

CURRICULUM VITAE

LIČNE INFORMACIJE

Ime	Melika	
Prezime	Husić-Mehmedović	
Rođenje	31. 10. 1979., Sarajevo	
Adresa	Talirevića 14; Sarajevo; Bosnia and Herzegovina	
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E-mail/Web:	melika.husic@efsa.unsa.ba	www.efsa.unsa.ba
Područje interesa	Ponašanje potrošača, Luksuzna potrošnja i brendiranje, Neuromarketing	

OBRAZOVANJE

Institucija	Datumi	Obrazovanje
Ekonomski fakultet Univerziteta u Sarajevu	2007 – 2009	Doktorska disertacija “Stil života i luksuzna potrošnja”
Ekonomski fakultet Sveučilišta u Zagrebu	2003 – 2006	Master of Business Administration
Ekonomski fakultet Univerziteta u Sarajevu	1998 – 2002	Diplomirani ekonomista
Druga gimnazija, Sarajevo	1994 – 1998	Srednja škola
Finneytown High School, Cincinnati OH, USA	1995 – 1996	High school

Poznavanje stranih jezika

Jezik	Čitanje	Govor	Pisanje
English	5	5	5
German	4	3	4

DRUGE VJEŠTINE

VJEŠTINA	Opis
Pisanje	Naučno istraživanje i pisanje, priprema i implementacija međunarodnih projekata
Prezentacije i treninzi	Više od 16 godine iskustva u predavanjima, sa jakim verbalnim komunikacijskim i prezentacijskim vještinama, javnim nastupima i treninzima
Mentorstvo i evaluacija	Iskustvo u različitim evaluacijama i mentorstvima, od studenata, do istraživačkih i menadžerskih projekata i uposlenika
Društvene vještine	Komunikacijske vještine, organizacija, liderstvo i inicijativa, vještine prezentiranja i nastupa u medijima

TRENTUTNA POZICIJA

Institucija:	Ekonomski fakultet Univerziteta u Sarajevu	
Pozicija:	Redovni profesor	
Adresa:	Trg oslobođenja – Alija Izetbegović 1	
Grad:	Sarajevo	Bosna i Hercegovina
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Institucija:	Centar za interdisciplinarnu studiju Univerziteta u Sarajevu	
Pozicija:	Direktorica	
Adresa:	Zmaja od Bosne 8	
Grad:	Sarajevo	Bosnia and Herzegovina

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RANIJA ZAPOSLENJA

Institucija	Datum	Pozicija
Ekonomski fakultet Univerziteta u Sarajevu	2009-2018	Docent, Vanredni profesor
Ekonomski fakultet Univerziteta u Sarajevu	2009 – 2012	Prodekan za nastavu
Ekonomski fakultet Univerziteta u Sarajevu	2002 – 2009	Asistent
Ekonomski fakultet Univerziteta u Sarajevu	2005 – 2008	Rukovodilac PR odjela
Nezavisna novinska agencija ONASA	2002 – 2005	Rukovodilac Marketing odjela

PROFESIONALNO ISKUSTVO

1. Promotivna strategija «Upis na Univerzitet u Sarajevu», Februar-Juli 2018.
2. Ekspertno mišljenje i analiza tržišta, Telemach d.o.o., Maj 2018.
3. Moderator Business Forum Brčko, Novembar 2017.
4. IMP3rove konsultant – 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.
5. Seminar PR i komunikacija za People in Need, Maj 2017.
6. Strategija franchising-a, Benchvertising, Decembar 2016.
7. Workshop: Razvijanje business i marketing plana, Brčko, 2016.
8. Seminar: Razvoj i promocija marke distributera, Phenix pharma, 2016.
9. Seminar: Komunikacijske vještine u javnom sektoru, Brčko, Decembar 2015.
10. Seminar: Vještine komunikacije u prodaju, Grawe osiguranje Sarajevo, Novembar 2015.
11. Seminar: Marketing za poduzetnike, Brčko, Oktobar 2015.
12. Product launch global strategy for mobile App “Content Creator”, Maj 2015.
13. Komunikacijska strategija za brend NovaVita, PAK Centar Sarajevo, Decembar 2014.
1. PR i komunikacijska strategija, The Club Sarajevo, Novembar 2009.
2. Workshop – Odnosi s javnošću i komunikacija, The Club Sarajevo, Novembar 2009.
3. Predavanje za Delta Sigma Pi, George Washington University, April 2009.
4. Predavanja na School of Business and Public Administration, University of the District of Columbia, April 2009.
5. Predavanja Neverbalna komunikacija za TV nastup na School of Communications, George Washington University, Mart 2009.
6. Predavanja Luksuzno brendiranje i Kultura u ponašanju potrošača na Business School, George Washington University, Februar 2009.
7. Poslovna strategija, “Security Agency ALARM WEST” Juni 2008.
8. Govornik na međunarodnoj konferenciji o digitalizaciji medija, Regulatorna agencija za komunikacije, Maj 2008.
9. Poslovna strategija, “Mikrokreditna fondacija PRIZMA” Maj 2008.
10. Analiza imidža farmaceutske kompanije Bosnalijek, Mart 2008.
11. Govornik na Business Case Challenge, WUS, Mart 2008.
12. Analiza tržišta za male oglase u Bosni i Hercegovini, Innovation Medien GmbH, Decembar 2007.
13. Moderator na Maloprodajnom forumu, ICPE, Juni 2007.
14. Govornik na EFMD konferenciji, Barcelona, Spain 2007.
15. Moderator Philip Kotler seminara, Oktobar 2006.
16. Moderator na konferenciji Mystery Shopping, GMS, Septembar, 2006.
17. Istraživanje elektronskih medija za Regulatornu agenciju za komunikacije, Novembar 2004.

18. Istraživanje o doseg u elektronskih medija za Regulatornu agenciju za komunikacije, Novembar 2004.
19. Istraživanje za Bosch Zagreb, Novembar 2004.
20. Analiza TV auditorija za Regulatornu agenciju za komunikacije, Novembar 2004.
21. Istraživanje PR mogućnosti za MAC, UNDP, Maj 2004.
22. Omnibus istraživanje za Gral-Iteo, Slovenia, Larive Bosnia Decembar 2001.
23. Analiza tržišta za Larive Bosnia, 2001

PROJEKTI - FONDOVI

1. Projekt menadžer za Danube Transnational Programme na temu: Women in Business, Broj: DTP2-048-1.2., Juli 2018 – Juli 2020.
2. Ministarstvo civilnih poslova: „Funds for the preparation of the projects EU-FP7 and H2020 for 2017.“
3. Istraživač i administrator za Danube Transnational Programme project titled Excellence in research, social and technological innovation project management (Excellence-in-ReSTI), Project code: DTP1-1-450-1.2, Februar 2017 – Juli 2019.
4. Član konzorcija ispred UNSA 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), broj projekta 771015, Mart 2017 – Februar 2019.
5. Član konzorcija ispred UNSA 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, Mart 2017 – Februar 2019.
6. „Postcrisis consumption in Slovenia and Bosnia and Herzegovina: dynamics, determinants and marketing implications“; Bilateral cooperation Bosnia and Herzegovina – Slovenia, 2016. i 2017.
7. „Salesperson behavior and performance in SME sin Bosina and Herzegovina and Slovenia“; Bilateral cooperation Bosnia and Herzegovina – Slovenia, 2016. i 2017.
8. Ministry of Civil Affairs: „Funds for the preparation of the projects EU-FP7 for 2015.“
9. Aplikacije za Horizon 2020 u 2015.
10. Influence of the Economic Crisis on the Study Major Selection and Further Education, Federalno ministarstvo obrazovanja, Decembar 2011.
11. Social Class and Luxury Consumption; Federalno ministarstvo obrazovanja, Februar 2008.
12. Survey on TV Viewership, Wealth, Consumption, and Standard of Living, School of Economics and Business in Sarajevo, Fond NIR, 2007.
13. Analyses of web sites' companies in Bosnia and Herzegovina, School of Economics and Business, in Sarajevo, Fond NIR, July 2005.
14. Analyses of sponsorship activities in BH companies, School of Economics and Business in Sarajevo, Fond NIR, July 2005.
15. “Strategy of marketing and promotion of Sarajevo as a part of successful realization of Canton Sarajevo development till 2015.” Kantonalno ministarstvo nauke i obrazovanja, 2004.

OSTALE BITNE INFORMACIJE

Članstvo u profesionalnim organizacijama

1. International Advertising Association
2. European Marketing Academy
3. Član Ekonomskog sektora Akademije nauka i umjetnosti BiH, od 2017.
4. Vijeće za nauku BiH, 2010-2015
5. Predavač na George Washington University, US State Department scholarship, Junior Faculty Development Program, Januar 2009 – Maj 2009
6. Koordinator za ekonomsko-socijalne aspekte digitalizacije TV sistema, Regulatorna agencija za komunikacije, 2007-2009

Nagrade i priznanja

1. InterAd 2008, 5th place in Europe, International advertising campaign competition, client Unilever, brand AXE, mentor
2. European Union Police Mission 2007, 1st prize for the best student project „choose life, not drugs“, mentor
3. InterAd 2007, 3rd place in Europe, International advertising campaign competition, client UN, Millennium Goals, mentor
4. InterAd 2006, 3rd place in Europe, International advertising campaign competition, client UNEP (United Nations Environment Program), mentor
5. Award for the Creative Team of the Year 2006

Druga profesionalna edukacija

1. IMP3rove - Innovation Management Assessment seminar, 2017.
2. Horizon 2020 Workshop, Technical Assistance on Project Preparation, Sarajevo, Novembar 2014.
3. Educative Program on implementing EU grants, technical regulations and international export standards, SERDA Sarajevo, Novembar 2014.
4. Training the trainers “Communication and Presentation skills”, Maj 2014.
5. Educative Program on writing and managing EU grants, SERDA Sarajevo, April 2014.
6. Educative Program in the field of Public Relations, Pro.PR Conference Sarajevo, Mart 2014.
7. Case teaching/writing workshop HBS method, Ekonomski fakultet u Sarajevu, 2012.
8. Kent Monroe seminar on pricing, School of Economics and Business in Sarajevo, 2011.
9. Philip Kotler seminar on branding, School of Economics and Business in Sarajevo, 2006.
10. Faculty Development Initiative Workshop, University of Alberta and School of Economics and Business in Sarajevo, Juni 2005.
11. International Management Teachers Academy, Bled, Slovenia, Juni 2005.
12. E-business and e-government, University in Reykjavik, Iceland, Septembar 2004.
13. London School for Public Relations, III generation, Specialist for PR in BH, Februar 2003.
14. Media Plan Institute, School for Media Management, Juni 2002.
15. International Summer School, Wirtschaftsuniversitat in Vienna, Austria, August 2001.
16. Seminar in strategic management: Creative Leadership Training, Pro Systems International/Colorado Technical University, April 2001.
17. Case study competition, BH Business Challenge, WUS (World University Service) Austria, Novembar 2000.

Organizacija međunarodnih kongresa i skupova

1. Član Programskog odbora Šeste međunarodne konferencije Ekonomskog fakultet u Sarajevu ICES 2010, Sarajevo, oktobar 2012.
2. Član Programskog odbora Pete međunarodne konferencije Ekonomskog fakultet u Sarajevu ICES 2010, Sarajevo, oktobar 2010.
3. Član Organizacijskog odbora Četvrte međunarodne konferencije Ekonomskog fakultet u Sarajevu ICES 2008, Sarajevo, oktobar 2008.
4. Član Organizacijskog odbora Treće međunarodne konferencije Ekonomskog fakultet u Sarajevu ICES 2006, Sarajevo, oktobar 2006.
5. Član Organizacionog komiteta za Drugu međunarodnu konferenciju na Ekonomskom fakultetu u Sarajevu ICES 2003, Sarajevo, Septembar 2003.
6. Član žirija ”Balkans Case Challenge – Business Case Competition”, WUS Austria, Sarajevo Office, Sarajevo, decembar 2002. Godina
7. Organizacioni komitet za Generalnu skupštinu medija, održanu u Sarajevu u septembru 2000. godine

Mentorstvo

Doktorske teze:

1. Senka Šekularac, Ph.D.: “Strateški efekti tržišnog pozicioniranja na konkurentnost morskih luka”, Ekonomski fakultet Univerzitet “Džemal Bijedić”, mentor, 2015.
2. Amra Čaušević, Ph.D.: “Analiza utjecaja Sarajevo Film Festivala na turističku percepciju grada Sarajeva”, Ekonomski fakultet Univerziteta u Sarajevu, Predsjednik komisije, 2017.
3. Cornelis G.W. Caspers, MSc.: „The Role of Trust and Time Orientation in Establishing Consumer Social Responsible Behavior in the Water Sector”, Predsjednik komisije, exp. 2018.
4. Denis Berberović, MSc.: “Consumer Identity Construction in Marketing: Understanding Symbolic Consumption of the Diaspora Market Segment”, School of Economics and Business, University of Sarajevo, Član komisije, exp. 2018.
5. Anida Krajina, MSc.: “Interpretation of online consumer behaviour from the consumer neuroscience perspective- cross generational study”, Masaryk University, Faculty of Economics and Administration, Član komisije, exp. 2018.

Master teze:

1. Nejla Manov, MSc: “Corporate Image In Higher Education: the Case of the School of Economics and Business, University Of Sarajevo”, University of Ljubljana and University of Sarajevo, 2017.
2. Maja Šenk, MA: “Utjecaj novih medija na kupovne odluke generacije Z”, University of Sarajevo, 2017.
3. Elvin Kukuljac, MA: “Analiza print oglasa putem eye-tracking metode– primjer kompanije Lactalis” University of Sarajevo, 2017.
4. Senad Kadić, MA: “Influence of e-WOM on purchase decisions”, School of Economics and Business in Sarajevo, University of Sarajevo, 2016.
5. Franjo Buntić, MA: “Students’ satisfaction at the private higher education institutions”, School of Economics and Business in Sarajevo and School of Economics, University “Džemal Bijedić”, Sarajevo, 2016.
6. Alma Krilić-Hrapović, MA: „Consumer satisfaction analysis in the health sector“, School of Economics and Business, University of Sarajevo, 2015.
7. Almedina Aganović, MA: „Influence of internal factors on the impulsive consumption“, School of Economics and Business, University of Sarajevo, 2015.
8. Haris Ljubunčić, MA: „Razvoj turizma u Srednjobosanskom kantonu“, Ekonomski fakultet u Sarajevu i Ekonomski fakultet Univerzitet “Džemal Bijedić”, Mostar, 2015.
9. Admir Sačić, MA: “Utjecaj novih medija na tradicionalne medije”, Ekonomski fakultet u Sarajevu, 2014.
10. Boris Bukovac, MA: “Stavovi potrošača prema trgovačkoj marki”, Ekonomski fakultet u Sarajevu i Ekonomski fakultet Univerzitet “Džemal Bijedić”, Mostar, 2014.
11. Amel Džiho, MA: „Unapređenje odnosa sa kupcima primjenom Facebook marketinga“, Ekonomski fakultet u Sarajevu i Ekonomski fakultet Univerzitet “Džemal Bijedić”, Mostar, 2013.
12. Alma Krdžalić, MA: „Pregovaračke vještine kao alat prodaje u farmaceutskoj industriji“, School of Economics and Business in Sarajevo, 2013.
13. Adnan Kapidžić, MA: „Stavovi studenata i javnosti o kvaliteti sistema visokog obrazovanja“, School of Economics and Business in Sarajevo, 2013.
14. Enis Eminović, MA, „The impact of the country's image on attracting foreign direct investment: the case of Bosnia and Herzegovina“, School of Economics and Business in Sarajevo and Faculty of Economics in Ljubljana, 2013.
15. Edina Trnka, MA, “Etička pitanja djeteta kao potrošača”, Ekonomski fakultet u Sarajevu, 2012.
16. MSc Lejla Šurković, “Importance and role of the image and emotional branding in successful brand development”, School of Economics and Business in Sarajevo, 2012.
17. MSc Mešić Adis, “Sports marketing challenges in Bosnia and Herzegovina – Marketing plan of the soccer club Sarajevo”, School of Economics and Business in Sarajevo, 2011.

BIBLIOGRAFIJA

UNIVERZITETSKE KNJIGE I POGLAVLJA U KNJIGAMA

1. Husić-Mehmedović M. (2018) *Marketing luksuznih i modnih proizvoda*, Ekonomski fakultet u Sarajevu, ISBN 978-9958-25-131-3
2. Husić-Mehmedović M., Pavičić J., Gnjidić V., Drašković N. (2016) *Osnove strateškog marketinga – dopunjeno i izmijenjeno BH izdanje*, Ekonomski fakultet u Sarajevu, ISBN 978-9958-25-118-4
3. Husić-Mehmedović M., Kukić S. and Čičić M. (2012) *Consumer Behavior* (in English), Ekonomski fakultet u Sarajevu, ISBN 978-9958-25-068-2
4. Group of authors (2012) chapter in *Principles of Marketing*, Babić-Hodović V., Domazet A., and Kurtović E. Editors, Ekonomski fakultet u Sarajevu, ISBN 978-9958-25-067-5
5. Husić-Mehmedović M., Ostapenko N. and Čičić M. (2011) chapter „Luxury Consumption in Emerging Markets“ in *The Changing Nature of Doing Business in Transition Economies*, Marinov M. and Marinova S., editors, Palgrave MacMillan, UK, ISBN Nr. 978-0-230-51617-5, pp. 68-86
6. Husić-Mehmedović M. and Čičić M. (2011) chapter “Social Stratification in a Post-socialist Country“ in *International Consumer Behavior: A Mosaic of Eclectic Perspectives- Handbook on International Consumer Behavior*, Kaufmann, H.R., Editor, Access. UK, ISBN Nr. 978-0-9562471-3-1
7. Čičić M., Husić M. and Kukić S. (2009) *Ponašanje potrošača*, Ekonomski fakultet Sveučilišta u Mostaru, ISBN 978-9958-690-54-9
8. Group of authors (2006) chapter in *Principles of Marketing*, Tihi B., Čičić M. and Brkić N., Editors, Ekonomski fakultet u Sarajevu, March 2006, ISBN 9958-605-76-7
9. Čičić M., Brkić N. and Husić M. (2005) chapter “The Prevent Group Investments in Bosnia and Herzegovina”, pp. 309-318 in *Medium-Sized Firms and Economic Growth*, New York: Nova Science Publishers, USA, Prasnika, J., Editor, ISBN: 1-59454-253-8
10. Brkić N. and Husić M. (2005) *Etički kodeksi i standardi profesionalnog ponašanja u marketingu i odnosima s javnošću*, editors, Ekonomski fakultet u Sarajevu and Login Public Sarajevo, ISBN 9958-605-63-5
11. Brkić N. and Husić M. (2004) chapter “Public Relations in Bosnia and Herzegovina”, pp. 55-69 in *Public Relations and Communication Management in Europe: A Nation-by-Nation Introduction to Public Relations Theory and Practice*, B. van Ruler, D. Verčić, Editors Mouton De Gruyter, Berlin/New York, ISBN 3-11-017611-4 hb i 3-11-017612-2 pb
12. Brkić N. and Husić M. Editors (2003) *Case studies collection in Marketing Communications*, Ekonomski fakultet u Sarajevu

NAUČNI RADOVI U INDEKSIRANIM ČASOPISIMA¹

1. Husić-Mehmedović, M., Omeragić, I., Batagelj, Z., Kolar, T. (2017) Seeing is not necessarily liking: Advancing research on package design with eye-tracking. *Journal of Business Research*, Vol. 80, pp. 145-154, <http://dx.doi.org/10.1016/j.jbusres.2017.04.019> (SSCI Journal Article)
2. Husić-Mehmedović, M., Arslanagić-Kalajdzic, M., Kadić-Maglajlic, S., Vajnberger, Z. (2017) Live. Eat. Love: Life equilibrium as a driver of organic food purchase. *British Food Journal*, Vol 119(7), (SSCI Journal Article), <https://doi.org/10.1108/BFJ-07-2016-0343>
3. Hassan S., Husić-Mehmedović M., Duverger P. (2015) Retaining the Allure of Luxury Brands during an Economic Downturn: Can brand globalness influence consumer perception?, *Journal of Fashion Marketing and Management*, Vol. 19 (4), p. 416-429, ISSN: 1361-2026, DOI <http://dx.doi.org/10.1108/JFMM-03-2015-0030>
4. Husić-Mehmedović M., Agić E. (2015) Regional Approach to Luxury Market Segmentation: The Case of Western Balkans, *International Journal of Management Science and Business Administration*, Vol 1(5), p 7-20, ISSN 1849-5419 (Print), ISSN 1849-5664 (Online)
5. Husić-Mehmedović M., Čičić M. and Agić E. (2015) Regional Lifestyle Segmentation in

¹ Na dan 26. 5. 2018. prema Google Scholar ukupno 456 citata

Western Balkans, South East European Journal of Economics and Business, Vol 9(2), p 46-53, DOI: 10.2478/jeb-2014-0007

6. Šekularac-Ivošević S. and Husić-Mehmedović M. (2014) Marketinški trendovi u pomorskom transport i lukama, Zbornik radova Ekonomski fakultet Univerzitet "Džemal Bijedić", ISSN: 1512-7613, Br. 20, p 23-47
7. Sirgy, M. Joseph, Eda Gurel-Atay, Dave Webb, Muris Cicic, Melika Husic-Mehmedovic, Ahmet Ekici, Andreas Herrmann, Ibrahim Hegazy, Dong-Jin Lee, and J. S. Johar (2013) Is materialism all that bad? Effects on satisfaction with material life, life satisfaction, and economic motivation. Social indicators research Vol. 110(1), pp 349-366, DOI 10.1007/s11205-011-9934-2 ([SSCI Journal Article](#))
8. Sirgy M.J., Gurel-Atay E., Webb D., Čičić M., Husić M., Ekici A., Herrmann A., Hegazy I., Lee D.J., Johar J.S., (2012) Linking Advertising, Materialism, and Life Satisfaction, Social Indicators Research, ISSN: 0303-8300, 107:79–101, DOI 10.1007/s11205-011-9829-2 ([SSCI Journal Article](#))
9. 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, Vol. 5(22), ISSN 1993-8233, p 8990-8996 ([SSCI Journal Article](#))
10. Husić-Mehmedović M., Kadić S., Arslanagić M. and Ljevaković, M. (2011) Trendovi životnog stila na primjeru organske hrane (eng: Lifestyle trends, case of organic food). Sarajevo Business and Economics Review, ISSN 1986-5473, Vol. 31, p 129-148.
11. Gurel-Atay E., Sirgy J., Husić M. and Čičić M. (2010) Influence of Materialism on Life Satisfaction. Tržište/Market, ISSN:0353-4790, Vol. 22 Issue 2, p 151-166, 16 p
12. Husić M. and Čičić M. (2009) Luxury consumption factors, Journal of Fashion Marketing and Management, Vol. 13 No. 2, p 231 – 245, ISSN: 1361-2026
13. Čičić M., Husić M. and Kadić S. (2008) Political Marketing and Voting Decision Process. International Journal of Management Cases, Special Issue from 5th CIRCLE Conference, University of Nicosia, Cyprus, March 2008, ISSN 1741-6264, 10 (3), p 43 – 63.
14. Husić M. and Kubinska E. (2005) Primjena AHP metode prilikom izbora najboljeg univerzitetskog profesora, Zbornik radova Ekonomskog fakulteta u Sarajevu, p 345-363

NAUČNI RADOVI U ZBORNICIMA (KONFERENCIJE, SIMPOZIJUMI)

1. Kadić-Maglajlić, S., Arslanagić-Kalajdžić, M., Vajnberger, Z. (2017) The Role of Equilibrium in Organic Food Purchase. ToSEE - Tourism in Southern and Eastern Europe, 4th International Scientific Conference, Tourism and Creative Industries: Trends and Challenges, 4 - 6 May 2017, Opatija, Croatia
2. Manov N., Husić-Mehmedović M. (2016) The Role of Corporate Image in Higher Education, Third International Conference "The Partnership of Government, Business and Higher Education Institutions in Fostering Economic Development", 10-12 November, Faculty of Economics Brcko, University of East Sarajevo, ISBN tbc
3. Misimović N., Husić-Mehmedović M. (2016) Counterfeit Luxury Market in Bosnia and Herzegovina, 8th International Conference ICES 2016, organized by School of Economics and Business in Sarajevo, Bosnia and Herzegovina. Book of Abstracts ISBN tbc
4. Bučo N., Husić-Mehmedović M. (2016) Category Captains in Bosnia and Herzegovina, 8th International Conference ICES 2016, organized by School of Economics and Business in Sarajevo, Bosnia and Herzegovina. Book of Abstracts ISBN tbc
5. Husić-Mehmedović M., Koštrebić K., Ahlin Č. (2016) Upgrading Traditional Packaging Research with Eye-Tracking Method - The Case of Beer Category Packaging, 7th EMAC Regional Conference, School of Economics and Business in Sarajevo, Bosnia and Herzegovina, ISBN 978-9958-25-122-1, pp. 71-72
6. Ekici A., Webb D., Lee DJ, Gurel-Atay E., Hegazy I., Johar JS, Sirgy J., Husic M. and Cicic M. (2014) What Motivates People to Be Materialistic? Developing a Measure of Instrumental-Terminal Materialism, in NA- Advances in Consumer Research Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, Pages: 502-503
7. Husić-Mehmedović M. and Agić E. (2014) Regional Approach to Luxury Market Segmentation: The Case of South East European Countries, at the 7th International Conference ICES 2014, organized by School of Economics and Business in Sarajevo, Bosnia and

- Herzegovina. Book of Abstracts ISBN tbc
8. Kadić-Maglajlić S., Husić-Mehmedović M., Arslanagić M., Marković S. and Raspor S. (2012) Application of a Modified Dineserv Methodology in Bosnia and Herzegovina; at the EMAC 2012 Conference, , ISCTE Business School, Lisbon, Portugal, May 22-25, ISBN: 978-989-732-004-0, abstract pp. 411
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