montenegro. The book of abstracts, 14, ISBN 978-86-80133-70-6, and proceedings book ISBN 978-86-80133-71-3, p. 60-70.
  18. Arslanagić, M., Kadić-Maglajlić, S. & Čičić, M. (2013). Service Quality in Business Schools: Role of Faculty and Administrative Staff in Quality Perceptions. *10th International Conference on Challenges of Europe: The Quest for new Competitiveness*. May 8-10, 2013. Split, Croatia. Conference proceedings, 275-285, ISSN: 1847-4497.
  19. Arslanagić, M., Peštek, A. & Kadić-Maglajlić, S. (2013). Understanding the perception of healthy food packaging information: do men and women perceive differently? *2. World Conference on Business Economics and Management*. April 25-28 2013, Antalya, Turkey. Book of abstracts.
  20. Mehić, E., Babić-Hodović, V., Arslanagić, M. and Alić, A. (2012). Impact of environmental regulation on export in transition countries. *Trade perspectives 2012, Trade in the context of sustainable development, Proceedings of the international conference*, Zagreb, Croatia November 21-22, 2012, p. 14. ISBN: 978-953-6025-62-6.
  21. Arslanagić, M., Babić-Hodović, V. and Mehić, E. (2012). Customer perceived value as a mediator between corporate reputation and word of mouth in business markets. *1st International M-Sphere Conference for Multidisciplinarity in Business and Science*. Dubrovnik, Croatia, October 4-6, 2012. Book of Abstracts, p. 36, ISBN 978-953-99762-9-1.
  22. Babić-Hodović, V., Arslanagić, M. and Mehić, E. (2012). Word of Mouth Stimuli in Commercial Banking Services: Importance of Customer Perceived Value and Reputation. *3rd EMAC Regional Conference "Marketing Theory and Challenges in Emerging Societies"*, September 12-14, 2012, Belgrade, Serbia, pp. 13-19, ISBN 978-86-403-1240-0.
  23. Arslanagić, M., Peštek, A. and Delić, Z. (2012). Customer Purchase Preferences as Basis for Marketing Strategy Creation: An Example of Bosnia and Herzegovina. *3rd International Conference "Vallis Aurea - focus on: Regional Development"*, September 12 2012, Požega, Croatia. pp. 0019-0025, ISSN 1847-8204; ISBN 978-3-901509-78-0.
  24. Babić-Hodović, V., Arslanagić, M. and Mehić, E. (2012). Importance of Internal Marketing for Service Companies Corporate Reputation and Customer Satisfaction. *6th International Conference of the School of Economics and Business Sarajevo, "Beyond the Economics Crisis: Lessons Learned and Challenges Ahead"*. Proceedings, book of extended abstracts and USB, , pp. 996-1012; 12 - 13 October 2012, Sarajevo, B&H. ISBN 978-9958-25-077-4.
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  26. Babić-Hodović, V., Arslanagić, M. and Mehić, E. (2012) How Intangible Aspects of Banks' B2B Relationships Influence Creation of Customer Value. *Eurasia Business and Economics Society Conference EBES Istanbul*. Istanbul: Eurasia Business and Economics Society, CD, May 24-26, 2012, Istanbul, Turkey. ISBN: 978-605-61069-5-8
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#### **Domaći i inostrani istraživački projekti**

1. Razvoj regionalnog strateškog plana i operativnog plana koji će predstaviti nove turističke tematske proizvode i načine smanjenja sezonalnosti turizma, povećanje pristupa i vidljivosti turističkim resursima i privlačenje turista (vodeći ekspert prof. dr Vesna Babić-Hodović), za SERDA-u, projekat "Jadradranska ruta za tematski turizam", Adriatic Route, 2014
2. Predstavljanje BIH u projektu IMPACT: "Alternative perspectives on the relationship between merit pay raises and employee outcomes: A cross-cultural comparison" led by Dr. Jason D. Shaw, Chair Professor and the Co-director of the Center for Leadership and Innovation, at The Hong Kong Polytechnic University.
3. Bilateralni projekti BIH – SLO za 2014. i 2015. godinu – Ekonomski fakultet u Sarajevu (vodeći ekspert prof. dr Muris Čičić) i Ekonomski fakultet u Ljubljani (vodeći ekspert prof. dr Barbara Čater) na temu „Marketinški odnosi na međuorganizacijskom tržištu u Bosni i Hercegovini: posebnosti kod razvoja izvozne ekonomije“
4. Finansijska podrška Federalnog ministarstva za obrazovanje, 2011. godina za projekat "Utjecaj korporativne reputacije banaka na percipiranu vrijednost organizacijskih kupaca", sa Vesna Babić-Hodović i Eldin Mehić
5. Finansijska podrška Federalnog ministarstva za obrazovanje, 2001. godina za projekat "Utjecaj ekonomske krize na izbor programa i ciklusa studija i daljnje usmjeravanje", sa Melika Husić-Mehmedović i Selma Kadić-Maglajić

6. Priručnik za navođenje izvora u naučnim i stručnim radovima, Izmjenjeno i dopunjeno izdanje, Ekonomski fakultet u Sarajevu i USAID, 2011. (sa Selma Kadić-Maglajlić), ISBN 978-9958-25-063-7
7. Priručnik za navođenje izvora u naučnim i stručnim radovima, Ekonomski fakultet u Sarajevu i USAID, 2010. (sa Selma Kadić)
8. Ekonomski fakultet u Sarajevu i Kanton Sarajevo, studija na temu "Zadovoljstvo turista turističkom destinacijom, na primjeru Kantona Sarajevo", 2007.
9. Ekonomski fakultet u Sarajevu i VW, studentski istraživački projekt: Investiranje u Bosnu i Hercegovinu, 2006.