


CURRICULUM VITAE

PERSONAL DATA

Name and surname	Prof. dr Maja Arslanagić-Kalajdžić		
Date and place of birth	May 25, 1985; Sarajevo, Bosnia and Herzegovina		
Address	Kamenica 23, 71 000 Sarajevo		
Phone	Work: +387 33 251 883	Mobile: +387 61 507 070	
E-mail	maja.arslanagic@efsa.unsa.ba	maja.arslanagic@gmail.com	
Web	www.efsa.unsa.ba		
LinkedIn	https://ba.linkedin.com/pub/maja-arslanagic-kalajdzic/30/774/7b0		
Google Scholar	https://scholar.google.hr/citations?user=A6q0rooAAAAJ&hl=hr&oi=ao		
Areas of academic interest	B2B Marketing, Strategic Marketing, International Marketing		

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“, Mentor: Professor Vesna Žabkar, PhD
School of Economics and Business Sarajevo and Faculty of Economics Zagreb	2008 – 2011	Master of Management, Corporate Governance Major (average grade 9,00 of 10,00)
School of Economics and Business, University of Sarajevo	2003 – 2007	Bachelor of Science in Economics, Marketing Major (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 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, MPlus, HLM, STATA, R Studio, SAS (JMP, ProCalis), SmartPLS, Corel, SWISH Max, PROCite, Bibtex, Pajek
Driving license	Category B

EMPLOYMENT (12+ years)

CURRENT POSITION (2019 onwards)

Institution	School of Economics and Business Sarajevo, University of Sarajevo
Position	Associate Professor, Department of Marketing
Address	Trg oslobođenja – Alija Izetbegović 1, 71000 Sarajevo (75/III)

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	Oct 2015 – Dec 2019	Assistant Professor, Department of 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. Board member of the Economic sciences board of the Social Science section at the Academy of sciences and arts of B&H
2. Member of the “Academy of International Business” (AIB) (since 2016)
3. Member of the “European Marketing Academy” (EMAC) (since 2011)
4. Member of the “American Marketing Association” (AMA) (since 2012)
5. Member of the “School of Economics and Business Sarajevo Alumni Association” (since 2011)
6. Member of the “Japan International Cooperation Agency (JICA) Alumni Association” (since 2010)
7. Member of the “DAAD Alumni Association” (since 2007)
8. Member of the “Konrad Adenauer Stiftung Alumni Association” (since 2007)
9. Member of the “IEDC Bled School of Management Alumni Association” (since 2006)
10. IAA Young Professionals (since 2006)

EDITORIAL EXPERIENCE

1. Associate Editor for Special Issues, Industrial Marketing Management, since April 2020
2. Special Issue Managing Guest Editor, Journal of Business Research, 2016-2017
3. Editorial Review Board member, Sarajevo Business and Economics Review, since January 2017
4. Editorial Review Board member, Industrial Marketing Management, since August 2016

OTHER RELEVANT INFORMATION

Awards, recognitions and scholarships

1. Industrial Marketing Management, 2019, Best Reviewer Award
2. 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
3. LadiesIn, The Best B&H Scientist Award, 2018
4. Rector's Award for Best Study Achievements, University of Ljubljana 2016
5. Academy of International Business (AIB) Area Scholar Fellowship 2016
6. 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).
7. “Inovativna Shema” scholarship for PhD Candidates, University of Ljubljana, Slovenia, 2012-2014
8. First place at the School of Economics and Business competition for best diploma thesis in Marketing, 2007
9. First place at student competition in preparing a marketing communications plan for “Sarajevski Kiseljak”, 2007
10. Winner for Europe, IAA competition, Dentsu Inter Ad XI, International student advertising competition, Client: United Nations Millennium Campaign Competition, 3. Place, 2006-07

11. Second place on the international competition Balkan Case Challenge, 2006
12. Winner of the BH BH Case Challenge competition, 2006
13. Canton Sarajevo scholarship for best students, October 2007 and September 2006
14. Konrad Adenauer Stiftung scholarship, 2005 – 2007
15. 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. "Young Leaders Program", Japanese Government scholarship (Ministry of Foreign Affairs), stay in Japan in July 2009
2. Internal Auditor, School of Economics and Business Sarajevo, Lecturer: prof. dr. Tonči Lazibat (Faculty of Economics Zagreb), Sarajevo, February 2009
3. Vienna University of Economics and Business Administration (WU Wien) - International Summer University Alpen Adria, 3 weeks intensive course on Human Resource Management, 2006
4. IEDC Bled – Bled School of Management, Discover Management Program, 2006
5. 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.

SPECIFIC PROFESSIONAL EXPERIENCE

EU HORIZON2020 PROJECTS

1. BITNET INNOSUP H2020-EEN-2020-2021, project id: 879587, INNOSUP-Improvement of Innovation Management Capacity of SMEs from Bosnia and Herzegovina (January 2020 – December 2021)
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. 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).

EU COSME PROJECTS

4. BITNET COSME-EEN-2020-2021, Granted by: Executive Agency for Small and Medium-sized EASME Enterprises: BITNET Business, Innovation and Technology Network; project number 879618 (January 2020-December 2021)
5. 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)
6. 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.

EU INTERREG DANUBE TRANSNATIONAL PROGRAMME PROJECTS (IPA FUNDED)

7. 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.
8. 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.

EU INTERREG ADRIATIC PROGRAMME PROJECTS (IPA FUNDED)

9. Researcher and Administrative Officer, „Platform for trans-Academic Cooperation in INNOvation“ (PACINNO) project, IPA Adriatic CBC, November 2011. – March 2016., (1°STR/0003)
10. Researcher and Administrative Officer, IPA Adriatic CBC Programme, “Adriatic Health and Vitality Network” (AHVN) project, (no 004/2009), March 2011 – February 2014

UNDP PROJECTS

11. National Economic Research Analyst, Individual assignment, June 2020 – October 2020, EconomicPulse of B&H
12. Key expert, Mapping of the Project Beneficiaries, Design and Delivery of the Training Program and Validation of Post Training Assessment, Women in Elections project, external expertise for Ekonomski Institut Sarajevo, August 2019 – December 2019.
13. Key expert, Delivery of a Comprehensive Training programme on preparation of Technical Documentation for Infrastructure Projects by Local Governments in Bosnia and Herzegovina, Local Integrated Development/Rural and Regional Development Sector, external expertise for ENOVA , May 2018 – October 2018
14. 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.
15. "Local integrated development " project, UNDP, Technical assistance and training for selected municipalities and strengthening local economic development partnerships, Local Integrated Development/Rural and Regional Development Sector, external expertise for ENOVA, July - October 2016

EU INTERREG CBC PROJECTS (IPA FUNDED)

16. Collaborator, IPA CBC B&H MNE programme „Eco and Cultural Tourism in South Dinarides“ project (Contract no. 2012/308-730), February 2013 – January 2014
17. Collaborator, IPA CBC B&H MNE programme „ Southern Dinarides Eco and Cultural Tourism Actions – SDECTA“ project (Contract no. 2015/368-406), January 2015 – January 2016
18. Evaluator of the project “Year Round Tourism in Mountain Destinations of B&H and Montenegro” – “365” (Contract No 309-257), Ekonomski Institut, 2014
19. Development of the strategic and operative plan that will present new thematic tourism products and ways of lowering seasonality of tourism and increase access and visibility of tourism resources, and attract tourists (lead expert: prof. dr Vesna Babić-Hodović), for SERDA, project Adriatic Route for Thematic Tourism (ADRIATIC ROUTE), 2014

OTHER INTERNATIONALLY FUNDED PROJECTS

20. Key expert, „Training of trainers for start ups-LED unit/Business Centre representatives", German Development Cooperation - GIZ Office Sarajevo, external expertise for ENOVA, (January 2018 – October 2018)
21. "CPF III 2017-03" Implementation, Status of Government Procurement Related Articles of **CEFTA**, external expertise for ENOVA, November 2017.
22. "Competitiveness in Southeastern Europe – a policy outlook", **OECD** project external expertise for ENOVA, December 2016 – January 2017
23. IMP3rove Academy 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.

LOCAL PROJECTS

24. 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)
25. People in Need, Consultancy services for developing a communication plan for partner organization Sumero, December 2017.
26. "Support to NIPAC in IPA II programming in Bosnia and Herzegovina", external expertise for ENOVA, April – September 2017.
27. Mentor and evaluator for innovative business ideas and startups for Social Impact Award (SIA) BiH competition in 2016 (www.socialimpactaward.ba), 2016.
28. "Marketing Metrics" training for Canton Sarajevo Chamber of Commerce member firms (2016)
29. 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
30. 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

REFERENCES - BIBLIOGRAPHY

Scientific Papers in Peer Reviewed Journals

1. Kolbl, Ž., Diamantopoulos, A., Arslanagic-Kalajdzic, M., & Zabkar, V. (2020). Do brand warmth and brand competence add value to consumers? A stereotyping perspective. *Journal of Business Research*, 118, 346-362.
2. Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S., & Miocevic, D. (2020). The power of emotional value: Moderating customer orientation effect in professional business services relationships. *Industrial Marketing Management*, 88, 12-21.
3. Babić-Hodović, V. & Arslanagić-Kalajdžić, M. (2019). Perceived Corporate Reputation and Pride as Drivers of Frontline Employees' Reputation Impact Awareness: Mediating Role of Job Satisfaction. *Market-Tržište*, 31 (2), 171-185. <https://doi.org/10.22598/mt/2019.31.2.171>
4. Arslanagic-Kalajdzic, M., Cerne, M., & Kadic-Maglajlic, S. (2019). Uncertainty Avoidance and Intrapreneurship: A Four-Level Investigation. *Journal of Macromarketing*, 39(4), 431-446. <https://doi.org/10.1177/0276146719884602>
5. Diamantopoulos, A., Davvetas, V., Bartsch, F., Mandler, T., Arslanagic-Kalajdzic, M., & Eisend, M. (2019). On the Interplay Between Consumer Dispositions and Perceived Brand Globalness: Alternative Theoretical Perspectives and Empirical Assessment. *Journal of International Marketing*, 27(4), 39-57. <https://doi.org/10.1177/1069031X19865527>
6. 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>
7. 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>
8. 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>.
9. 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
10. 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>
11. 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>
12. 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>
13. 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>
14. 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
15. Ganić, E., Babić-Hodović, V. & Arslanagić-Kalajdžić, M. (2018). We are happy here and we will stay, what about you? The cross-level impact of employee loyalty and performance on student loyalty. *South East European Journal of Economics and Business*, 13(2), 7-18. <https://doi.org/10.2478/jeb-2018-0009>
16. 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.
17. 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.

18. 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>
19. 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>.
20. 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>.
21. 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
22. 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
23. 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.
24. 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.
25. 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>.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.
31. 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
32. 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.
33. 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.
34. 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.
35. 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.
36. 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
37. 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>.
38. 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
 39. 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
 40. 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
 41. 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.
 42. 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.
 43. 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
 44. 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.
 45. 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.
 46. 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-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. [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 Disengagement*. 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 Università 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

- 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

Monographs

- Čičić, M., Husić-Mehmedović, M., Arslanagić-Kalajdžić, M., Turulja, L., Kadić-Maglajlić, S., & Trkulja, A. (2020). *Zadržavanje mladih u Kantonu Sarajevo: analiza determinanti i prijedlog strateških mjera*. ISBN: 978-9926-410-56-8
- Černe, M. and Arslanagić-Kalajdžić, M. (eds) (2016). *MICRO-foundations of innovation: In-depth multilevel analysis*. Sarajevo: Ekonomski zdanja a. ISBN 978-9958-25-120-7.
- Kaše, R. and Arslanagić-Kalajdžić, M. (eds) (2016). *MICRO-foundations of innovation: In-depth case studies*. Sarajevo: Ekonomski zdanja a. ISBN 978-9958-25-120-7.
- Arslanagić-Kalajdžić, M., Balboni, B. and Čiček, F. (eds) (2016). *MICRO-foundations of innovation: report on the survey of innovative companies: PACINNO*. Sarajevo: Ekonomski zdanja a. ISBN 978-9958-25-117-7.
- Peštek, A., Čičić, M., Veselinović, Lj., Činjarević, M. and Arslanagić-Kalajdžić, M. (2015). Percipirane dimenzije upravljanja destinacijom. (Perceived dimensions of destination management). In Sedmak, G. and Peštek, A. eds (2015). *Strateški aspekti upravljanja turističkom destinacijom (Strategic aspects of tourism destination management)*. Sarajevo/Koper: Ekonomski zdanja a u Sarajevu/Izdavačka djelatnost. Založba Univerze na Primorskem, Koper, 70-80, ISBN 978-9958-25-110-8.

Scientific Papers in Peer Reviewed Conferences

- Mujkić, A., Babić-Hodović, V., & Arslanagić-Kalajdžić, M. (2020). Is the road to brand love and loyalty paved with emotional attachment: a serial mediation framework. *EMCB 2020 Conference Proceedings: Growing Business in Emerging Markets: Challenges and Drivers for Success*, Ljubljana, Slovenia, 49-51. ISBN 978-961-240-357-7.
- Arslanagic-Kalajdzic, M. & Babic-Hodovic, V. (2019). What shapes mobile banking users' attitudinal and behavioral loyalty?. *10th EMAC Regional Conference, St.Petersburg (Russia)*, p. 14 September 25-27, Department of Marketing of Saint Petersburg State University of Economics (UNECON).
- Filipovic, J. & Arslanagic-Kalajdzic, M. (2019). Online brand engagement considering users' motivations: digital content marketing framework. *10th EMAC Regional Conference, St.Petersburg (Russia)*, p. 18 September 25-27, Department of Marketing of Saint Petersburg State University of Economics (UNECON).
- Alic, A., Hubijer Zukic, D. & Arslanagic-Kalajdzic, M. (2018). Modern Trade and CSR: The Case of Cosmetic Chains in Bosnia and Herzegovina. *9th International Conference of the School of Economics and Business. Conference Proceedings*, pp. 31-45; 12 October 2018, Sarajevo, B&H. ISSN: 2490-3620
- Babic-Hodovic, V., Arslanagic-Kalajdzic, M. & Jazic, A. (2018). To Whom are You Loyal, To Global or Local Brands – Experience Before Loyalty. *9th International Conference of the School of Economics and Business. Conference Proceedings*, pp. 59-80; 12 October 2018, Sarajevo, B&H. ISSN: 2490-3620
- Kolbl, Z., Diamantopoulos, A., Arslanagic-Kalajdzic, M. & Zabkar, V. (2018). Effects of value and risk perceptions on purchase intentions for global brands: Evidence from three European countries. *9th EMAC Regional Conference, Prague (Czechia)*, p. 41 September 12-14, University of Economics in Prague. ISBN: 978-80-245-2279-1
- Kolbl, Z., Arslanagic-Kalajdzic, M., Diamantopoulos, A. & Zabkar, V. (2018). The mediating role of perceived values and risk on global brand purchase: Evidence from two European countries. *2018 Global Marketing Conference "Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management"*, p. 45, 26th– 29th July, 2018, Tokyo, Japan.
- Kolbl, Z., Diamantopoulos, A. & Arslanagic-Kalajdzic, M. (2018). Perceived Value and Risk as Mediators Between Perceived Brand Globalness/Localness and Purchase Intentions. *47th European Marketing Academy Conference, Glasgow (UK)*. P. 134, May 29-June 1, 2018, University of Strathclyde. ISBN: 978-1-5272-1911-3.
- Zabkar, V., Arslanagic-Kalajdzic, M., Dlacic, J., & Kadic-Maglajlic, S. (2018). Understanding Cause-Related Purchase Intentions of Young Adults in Transition Economies: The Role of Social Connection and Regulation of Emotion. *47th European Marketing Academy Conference, Glasgow (UK)*. P. 137, May 29-June 1, 2018, University of Strathclyde. ISBN: 978-1-5272-1911-3.

10. Makri, K., Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S. & Schegelmilch, B. (2018). From Perceived Advertisement Value to Word of Mouth: The Moderating Role of Users' Dominance on Facebook Advertising. *47th European Marketing Academy Conference, Glasgow (UK)*. P. 147, May 29-June 1, 2018, University of Strathclyde. ISBN: 978-1-5272-1911-3.
11. Diamantopoulos, A., Arslanagic-Kalajdzic, M. & Kolbl, Z. (2018). How Does Brand Globalness and Localness Influence Consumer Perceptions of Value and Risk? Testing a Mediating Model in Three Countries (Global SIG). In the *Proceedings of the 2018 Winter Marketing Academic Conference (Winter AMA): Integrating Paradigms in a World Where Marketing Is Everywhere, February 23-25, 2018, New Orleans, LA*. Eds: Goldenberg, J., Laran, J. & Stephen, A. Vol. 29, p. S:7. Chicago: American Marketing Association, ISBN 978-0-87757-367-8.
12. Kolbl, Z., Arslanagic-Kalajdzic, M., & Diamantopoulos, A. (2018). Global Brand Stereotypes and Consumer-Brand Identification: Is Warmth More Important Than Competence? In the *Proceedings of the 2018 Winter Marketing Academic Conference (Winter AMA): Integrating Paradigms in a World Where Marketing Is Everywhere, February 23-25, 2018, New Orleans, LA*. Eds: Goldenberg, J., Laran, J. & Stephen, A. Vol. 29, p. B:21. Chicago: American Marketing Association, ISBN 978-0-87757-367-8.
13. Maja Arslanagić-Kalajdžić, Vesna Žabkar & Adamantios Diamantopoulos (2017). Does being an accountable vs. non-accountable supplier/provider matter for customer perceived value in business relationships? *8th European Marketing Academy Regional zdanja a , Timișoara (Romania), September 20-22, 2017, West University of Timișoara*. ISBN: 978-973-125-580-4.
14. Živa Kolbl, Maja Arslanagić-Kalajdžić & Adamantios Diamantopoulos (2017). Stereotyping Global and Local Brands: Does Warmth or Competence Matter more for Consumer-Brand Identification? *8th European Marketing Academy Regional zdanja a , Timișoara (Romania), September 20-22, 2017, West University of Timișoara*. ISBN: 978-973-125-580-4.
15. Vesna Zabkar, Maja Arslanagić-Kalajdžić, Selma Kadić-Maglajlić, Milena Micevski & Jasmina Dlačić (2017). The role of emotional intelligence in the relationship between consumer engagement and sustainable consumption. *8th European Marketing Academy Regional zdanja a , Timișoara (Romania), September 20-22, 2017, West University of Timișoara*. ISBN: 978-973-125-580-4.
16. Kolbl, Z., Arslanagic-Kalajdzic, M., & Diamantopoulos, A. (2017). Stereotyping domestic and foreign brands: Navigating brand preference through warmth and competence. *28th Annual Conference of the Consortium for International Marketing Research (CIMA^R), Florence (Italy)*.
17. Babic-Hodovic, V. & Arslanagic-Kalajdzic, M. (2017). Quality Conceptualizations in the Hotel Industry and Tourists' Satisfaction. *46th European Marketing Academy Conference, Groningen (Netherlands)*. P. 89, May 24-26, 2017, University of Groningen. ISBN: 978-90-367-9912-6.
18. Diamantopoulos, A., Arslanagic-Kalajdzic, M., & Schischlik, N. (2017). Thinking or feeling? The moderating role of information processing modes on country-of-origin effects. *46th European Marketing Academy Conference, Groningen (Netherlands)*, p. 61, May 24-26, 2017, University of Groningen. ISBN: 978-90-367-9912-6.
19. Arslanagic-Kalajdzic, M., Zabkar, V., Diamantopoulos, A. & Florack, A. (2016). Brothers in blood, yet strangers in response to global brands: A four-country study of the role of consumer personality. *3rd AIB-CEE Chapter Conference: Boosting Competitiveness of Central Europe through Digital Economy*. 29.9.-1.10.2016, Prague, Czech Republic.
20. Zabkar, V., Arslanagic-Kalajdzic, M., Diamantopoulos, A. & Florack, A. (2016). The Impact of Consumer Personality Traits on Global Brand Purchase Intentions: A Four-Country, Balkan Report. *Book of Abstracts of the 7th EMAC REGIONAL CONFERENCE: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe*, p. 48, September 14-16, 2016, School of Economics and Business, Sarajevo, Bosnia and Herzegovina. Editors: Maja Arslanagic-Kalajdzic & Selma Kadic-Maglajlic. ISBN 978-9958-25-122-1.
21. Babic-Hodovic, V. & Arslanagic-Kalajdzic, M. (2016). Employees' Perceptions of Corporate Reputation in Services: A Guide to Job Satisfaction? *Book of Abstracts of the 7th EMAC REGIONAL CONFERENCE: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe*, p. 52, September 14-16, 2016, School of Economics and Business, Sarajevo, Bosnia and Herzegovina. Editors: Maja Arslanagic-Kalajdzic & Selma Kadic-Maglajlic. ISBN 978-9958-25-122-1.
22. Bortoluzzi, G., Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S. & Balboni, B. (2016). Exploring the Curvilinear Effect of Innovativeness as a Driver of the International Expansion of Developing Markets' Firms: Evidence from South Eastern Europe *Book of Abstracts of the 7th EMAC REGIONAL CONFERENCE: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe*, p. 73, September 14-16, 2016, School of Economics and Business, Sarajevo, Bosnia and Herzegovina. Editors: Maja Arslanagic-Kalajdzic & Selma Kadic-Maglajlic. ISBN 978-9958-25-122-1.

23. Diamantopoulos, A., Arslanagic-Kalajdzic, M. & Davvetas, V. (2016). Is Brand Globalness in the Eye of the Beholder? Revisiting the Interplay between Perceived Brand Globalness and Consumer Characteristics on Brand Responses. *The 58th Annual Meeting of the Academy of International Business: The Locus of Global Innovation*, New Orleans, LA, USA, June 27-30, 2016, p. 80. ISSN: 2078-4430 cd-rom, 2078-0435 online
24. Arslanagic-Kalajdzic, M. and Zabkar, V. (2016). Partnership in the forefront: Advertising agencies' roles and business clients' loyalty. *Proceedings of the EAA's 16th International Conference on Research in Advertising (ICORIA), Challenges of Disengagement*, Ljubljana, Slovenia, June 30 – July 2, Conference Program, 14.
25. Arslanagic-Kalajdzic, M. and Zabkar, V. (2016). The effect of marketing accountability on business performance. *Proceedings of the European Marketing Academy (EMAC) 45th Annual Conference Marketing in the age of data*, p. 136, May 24-27, 2016, Norwegian Business School (BI Norway), Oslo, Norway, Editor: Klemens Knoeferle, ISBN 978-82-8247-284-5.
26. Kadic-Maglajlic, S. and Arslanagic-Kalajdzic, M. (2016). Moderated mediation approach for improving WOM and customer perceived value: Is there a trade-off between flexibility and information sharing? (Poster session) *Proceedings of the European Marketing Academy (EMAC) 45th Annual Conference Marketing in the age of data*, p. 150, May 24-27, 2016, Norwegian Business School (BI Norway), Oslo, Norway, Editor: Klemens Knoeferle, ISBN 978-82-8247-284-5.
27. Diamantopoulos, A., Arslanagic-Kalajdzic, M. & Obradovic, J. (2016). Does Brand Globalness Consistently Result in Superior Brand Evaluations? Experimental Evidence. In the *Proceedings of the 2016 Winter Marketing Academic Conference (Winter AMA): What Happens in Marketing, Stays Digital: Rethinking Marketing in the Era of Unlimited Data*. February 26-28, 2016, Las Vegas, NV. Eds: Henning-Thurau, T. & Hofacker, C. F., Vol. 27, p. F18-F19. Chicago: American Marketing Association. ISSN: 1054-0806, ISBN: 0-87757-361-1
28. Turulja, L., Arslanagić-Kalajdžić, M., Mioković, T. & Čičić, M. (2015). The Impact of Market Orientation on Different Types of Firms' Innovation. In the *Proceedings of the 8th Annual Conference of the EuroMed Academy of Business Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment*. Organized by EuroMed Research Business Institute, on September 16-18, 2015, in Verona, Italy. Pp. 2735-2738. ISBN: 978-9963-711-37-6.
29. Zabkar, V. and Arslanagic-Kalajdzic, M. (2015). Reputation or responsibility for client-perceived value? The moderating role of strategic orientation. *Proceedings of the 3rd 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. 278-286. ISBN: 978-961-235-743-6
30. 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
31. 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.
32. Arslanagic-Kalajdzic, M. and Zabkar, V. (2015). Advertising accountability: The role of campaign metrics. *Proceedings of the EAA's 14th International Conference on Research in Advertising (ICORIA), Bridging the Gap*, London, UK, July 2-4, Conference Program, 46.
33. 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.
34. 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.
35. 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.

36. 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.
37. Arslanagic-Kalajdzic M., Kadic-Maglajlic 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.
38. 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.
39. Arslanagic-Kalajdzic, 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.
40. Arslanagic-Kalajdzic, 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.
41. Arslanagic-Kalajdzic, 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.
42. Arslanagic-Kalajdzic, 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.
43. Arslanagic-Kalajdzic, M. & Žabkar, V. (2014). Conceptualizing marketing accountability of the firm. *5th EMAC Regional Conference*, Katowice, Poland, September 24-26, 2014, Conference program, Abstract, 19.
44. Arslanagic-Kalajdzic, 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.
45. Čičić, M., Peštek, A., Arslanagic-Kalajdzic, 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.
46. Arslanagic, M., Kadic-Maglajlic, 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.
47. Arslanagic, M., Peštek, A. & Kadic-Maglajlic, 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.
48. Mehić, E, Babić-Hodović, V., Arslanagic, 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 I international conference*, Zagreb, Croatia November 21-22, 2012, p. 14. ISBN: 978-953-6025-62-6.
49. Arslanagic, 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.
50. Babić-Hodović, V., Arslanagic, 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.
51. Arslanagic, 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.
52. Babić-Hodović, V., Arslanagic, 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.
53. Mehić, E., Babić-Hodović, V., Arslanagić, M. and Alić, A. (2012). Governance Infrastructure and Foreign Direct Investment in Southeast Europe. EuroConference 2012: "Global Economic and Financial Systems: Crisis or Change?", CD, July, 12-14 , 2012, Portoroz, Slovenia.
 54. 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
 55. Mehić, E., Babić-Hodović, V. and Arslanagić, M. (2012). Foreign Investment Location and Governance Infrastructure in Southeast Europe, *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
 56. Kadić-Maglajlić, S., Husić-Mehmedović, M., Arslanagić, M., Marković, S. and Raspor, S. (2012) Application Of A Modified DINESERV Methodology in Bosnia and Herzegovina. *Proceedings I European Marketing Academy (EMAC) 41st Annual Conference*, p. 411, ICTE Business School, Lisabon, May 22-25, 2012, Portugal, ISBN: 978-989-732-004-0
 57. Arslanagić, M., Peštek, A. and Matić, M. (2012) Managing Mass Media Influence on Consumer Buying Behavior; *Proceedings of the Interdisciplinary Management Research VII Conference*, organized by Josip Juar Strossmayer University in Osijek, Faculty of Economics in Osijek, pp. 41-51, Opatija, May 11-13, 2012 Croatia, ISSN 1847-0408; ISBN 978-953-253-105-3
 58. Babić-Hodovic, V., Mehić, E. and Arslanagić, M. (2011) Influence Of Banks' Corporate Reputation On Organizational Buyers Perceived Value; on 7th INTERNATIONAL STRATEGIC MANAGEMENT CONFERENCE *Investigating Strategies of Recovery from the Recession*, pp. 357-365, June 30-July2, 2011, Paris-France, ISBN 978-605-60771-3-5
 59. Husić-Mehmedović M., Arslanagić M. and Kadić S. (2011) Impact of Reference Groups on the Decision-Making Process in Buying a First Real Estate Property; on 2nd EMAC Regional Conference, A.I. CUZA University (AICU) of Iași – Romania, 21-23 Septembar, 2011, ISBN 978-973-640-681-2, 128-135
 60. Babić-Hodović, V., Kramo Čaluk, A. and Arslanagić, M. (2011). Corporate Responsibility – Role and Influences of Media in Creating Responsible Customers (developed vs. developing countries). *Eurasia Business and Economics Society Conference EBES Istanbul*. Istanbul: Eurasia Business and Economics Society, pp. 105, June 1-3, 2011, Istanbul, Turkey.
 61. Kadić, S., Arslanagić, M. and Čičić, M. (2011). Traditional travel agencies are not beaten by e-commerce! (2011). *1st International Scientific Conference "Tourism in Southern and Eastern Europe"*. Faculty of Tourism and Hospitality Management Opatija, University of Rijeka. Opatija, Hrvatska, May 4-7, 2011, Opatija, Croatia. P. 159-169, ISSN 1848-4050.
 62. Husić-Mehmedović, M., Arslanagić, M., Kadić, S. and Čičić, M. (2011). Decision making in real estate purchase the case of Bosnia and Herzegovina. *The ninth international conference: Challenges of Europe: Growth and Competitiveness – Reversing the Trends*, Ekonomski zdanja a Split, April 25-28, 2011, Bol, Brač, Croatia, ISSN 1847-4497
 63. Babić-Hodović V., Mehić E. and Arslanagić M. (2011). The influence of Quality Practices on BH Companies' Business Performance. *8th International Conference for Marketing, Management, Finance, Consumer Behaviour, Tourism and Retailing Research, CIRCLE Dubrovnik*. April 27-29, Dubrovnik: Hosted University of Dubrovnik, Organized by: Faculty of Economics and Business University of Zagreb, Croatia. ISBN 978-953-6025-40-4.
 64. Husić-Mehmedović, M., Kadić, S., Arslanagić, M. and Poprženović, A. (2011). Choosing the Undergraduate Program in the Economic Downturn. *5th International Scientific Conference "Entrepreneurship and Macroeconomic Management: Reflections on the World in Turmoil"*. The Department of Economics and Tourism "Dr. Mijo Mirković, March 24-26, 2011, Pula, Croatia. Conference Proceedings, Volume 1, ISBN 978-953-7498-42-9 (sv. 1), pp. 303-322
 65. Babić-Hodović V., Mehić E. and Arslanagić M. (2010). The Role of Employees on the Service Companies' Business Performance. *Fifth International Conference of the School of Economics and Business Sarajevo, "Economic Development Perspectives of SEE Region in Global Recession Context"*. Sarajevo: School of Economics and Business. Proceedings, book of extended abstracts and USB, ISBN 978-9958-25-046-0, October 14-15, 2010, Sarajevo, B&H
 66. Husić, M., Kadić, S. and Arslanagić, M. (2010), Tourists' Satisfaction with Croatia as a Holiday Destination. *20th Biennial International Congress 2010 "Tourism and Hospitality Industry: New Trends in Tourism and Hospitality*

Management", May, 06-08, 2010, Opatija, Croatia, Book of Abstracts (pp. 48) + CD (pp. 360-372), ISBN 978-953-6198-78-8.

Articles in Professional Journals

1. Peštek, A., Arslanagić-Kalajdžić, M., & Džudža, A. (2015). Ljekarnička praksa u promoviranju zdravlja: Uloga zaposlenih u ljekarnama kao osoba "prve linije". *Vaša Ljekarna, Specijalizirani časopis za ljekarnike*. 2, 10-12. ISSN: 1849-5575

Domestic and International Research Projects

1. Bilateral project BIH – SLO in 2016. And 2017. – Ekonomski zdanja a u Sarajevu (lead doc. dr Selma Kadić-Maglajlić) and Ekonomski zdanja a 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 zdanja a u Sarajevu (lead prof. dr Muris Čičić) and Ekonomski zdanja a u Ljubljani (lead prof. dr Tomaž Kolar) on the topic "Postcrisis Consumption in Slovenia and Bosnia and Herzegovina: Dynamics, Determinants and Marketing Implications"
3. Representing B&H for worldwide project 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.
4. Bilateral projects BIH – SLO in 2014. I 2015. – Ekonomski zdanja a u Sarajevu (lead prof. dr Muris Čičić) and Ekonomski zdanja a u Ljubljani (lead prof. dr Barbara Čater) on the topic „Marketing relationships in the business-to-business market of BiH: the specificities of the development of an export economy“
5. Financial support of Federal Ministry for education, 2011 for the Project "Influence of banks' corporate reputation on organizational customers' perceived value" with Vesna Babić-Hodović and Eldin Mehić
6. Financial support of Federal Ministry for education, 2011 for the Project "Influence of economic crisis on the I cycle programme selection and further specialization" with Melika Husić-Mehmedović I Selma Kadić-Maglajlić
7. Priručnik za navođenje izvora u naučnim I stručnim radovima, Izmjenjeno I dopunjeno zdanja (Manual for Referencing in Scientific and Professional Papers, Changed and edited edition), School of Economics and Business Sarajevo and USAID, 2011. (with Selma Kadić-Maglajlić), ISBN 978-9958-25-063-7
8. Priručnik za navođenje izvora u naučnim I stručnim radovima (Manual for Referencing in Scientific and Professional Papers), School of Economics and Business Sarajevo and USAID, 2010 (with Selma Kadić)
9. School of Economics and Business Sarajevo and Canton Sarajevo, study with a topic "Tourist Satisfaction with Touristic Destination, on the example of Canton Sarajevo", 2007
10. School of Economics and Business Sarajevo and VW, student research project: Investing in Bosnia and Herzegovina, 2006