

CURRICULUM VITAE

PERSONAL INFORMATION

First name	Melika	
Last name	Husić-Mehmedović	
Date and place of birth	31. 10. 1979., Sarajevo	
Private address	Talirevića 14; Sarajevo; Bosnia and Herzegovina	
Telephone	+387 33 253 774	Skype: melika.husic
E-mail/Web:	melika.husic@efsa.unsa.ba	www.efsa.unsa.ba
Fields of interest	1 st priority: Consumer Behavior, Luxury branding and consumption, Neuromarketing 2 nd priority: Communication, Media, Public Relations	

EDUCATION BACKGROUND

Name of institution	Dates	Qualification achieved
School of Economics and Business in Sarajevo	2007 – 2009	PhD, Thesis: “Lifestyle and Luxury Consumption”
Faculty of Economics and Business, University of Zagreb	2003 – 2006	Master of Business Administration (Average grade (scale 1 to 5): 4,83)
School of Economic and Business in Sarajevo	1998 – 2002	Bachelor of Science in Economics (Average grade (scale 5 to 10): 9,2)
II Gymnasium, Sarajevo	1994 – 1998	High school diploma
Finneytown High School, Cincinnati OH, USA	1995 – 1996	High school

Working Knowledge of Foreign Languages [from 1 to 5 (1 = weak, 5 = excellent)]

Language	Reading	Speaking	Writing
English	5	5	5
German	4	3	4
Italian	3	3	2

ADDITIONAL SKILLS

SKILL/ABILITY	Description/Opis
Writing skills	Scientific writing, International projects preparation and execution
Presentation/training skills	Over 16 years of experience in teaching and mentoring, with high verbal communication and presentation skills, public speaking and training.
Mentoring and evaluation skills	Performing various kinds of evaluator/monitoring activities, for students, but also for research, project management and managing employees.
Software	MS Office (Word, Excel, Access, Power Point), Mac OX, Internet – active user, typing award in US
Driving license	B category
Social skills	Communication skills, organization, leadership and initiative, presentation and public speaking skills

CURRENT POSITIONS

Institution:	School of Economics and Business, University of Sarajevo	
Position:	Professor of Marketing	
Business Address:	Trg oslobođenja – Alija Izetbegović 1	
Postal code:	City: Sarajevo	Country: Bosnia and Herzegovina
Phone:	+387 33 253 774	Fax: +387 33 275 994
E-mail; Web	melika.husic@efsa.unsa.ba ; www.efsa.unsa.ba	

EMPLOYMENT HISTORY

Institutions	Dates	Position held
Government of the Sarajevo Canton;	2021	Minister

Ministry for Higher Education, Science and Youth		
Center for Interdisciplinary Studies, University of Sarajevo	2017 – 2020	Director
School of Economics and Business, University of Sarajevo	2009 – 2012	Vice Dean for Academic Affairs
School of Economics and Business, University of Sarajevo	2002 – 2009	Teaching Assistant
School of Economics and Business, University of Sarajevo	2005 – 2008	Public Relations Officer
Independent News Agency ONASA	2002 – 2005	Head of Marketing Department

SPECIFIC PROFESSIONAL EXPERIENCE

1. Team leader on the Baseline study on women unpaid care work, UN Women, exp. 2022
2. Expert and researcher on the Marketing Strategy of the Wool as cultural heritage, European Commission and Regional Development Agency SERDA, 2021
3. Expert and researcher on the Rural Tourism Strategy in BH and Montenegro, European Commission and Ministry of Economy, 2021
4. Expert and researcher on the Study on women owned business's resilience to crisis, UN Women, 2021
5. Expert and researcher on the Study on women economic empowerment, UN Women, 2021
6. Study on the life quality in Bosnia and Herzegovina, Academy of Science and Arts BH, 2020
7. Business plan for training hubs, Red Cross, 2020
8. Pricing strategy for museums in Sarajevo, City of Sarajevo, 2020
9. Communication strategy and strategic implications on tourism in the City of Bihac, UNDP 2020
10. Strategy to retain the youth in Canton Sarajevo, Academy of Science and Arts BH, 2019-2020
11. Marketing and communication plan for the cosmetic product launch at the US market, Caeles Pharmaceuticals, 2020.
12. Migrations in Bosnia and Herzegovina – trends and implications, Academy of Science and Arts BH, 2019.
13. Expert in the project “Women in elections in BH”, UNDP, 2019.
14. Speaker and moderator at the Brčko Business Forum, November 2019.
15. Promotional strategy “University of Sarajevo – student enrollment”, February-July 2018.
16. Expert analysis and market analysis for Telemach d.o.o., May 2018.
17. Moderator at Business Forum Brčko, November 2017.
18. 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.
19. Seminar in PR and Communication for People in Need, May 2017.
20. Strategy for franchising, Benchvertising, December 2016.
21. Workshop: Developing Business and Marketing Plan, Brčko, 2016.
22. Seminar: Developing and promoting private brand, Phenix pharma, 2016.
23. Seminar: Communication Skills, public sector in Brčko, December 2015.
24. Seminar: Sales in Insurance, Grawe Insurance Sarajevo, November 2015.
25. Seminar: Marketing for Entrepreneurs, Brčko, October 2015.
26. Product launch global strategy for mobile App “Content Creator”, May 2015.
27. Communication strategy for brand NovaVita, PAK Centar Sarajevo, December 2014.
1. PR and Communication strategy, The Club Sarajevo, November 2009.
2. Workshop – Public Relations and Communications, The Club Sarajevo, November 2009.
3. Lecture at the professional business fraternity Delta Sigma Pi, George Washington University, April 2009.
4. Lectures at the School of Business and Public Administration, University of the District of Columbia, April 2009.
5. Lectures at the School of Communications, George Washington University on the Nonverbal

- Behavior on TV, March 2009.
6. Lectures at the Business School, George Washington University on the “Luxury Branding” and “Culture in Consumer Behavior”, February 2009.
 7. Business strategy, company “Security Agency ALARM WEST” June 2008 (with Muris Čičić)
 8. Speaker at the international conference on media digitalization, Communication Regulatory Agency, May 2008.
 9. Business strategy, company “Micro credit foundation PRIZMA” May 2008 (with Muris Čičić)
 10. Image analysis of the pharmaceutical company Bosnalijek, March 2008 (with Nenad Brkić and Denis Berberović)
 11. Moderator at the Retail Forum, ICPE, March 2008.
 12. Speaker at the Business Case Challenge, WUS, March 2008.
 13. Classifieds market in Bosnia and Herzegovina, Innovation Medien GmbH, December 2007 (with Nenad Brkić)
 14. Moderator at the Retail Forum, ICPE, June 2007.
 15. Speaker at the EFMD External Relations Meeting, Barcelona, Spain 2007.
 16. Moderator of the Philip Kotler seminar, October 2006.
 17. Moderator at the conference Mystery Shopping, GMS, September, 2006.
 18. “Audience survey on transition of electronic media in BH”, CRA – Communication Regulatory Agency BH, November 2004.
 19. “Survey on program’s reach in electronic media in BH”, CRA – Communication Regulatory Agency BH, November 2004.
 20. “Survey of car dealership market and distribution of car equipment in Bosnia and Herzegovina”, Bosch Zagreb, November 2004.
 21. “Audience survey on new TV frequency in BH”, CRA – Communication Regulatory Agency BH, November 2004.
 22. “Study of communication capacities for Public Relations and Donor Relations in BH structures for mine clearance”, UNDP (United Nations Development Program), May 2004.
 23. Omnibus researches in catering sector for “Gral-Iteo” Slovenia, Larive Bosnia December 2001
 24. Market analysis for bakeries, Larive Bosnia, June 2001
 25. Market analysis for mushroom production, Larive Bosnia, March 2001

PROJECTS - GRANTS

1. Project manager for UNSA in COSME EEN SGA3, Granted by: Executive Agency for Small and Medium-sized EASME Enterprises: BITNET Business, Innovation and Technology Network; 2017 – ongoing
2. Project manager for UNSA in 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; 2017 – ongoing
3. Project manager for Danube Transnational Programme topic: Women in Business, Number: DTP2-048-1.2., July 2018 – December 2021.
4. Expert in the project: “Zadržavanje mladih u Kantonu Sarajevo – analiza determinanti i prijedlog strateških mjera”, financed by the Ministry for Science, Education and Youth Canton Sarajevo, 2019.
5. Team member on the project: “Osnaživanje digitalne pismenosti i preduzetničkih kompetencija nastavnika i učenika u srednjim školama u Kantonu Sarajevo”, financed by the Ministry for Science, Education and Youth Canton Sarajevo, 2019.
6. Ministry of foreign affairs: „Funds for the preparation of the projects EU-FP7 and H2020 for 2017.“
7. 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.
8. „Postcrisis consumption in Slovenia and Bosnia and Herzegovina: dynamics, determinants and marketing implications“; Bilateral cooperation Bosnia and Herzegovina – Slovenia, 2016. and 2017.
9. „Salesperson behavior and performance in SME sin Bosina and Herzegovina and Slovenia“; Bilateral cooperation Bosnia and Herzegovina – Slovenia, 2016. and 2017.

10. Ministry of Civil Affairs: „Funds for the preparation of the projects EU-FP7 for 2015.“
11. Applications for Horizon 2020 in 2015.
12. Influence of the Economic Crisis on the Study Major Selection and Further Education, Federal Ministry of Education and Science, December 2011.
13. Social Class and Luxury Consumption; Federal Ministry of Education and Science, February 2008.
14. Survey on TV Viewership, Wealth, Consumption, and Standard of Living, School of Economics and Business in Sarajevo, Fond NIR, 2007.
15. Analyses of web sites' companies in Bosnia and Herzegovina, School of Economics and Business, in Sarajevo, Fond NIR, July 2005.
16. Analyses of sponsorship activities in BH companies, School of Economics and Business in Sarajevo, Fond NIR, July 2005.
17. “Strategy of marketing and promotion of Sarajevo as a part of successful realization of Canton Sarajevo development till 2015.” Cantonal Ministry of Science and Education, January-December 2004

Membership in professional bodies/organizations

1. International Advertising Association
2. European Marketing Academy
3. Board member of the Economic sciences board of the Social Science section at the Academy of sciences and arts of B&H, since 2017.
4. Academic Council of Bosnia and Herzegovina
5. Guest Lecturer at George Washington University, US State Department scholarship, Junior Faculty Development Program, January 2009 – May 2009
6. Coordinator for socio-economic aspects of Digital TV in Bosnia and Herzegovina, Communication Regulatory Agency

Special engagement and recognition

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

Additional professional education and activities

1. Head of the PhD program Global Studies, Center for interdisciplinary studies, University of Sarajevo, 2019 – ongoing
2. IMP3rove - Innovation Management Assessment seminar, 2017.
3. Horizon 2020 Workshop, Technical Assistance on Project Preparation, Sarajevo, November 2014.
4. Educative Program on implementing EU grants, technical regulations and international export standards, SERDA Sarajevo, November 2014.
5. Training the trainers “Communication and Presentation skills”, May 2014
6. Educative Program on writing and managing EU grants, SERDA Sarajevo, April 2014.
7. Educative Program in the field of Public Relations, Pro.PR Conference Sarajevo, March 2014
8. Case teaching/writing workshop HBS method, School of Economics and Business in Sarajevo, 2012
9. Kent Monroe seminar on pricing, School of Economics and Business in Sarajevo, 2011
10. Philip Kotler seminar on branding, School of Economics and Business in Sarajevo, 2006

11. Faculty Development Initiative Workshop, University of Alberta and School of Economics and Business in Sarajevo, June 2005
12. International Management Teachers Academy, Bled, Slovenia, June 2005
13. E-business and e-government, University in Reykjavik, Iceland, September 2004
14. London School for Public Relations, III generation, Specialist for PR in BH, February 2003
15. Media Plan Institute, School for Media Management, June 2002
16. International Summer School, Wirtschaftsuniversitat in Vienna, Austria, August 2001
17. Seminar in strategic management: Creative Leadership Training, Pro Systems International/Colorado Technical University, April 2001
18. Case study competition, BH Business Challenge, WUS (World University Service) Austria, November 2000

Organization of international congresses and conferences

1. Member of the Program and Organizing Committee of the Sixth International Conference of School of Economics and Business in Sarajevo ICES 2012, Sarajevo, October 2012
2. Member of the Program Committee of Fifth International Conference of School of Economics and Business in Sarajevo ICES 2010, Sarajevo, October 2010
3. Member of the Organizing Committee of Fourth International Conference of School of Economics and Business in Sarajevo ICES 2008, Sarajevo, October 2008
4. Member of the Organizing Committee for the visit of professor Philip Kotler, Sarajevo, October 2006
5. Member of the Organizing Committee of Third International Conference of School of Economics and Business in Sarajevo ICES 2006, Sarajevo, October 2006
6. TEMPUS Program CD_JEP-17012-2002 – “Upgrading the University of Sarajevo MBA to international standards”, Administrative Assistant and contact person for Bosnian side. Beneficiary: Scuola di Amministrazione Aziendale, Università di Torino, September 2003 – September 2006
7. Member of the Organizing Committee of Second International Conference of School of Economics and Business in Sarajevo ICES 2003, Sarajevo, September 2003
8. Member of the Organizing Committee for General Media Assembly, Sarajevo, September 2000

MENTORING

PhD thesis:

1. Senka Šekularac, Ph.D.: “Strateški efekti tržišnog pozicioniranja na konkurentnost morskih luka”, Ekonomski fakultet Univerzitet “Džemal Bijedić”, Mentor, 2015.
2. Amra Čaušević, PhD.: “Analiza utjecaja Sarajevo Film Festivala na turističku percepciju grada Sarajeva”, Ekonomski fakultet Univerziteta u Sarajevu, Committee Chair, 2017.
3. Cornelis G.W. Caspers, MSc.: „The Role of Trust and Time Orientation in Establishing Consumer Social Responsible Behavior in the Water Sector”, Committee Chair, 2021.
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, Committee Member, 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, Committee Member, 2018.

Master thesis:

1. Naida Misimović, MSc.: „Female Empowerment Advertising Through the Quadruple Helix Approach“, University of Ljubljana and University of Sarajevo, 2021.
2. Esmā Karahmet, MA: „Motivi potrošača za korištenje medicinskih sredstava za estetsku medicinu“, University of Sarajevo, 2020.

3. Edna Pajević, MA: „Uticaj ksenofilije na kupovno ponašanje u Bosni i Hercegovini“, University of Sarajevo, 2020.
4. Zlatan Vajnberger, MSc: „Consumers’ attitudes towards organic food products in Canton Sarajevo“, University of Ljubljana and University of Sarajevo, 2019.
5. Faris Dizdar, MA: „Uticaj materijalizma na kupovinu krivotvorenih luksuznih proizvoda“, University of Sarajevo, 2019.
6. Lejla Babić, MA: „Tržište premium proizvoda namijenjenih bebama u BiH – ponuda i motivacija za kupovinu“, University of Sarajevo, 2019. Rijad Ećo, MA: „Imidž države porijekla, potrošački etnocentrizam i animozitet kao determinante percipiranog kvaliteta proizvoda i usluga kod bh. potrošača“, University of Sarajevo, 2018.
7. Ismir Pleh, MA: „Uticaj povjerenja, percipiranog rizika i sigurnosti na impulsivno ponašanje BH potrošača u online okruženju“
8. Merima Habul, MA: „Analiza povezanosti učešća bh. potrošača u online brend zajednicama i njihove lojalnosti brendu“, University of Sarajevo, 2018.
9. 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.
10. Maja Šenk, MA: “Utjecaj novih medija na kupovne odluke generacije Z”, University of Sarajevo, 2017.
11. Elvin Kukuljac, MA: “Analiza print oglasa putem eye-tracking metode– primjer kompanije Lactalis” University of Sarajevo, 2017.
12. Senad Kadić, MA: “Influence of e-WOM on purchase decisions”, School of Economics and Business in Sarajevo, University of Sarajevo, 2016.
13. 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.
14. Alma Krilić-Hrapović, MA: „Consumer satisfaction analysis in the health sector“, School of Economics and Business, University of Sarajevo, 2015.
15. Almedina Aganović, MA: „Influence of internal factors on the impulsive consumption“, School of Economics and Business, University of Sarajevo, 2015.
16. Haris Ljubunčić, MA: „Tourism development in the Central Bosnia Canton“, School of Economics and Business in Sarajevo and School of Economics, University “Džemal Bijedić”, Sarajevo, 2015.
17. Admir Sačić, MA: “Utjecaj novih medija na tradicionalne medije”, Ekonomski fakultet u Sarajevu, 2014.
18. Boris Bukovac, MA: “Stavovi potrošača prema trgovačkoj marki”, Ekonomski fakultet u Sarajevu i Ekonomski fakultet Univerzitet “Džemal Bijedić”, Mostar, 2014.
19. Amel Džiho, MA: „Unapređenje odnosa sa kupcima primjenom Facebook marketinga“, Ekonomski fakultet u Sarajevu i Ekonomski fakultet Univerzitet “Džemal Bijedić”, Mostar, 2013.
20. Alma Krdžalić, MA: „Pregovaračke vještine kao alat prodaje u farmaceutskoj industriji“, School of Economics and Business in Sarajevo, 2013.
21. Adnan Kapidžić, MA: „Stavovi studenata i javnosti o kvaliteti sistema visokog obrazovanja“, School of Economics and Business in Sarajevo, 2013.
22. 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.
23. Edina Trnka, MA, “Etička pitanja djeteta kao potrošača”, Ekonomski fakultet u Sarajevu, 2012.
24. MSc Lejla Šurković, “Importance and role of the image and emotional branding in successful brand development”, School of Economics and Business in Sarajevo, 2012.
25. 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.

REFERENCES – BIBLIOGRAPHY

ARTICLES PUBLISHED IN PEER REVIEWED JOURNALS¹

1. Kolar, T., Batagelj, Z., Omeragić I., Husić-Mehmedović, M. (2021). How Moment-to-Moment EEG Measures Enhance Ad Effectiveness Evaluation, *Journal of Advertising Research*, 61(4) DOI: 10.2501/JAR-2021-014
2. Krajina, A., Koštrebić, K., Husić-Mehmedović, M. (2021). Can You See How It Smells? What Eye Tracking Can Tell Us About the Shelf Management of Luxury Perfumes, *The South East European Journal of Economics and Business (SEEJ)*, 16(1), 93-106.
3. Manov, N., Mujkić, A., & Husić-Mehmedović, M. (2020). Universities' enrollment challenge: The role of corporate image in higher education. *Ekonomski vjesnik: Review of Contemporary Entrepreneurship, Business, and Economic Issues*, 33(1), 205-216.
4. Šekularac-Ivošević, S., Husić-Mehmedović, M., & Tvrđdy, E. (2019). Repositioning Strategy in the Maritime Port Business: A Case Study from Montenegro, Port of Adria. *Promet-Traffic&Transportation*, 31(1), 75-87. (SSCI Journal Article), <https://doi.org/10.7307/ptt.v31i1.2888>
5. 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, DOI 10.1016/j.jbusres.2017.04.019, (SSCI Journal Article)
6. 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*, Vol 119(7), (SSCI Journal Article), <https://doi.org/10.1108/BFJ-07-2016-0343>
7. 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>
8. 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)
9. Husić-Mehmedović M., Čičić M. and Agić E. (2015) Regional Lifestyle Segmentation in Western Balkans, *South East European Journal of Economics and Business*, Vol 9(2), p 46-53, DOI: 10.2478/jeb-2014-0007
10. 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
11. 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)
12. 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](#))
13. 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)
14. 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.
15. 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
16. 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

¹ Total number of citations in Google Scholar on December 1st 2021 - 972

17. 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.
18. Husić M. and Kubinska E. (2005) Primjena AHP metode prilikom izbora najboljeg univerzitetskog profesora, *Zbornik radova Ekonomskog fakulteta u Sarajevu*, p 345-363

BOOKS AND CHAPTERS IN THE BOOKS

1. Čičić, M., Pejanović, M., Turulja, L., Arslanagić-Kalajdžić, M., Kadić-Maglajlić, S., Husić-Mehmedović, M. & Avdagić, A. (2000). *Pretpostavke i pravci unapređenja kvalitete života i kreiranja stimulativnog okruženja za povratnike*. Urednik: Trifković, M. Sarajevo: Special editions. Academy of Arts and Science BH. ISBN: 978-9926-410-60-5
2. Čičić, M., Husić-Mehmedović, M., Arslanagić-Kalajdžić, M., Turulja, L., Kadić-Maglajlić, S., Trkulja, A., Avdagić, A. (2020) *Retaining the youth in Canton Sarajevo: analysis and strategic implications*, Academy of Arts and Science BH, ISBN: 978-9926-410-56-8
3. Arslanagic-Kalajdzic, M., Cicic, M., Husic-Mehmedovic, M., Kadic-Maglajlic, S., Kapo, A., Markuš, R., Martinović, I., Turulja, L. (2019) *FEMALE ENTERPRENEURSHIP study of current state - Women in Business*, Ekonomski fakultet Sarajevo, ISBN: 978-9958-25-141-2
4. Čičić M., Efenedić A., Emirhafizović M., Husić-Mehmedović M., Trifković M., Turulja L. (2019) *Emigration study BOSNIA AND HERZEGOVINA*, Akademija nauka i umjetnosti BiH, ISBN: 978-9926-410-48-3
5. Husić-Mehmedović M. (2018) *Marketing luksuznih i modnih proizvoda*, Ekonomski fakultet u Sarajevu, ISBN 978-9958-25-131-3
6. 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
7. Husić-Mehmedović M., Kukić S. and Čičić M. (2012) *Consumer Behavior* (in English), Ekonomski fakultet u Sarajevu, ISBN 978-9958-25-068-2
8. 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
9. 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
10. 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
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