

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	Kamenica 23, 71 000 Sarajevo	
Telefon	Posao: 033 251 883	Faks: 033 275 944
E-mail	maja.arslanagic@efsa.unsa.ba	maja.arslanagic@gmail.com
Web stranica	www.efsa.unsa.ba	
LinkedIn	https://ba.linkedin.com/pub/maja-arslanagic-kalajdzic/30/774/7b0	
Polja profesionalnog interesa	1 st priority: B2B Marketing, Marketing Accountability Relationship Marketing 2 nd priority: Services Marketing, Strategic Marketing 3 rd 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, HLM, STATA, SAS (JMP, ProCalis), SmartPLS, Corel, SWISH Max, PROCite, Bibtex, Pajek
Vozačka dozvola	B Kategorija

SADAŠNJA POZICIJA (2015 – trenutno)

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	maja.arslanagic@efsa.unsa.ba

DOSADAŠNJA ZAPOSLENJA

Naziv institucije	Trajanje	Pozicija
Univerzitet u Beču, Fakultet za biznis, ekonomiju i statistiku	oktobar 2016. – septembar 2017.	Post-doc istraživač i Docent na Katedri za međunarodni marketing
Ekonomski fakultet u Sarajevu	novembar 2011. – septembar 2015	Viši asistent na Katedri za marketing
Ekonomski fakultet u Sarajevu	decembar 2009. – novembar 2011.	Asistent na Katedri za marketing
Ekonomski fakultet u Sarajevu	septembar 2008. – decembar 2009.	Rukovodilac Odjela za odnose s

			javnošću
World University Service (WUS) Austria	septembar 2007. – septembar 2008.	Projekt menadžer, Balkan Case Challenge (BCC) 2008	
World University Service (WUS) Austria	oktobar 2006. – april 2007.	Koordinator Business Case Competition, BCC 2007	

ČLANSTVO U PROFESIONALNIM ORGANIZACIJAMA

1. Član "Academy of International Business" (AIB) (od 2016. godine)
2. Član „European Marketing Academy” (EMAC) (od 2011. godine)
3. Član „American Marketing Association” (AMA) (od 2012. godine)
4. Član "Alumni asocijacija Ekonomskog fakulteta u Sarajevu" (od 2011. godine)
5. Član "Alumni asocijacija Japan International Cooperation Agency (JICA)" (od 2010. godine)
6. Član "Alumni asocijacija DAAD" (od 2007. godine)
7. Član "Alumni asocijacija Konrad Adenauer Stiftung" (od 2007. godine)
8. Član "Alumni asocijacija IEDC Bled School of Management" (od 2006. godine)
9. IAA Young Professionals (od 2006. godine)

UREDNIČKI ODBORI

1. Industrial Marketing Management, od avgusta 2016. godine
2. Zbornik ekonomskog fakulteta u Sarajevu, od januara 2017. godine

SPECIFIČNO PROFESIONALNO ISKUSTVO

1. Grad Sarajevo, mart 2018. godine, (ispred Ekonomskog instituta Sarajevo): Informacija o učincima ulaganja u organizaciju javnog dočeka za prethodne tri nove godine (2018., 2017. i 2016.)
2. People in Need, Konsultantske usluge za izradu plana komunikacije za partnersku organizaciju Sumero, decembar 2017.
3. 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.
4. „CPF III 2017-03" Implementation, Status of Government Procurement Related Articles of CEFTA, ekspert za konsultantsku kuću ENOVA, novembar 2017.
5. Lokalni konsultant za dizajniranje i isporuku trening programa za buduće poduzetnike, UNDP, Project/Sector: Local Integrated Development/Rural and Regional Development Sector, November-December 2017.
6. Istraživač i administrativni saradnik na 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.
7. Član tima Univerziteta u Sarajevu za 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.
8. Član tima Univerziteta u Sarajevu za 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.
9. Članica Odbora za ekonomske nauke Odjeljenja društvenih nauka Akademije nauka i umjetnosti Bosne i Hercegovine
10. "Podrška NIPAC u programiranju IPA II u Bosni i Hercegovini", ekspert za konsultantsku kuću ENOVA, april – septembar 2017.
11. "Competitiveness in Southeastern Europe – a policy outlook", ekspert za konsultantsku kuću ENOVA, decembar 2016 – januar 2017.
12. Mentor and evaluator for innovative business ideas and startups for Social Impact Award (SIA) BiH competition in 2016 (www.socialimpactaward.ba), 2016.
13. Projekat "Lokalni integrisani razvoj", UNDP, Tehnička pomoć i trening odabranim općinama i jačanje partnerstava za lokalni ekonomski razvoj, ekspert za konsultantsku kuću ENOVA, juli - oktobar 2016.
14. Trening iz "Marketing metrike" za firme članice Privredne komore Kantona Sarajevo (2016)
15. Istraživač i administrativni saradnik na projektu „Platform for trans-Academic Cooperation in INNOvation" (PACINNO), IPA Adriatic CBC, novembar 2011. – mart 2016., (1°STR/0003)

16. Istraživač i administrativni saradnik na projektu „Adriatic Health and Vitality Network“ (AHVN), IPA Adriatic CBC, 2011. – 2014. (004/2009)
17. Saradnik, IPA CBC B&H MNE programme „Eco and Cultural Tourism in South Dinarides“ project (Contract no. 2012/308-730), february 2013 – january 2014
18. Evaluator projekta “Year Round Tourism in Mountain Destinations of B&H and Montenegro” – “365” (Contract No 309-257), Ekonomski Institut, 2014
19. Administrativni koordinator zajedničkog magistarskog studija Ekonomskog fakulteta i Fakulteta političkih nauka Univerziteta u Sarajevu "Menadžment u razvoju lokalnih zajednica", 2008. – 2011.
20. Administrativni koordinator zajedničkog magistarskog studija Ekonomskog fakulteta u Sarajevu i Ekonomskog fakulteta u Ljubljani "Ekonomija i upravljanje javnim sektorom i okolišom", 2010. – trenutno.
21. 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.
22. 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.
23. Učešće u organizaciji međunarodne konferencije Ekonomskog fakulteta u Sarajevu, ICES 2008
24. Demonstrator na predmetu Istraživanje marketinga, 2007.
25. Demonstrator na predmetu Poslovno pravo, 2005. – 2007.
26. Volonter u Odjelu za odnose s javnošću Ekonomskog fakulteta u Sarajevu, 2005. – 2007.

DRUGE RELEVANTNE INFORMACIJE

Nagrade, priznanja i stipendije

1. Rektorova nagrada za najbolja dostignuća u doktorskom studiju, Univerzitet u Ljubljani, 2016.
2. Academy of International Business Area Scholar Fellowship 2016.
3. **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 13th 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).
4. Prvo mjesto na fakultetskom takmičenju za najbolji diplomski rad iz oblasti marketinga u 2007.
5. Prvo mjesto na studentskom takmičenju u izradi marketing komunikacijskog plana za kompaniju "Sarajevski kiseljak", 2007.
6. Pobjednik za Evropu, IAA takmičenja; Dentsu InterAd XI, International student advertising competition, Klijent: United Nations Millennium Campaign Competition, 3. Mjesto, 2006 – 07.
7. Drugo mjesto na međunarodnom takmičenju Balkan Case Challenge, 2006.
8. Pobjednik takmičenja BH Case Challenge, 2006.
9. Stipendija kantona sarajevo za najbolje studente, oktobar 2007. i septembar 2006.
10. Stipendija Konrad Adenauer Foundation, 2005. – 2007.
11. Nagrada Dekana za najbolje studente (prosjeak 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. "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", 23. maj 2011. godine. Govornik
3. Konrad Adenauer Stiftung i Centar za regionalne inicijative, Seminar "Socijalna tržišna ekonomija - Šansa za Bosnu i Hercegovinu?", 24. novembar 2010. Moderator
4. Centar za regionalne inicijative, Seminar "Odnosi s javnošću i politička komunikacija u izbornoj kampanji", 23. oktobar 2010. Predavač
5. 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. 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.
2. 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.
3. 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.
4. 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>
5. 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>.
6. 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>.
7. 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
8. 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
9. 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.
10. 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), 209-209, doi: 10.1108/CCIJ-01-2016-0012.
11. 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>.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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
18. 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.

19. 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.
20. 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.
21. 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.
22. 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
23. 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>
24. 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
25. 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
26. 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
27. 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.
28. 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.
29. 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
30. 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.
31. 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.
32. 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. *Arslanagić-Kalajdžić, M. & Kadić-Maglajlić, 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*. Sarajevo: Ekonomski fakultet u Sarajevu. ISBN 978-9958-25-088-0

Poglavlja i slučajevi u knjigama

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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Domaći i inostrani istraživački projekti

1. Bilateral project BIH – SLO in 2016. and 2017. – Ekonomski fakultet u Sarajevu (lead doc. dr Selma Kadić-Maglajlić) and Ekonomski fakultet u Ljubljani (lead prof. dr Irena Vida) on the topic "Salesperson Behavior and Performance in SMEs in Bosnia and Herzegovina and Slovenia".
2. Bilateral project BIH – SLO in 2016. and 2017. – Ekonomski fakultet u Sarajevu (lead prof. dr Muris Čičić) and Ekonomski fakultet u Ljubljani (lead prof. dr Tomaž Kolar) on the topic "Postcrisis Consumption in Slovenia and Bosnia and Herzegovina: Dynamics, Determinants and Marketing Implications"
3. 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
4. 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.
5. 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“
6. Finansijska podrška Federalnog ministarstva za obrazovanje, 2011. godina za projekat "Uticaj korporativne reputacije banaka na percipiranu vrijednost organizacijskih kupaca", sa Vesna Babić-Hodović i Eldin Mehić

7. 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-Maglajlić
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