

# Curriculum Vitae

## MURIS CICIC

### Personal Details:

**Place of Birth:** Sarajevo, Bosnia and Herzegovina

**Nationality:** Bosnian and Australian

**Business Address:** University of Sarajevo  
Faculty of Economics  
Trg Oslobođenja 1  
Sarajevo, Bosnia and Herzegovina  
*or*  
Larive Bosnia d.o.o.  
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### Education Details:

**1986** Ph.D. in Marketing, University of Sarajevo, Sarajevo, Bosnia and Herzegovina

**1978** MBA, Marketing Specialization, University of Sarajevo, Sarajevo, Bosnia and Herzegovina

**1973** B.E., University of Sarajevo, Sarajevo, Bosnia and Herzegovina

## Employment Details:

- 1996 - present** University of Sarajevo, Sarajevo, Bosnia-Herzegovina  
Faculty of Economics  
**Position:** Professor, Department of Marketing Head (2006 to date, Dean 2004 – 2008).
- 1998 – present** Larive Bosnia dd, Sarajevo – member of Larive Holland B.V., International Business Development company  
**Position:** Managing Director.
- 1999 - 2000** EU Phare, Agricultural Strategic Programming Unit, Bosnia-Herzegovina  
**Position:** Co-ordinator
- 1997 - 1998** USAID Sarajevo, Bosnia-Herzegovina  
**Position:** Project Manager for Business Consulting, Business Development Program.
- 1996 - 1997** Ministry of Foreign Trade and Economic Relations, Government of Bosnia-Herzegovina, Sarajevo, Bosnia-Herzegovina  
**Position:** Advisor to the Minister.
- 1991 - 1998** University of Wollongong, Wollongong, Australia  
Department of Management.  
**Position:** Senior Lecturer and Head of Marketing (1993 – 1995).
- 1990 - 1991** Virginia Polytechnic Institute and State University, Department of Marketing, Blacksburg, Virginia, USA.  
**Position:** Visiting Professor.
- 1989 - 1990** UPI Institute (Agricultural) for Research and Development, Sarajevo, Bosnia and Herzegovina.  
**Position:** President.
- 1987 - 1989** UPI Institute for Research and Development, Department for Marketing Studies, Sarajevo, Bosnia and Herzegovina.  
**Position:** Manager.
- 1973 - 1987** University of Sarajevo, Institute for Economics and Organisation, Sarajevo, Bosnia and Herzegovina.  
**Position:** Scientific Researcher.

## Teaching Experience:

- 1996 - present** Professor at the Faculty of Economics, University of Sarajevo, Sarajevo, Bosnia-Herzegovina.  
**Subjects:** Marketing Subjects.

**1991 - 1998** Lecturer and Senior Lecturer at the Department of Management, University of Wollongong, Wollongong, Australia. Head of the Department of Marketing in the period 1993 – 1995.  
**Subjects:** International Marketing, Service Marketing, Marketing Management, Introduction to Marketing, Marketing Research, Consumer Behaviour.

**1981 - 1982** Teaching Assistant (Instructor) at the Faculty of Economics, University of Sarajevo.  
**Subject:** Principles of Marketing.

**1979 - 1980** Teaching Assistant (Instructor) at the Faculty of Economics, University of Sarajevo.  
**Subject:** Marketing Research.

### **Visiting positions:**

**2008 -** Visiting Professor at the University of Podgorica, Montenegro (host Milorad Jovovic)  
**Subject:** Services Marketing, Consumer Behaviour

**2009** Visiting Professor at the University of Skoder, Albania (host Arjeta Troshani)  
**Subject:** Marketing Management

**2004 - 2007** Visiting Professor at the University of Zagreb, Graduate study in Marketing Communications, Zagreb, Croatia (host Prof. Tanja Kesic)  
**Subject:** Creative Marketing Communications

**2002 - 2005** Visiting Professor at the University of Ljubljana, Master of Business Administration Study (MScBA), Ljubljana, Slovenia (host Prof. Janez Prasnikar).  
**Subject:** Business to Business Marketing

**2000 (July)** Visiting Professor at the Department of Management and Marketing, John Carroll University, Cleveland, Ohio, USA (hosts Prof. Jonnatan Smith, Prof. James Daily).  
**Subject:** Global Marketing for Graduate class.

**1996 (November)** Visiting Professor at the Czech Management Centre, Celakovice, Czech Republic (host Prof. Maria Pribova).  
**Subject:** International Trade for Graduate class.

**1995 (May)** Visiting Professor at the Department of Management, Catholic Brabant University, Tilburg, the Netherlands (host Prof. Celeste Wilderom).  
**Subject:** Services Marketing seminar.

**1994 (May)**

Visiting Professor at the Department of Marketing, Michigan State University, East Lansing, Michigan, USA (host Prof. Tamer Cavusgil).

**Subject:** International Marketing.

**1990 - 1991**

Visiting Professor at the Department of Marketing, Virginia Polytechnic Institute and State University, Blacksburg, Virginia, USA (hosts Prof. Joe Sirgy, Prof. James Littlefield).

**Subject:** Marketing Subjects.

## **Research:**

### **International**

### **Published Articles:**

1. „Luxury Consumption Factors“, *Journal of Fashion Marketing and Management*, (with Melika Husic), 2008.
2. *Consumer Behaviour* - textbook, School of Economics and Business in Sarajevo, (with Melika Husic and Slavo Kukic), 2009
3. *Marketing* - textbook, Group of authors, Editors: Prof. Boris Tihi, PhD, Prof. Muris Cicic, PhD, Ass. Prof. Nenad Brkic, PhD, School of Economics and Business in Sarajevo, March 2006
4. “Marketing in Bosnia and Herzegovina”, Chapter in the book: Marinov, M., Editor, *Marketing in Emerging Markets*, Palgrave, UK, 2005, ISBN 1-4039-4750-3, (with Nenad Brkic).
5. Chapter “The Prevent Group Investments in Bosnia and Herzegovina”, pp. 309-318., Chapter in the book: Prasnikar, J., Editor, *Medium-Sized Firms and Economic Growth*, New York: Nova Science Publishers, 2005, ISBN:1-59454-253-8. (with Nenad Brkic and Melika Husic)
6. “Web stranice bosanskohercegovačkih poduzeća: inovativne marketinške strategije ili cyber brochures = Companies' web site in B&H: Inovative marketing strategies or cyberbrochures”. *Tržište* 2005; 17(1/2):41-53. (with Brkić N, Selimović D.)
7. “The Advertising Industry in Bosnia and Herzegovina: Born Again”, *Journal of Marketing Communications*, Vol. 9, Number 4, December 2003, pp. 257-273. (with Nenad Brkic)
8. Consumer Animosity and Ethnocentrism in Bosnia and Herzegovina: Case of Developing Country in Post-War Time (with Nenad Brkic and Maja Praso), *MM Academy*, No. 10, May 2003, pp. 59-69.
9. Direct Marketing (with Nenad Brkic), *Quarterly Marketing Journal*, Volume 33, Issue 1, Spring 2002, pp.3-17.
10. Antecedents of International Performance: A Service Firms' Perspective (with Paul G. Patterson and Aviv Shoham), *European Journal of Marketing*, Vol. 36, No. 9/10, 2002, pp. 1103-1118.
11. Is Cross-Cultural Similarity an Indicator of Similar Marketing Ethics? (with Anusorn Singhapakdi, Janet K. M. Marta, and C. P. Rao), *Journal of Business Ethics*, No. 32, 2001, pp. 55-68.
12. A Method for Assessing Residents' Satisfaction with Community-Based Services: A Quality-of-Life Perspective (with M. Joseph Sirgy, Don Rahtz, and Robert Underwood), *Social Indicators Research*, Vol. 49, No. 3, March 2000, pp. 279-316.
13. A Conceptual Model of the Internationalization of Services Firms (with Paul G. Patterson and Aviv Shoham), *Journal of Global Marketing*, Vol. 12, No. 3, 1999, pp. 81-106.

14. Does Television Viewership Play a Role in the Perception of Quality of Life? (with M. Joseph Sirgy and others), *Journal of Advertising*, Vol. 27, No. 1, 1998, pp. 125-142.
15. Privatization of Firms in Bosnia-Herzegovina, *MIT Center*, Sarajevo, 1997, pp. 29-47 (in Bosnian).
16. A Temporal Sequence Model Explaining Future Export Intentions (with Paul G. Patterson and Aviv Shoham), *Journal of Global Marketing*, Vol. 10, No. 4, 1997, pp. 23-43.
17. Consumer Behaviour, and Direct Marketing, Two chapters in the book: *Marketing*, Boris Tihi, editor, Faculty of Economics, Sarajevo, 1996, 1999, 2001 (in Bosnian).
18. A Typology of Service Firms in International Markets: An Empirical Investigation (with Paul G. Patterson), *Journal of International Marketing*, Vol. 4, No. 1, 1996, pp. 57-83.
19. Developing A Life Satisfaction Measure Based on Need Hierarchy Theory (with M. Joseph Sirgy and others), *New Dimensions in Quality-of-Life/Marketing Interface*, Sirgy, M.J. and Coscun A. Samli, eds., Bridgeport, CT: Greenwood Press, 1995, pp. 3-25.
20. A Life Satisfaction Measure: Additional Validational Data for the Congruity Life Satisfaction Measure (with M. Joseph Sirgy and others), *Social Indicators Research*, 34, 1995, pp. 237-259.
21. Profile of Service Firms in International Markets (with Paul G. Patterson), *New Zealand Journal of Business*, Vol. 17, No. 2, 1995, pp. 49-66.

#### **Papers Published in Refereed Proceedings:**

1. „Extending the Research in Relation to Materialism and Life Satisfaction“, *2008 ACR North American Conference*, October 23 - 26, 2008, San Francisco, CA, USA (with Eda Gurel, Joseph Sirgy and Melika Husic)
2. “Political Marketing Campaign For Young Voters”, *4th International Conference ICES2008*, October 9-11, 2008, Sarajevo, Bosnia and Herzegovina, in print (with Melika Husic and Selma Kadic)
3. “Institutional Problems and Its Impact on Higher Education, Research Policy and Knowledge Transfer to SMEs Sector in Bosnia and Herzegovina”, IN. *International symposium on globalization, democratization and Turkey*, Faculty of Economics and Administrative Sciences, Akdeniz university, Antalya, Turkey, 2008.
4. „Political Marketing and Voting Decision Process“, *5th International Circle Conference*, Nicosia, Cyprus, March 26-28, 2008., (with Melika Husic and Selma Kadic)
5. “Universities as Agents of Change in Society”, Track of Economics, *Coimbra Group Seminar: Coimbra Group of Universities; Univesidad de Granada; Univerzitet "Džemal Bijedić" u Mostaru; Sveučilište u Mostaru; 2007* (with Will Bartlett and Besim Culahovic).
6. “Quality of Bank Service Delivery Trough Website in Bosnia and Herzegovina”. IN: Kumar A, Kandžija V, editors. *Economic Integrations: Prospects and Dilemmas*. Slovenia: University of Ljubljana, Faculty of Economics, 2007: pp. 37-50. (with N. Brkic and K. Spaho)
7. “Desirable Outcomes of Graduate Marketing Education: Managers’ Point of View, *7th International Conference “Enterprise in Transition”*, May 24-26, 2007, Split, Croatia, (with Melika Husic, Nenad Brkic, Emir Agic and Denis Berberovic)
8. „Sponsorship as Marketing Instrument in BH Companies“, *3rd International Conference ICES 2006*, October 11-13, 2006, Sarajevo, Bosnia and Herzegovina (with Melika Husic, Nenad Brkic and Adis Mesic)
9. “Structural Changes in the Retail Trade in Croatia”. IN. *ICES2006 - International Conference of the School of Economics and Business in Sarajevo: "From Transition to*

- Sustainable Development: The Path to European Integration*". Sarajevo, BiH: School of Economics and Business, University of Sarajevo, 2006.
10. "How to Position a Bank Through Images Factors: Correspondence Analysis of BH Banks' Image". IN *3rd International Conference "An Enterprise Odyssey: Integration or Disintegration*. Croatia: Faculty of Economics Zagreb, 2006. (with Brkić N, Agić E, Mešanović E, Subašić Z.).
  11. "Image of Tourism Destination of Croatia and Serbia&Montenegro from the Perspective from Tour Operators and Travel Agencies in Bosnia and Herzegovina". IN *18th Biennial International Congress "Tourism and Hospitality Industry 2006: New Trends in Tourism and Hospitality Management*. Croatia: 2006. (with Brkić N, Hadžić N).
  12. "Public Attitudes Toward Use of Female Body in Advertising in Bosnia and Herzegovina". *ANZMAC 2006 - The Australian and New Zealand Marketing Academy Conference*. Australia: 2006. (with Brkić N, Skrobo A.)
  13. "Marketing Education: Companies' Needs and Students' Motivation", *6<sup>th</sup> International Conference "Enterprise in Transition"*, May 26-28, 2005, Bol, Island Brac, Croatia. (with Nenad Brkic, Emir Agic and Melika Husic)
  14. "The Role of Nationalism in Consumer Ethnocentrism and Animosity in the Post-War Country", *34<sup>th</sup> EMAC - European Marketing Academy Conference 2005*, University of Bocconi, Milan, Italy, May 24-27, 2005. (with Nenad Brkic, Melika Husic and Emir Agic)
  15. "Communicating a Country's Image Through the Internet", *3<sup>rd</sup> International Conference „Entrepreneurship and Macroeconomic Management“*, April 28-30, 2005, Pula, Croatia, Proceedings, pp. 216-228. (with Nenad Brkic and Manuela Behić)
  16. "Services Quality Delivery through Web Sites of Banks in Bosnia and Herzegovina", *Fifth International Conference "Economic integrations, competition and cooperation" 2005*, April 22-23 2005, Lovran, Croatia, Book of Abstracts, pp. 31. (with Nenad Brkic and Kenan Spaho)
  17. "Bank Selection Criteria Employed by Students in an Southeastern European Country: An Empirical Analysis of Potential Market Segments' Preferences", *ANZMAC 2004*, 29 November - 1 December 2004, New Zealand, Book of Abstracts and CD with Full Papers, pp.56. (with Nenad Brkic and Emir Agic)
  18. "TV Infomercials as Tools of Direct Marketing in Bosnia and Herzegovina", *Book of papers of Faculty of Economic in Sarajevo*, July 2004., pp. 195-210. (with Nenad Brkic and Amra Ugljanin)
  19. PR in Non-profit Organizations: Case of International Organizations in Bosnia and Herzegovina, *2<sup>nd</sup> International Conference "An Enterprise Odyssey: Building Competitive Advantage"*, June 17-19th, 2004, Zagreb, Croatia. (with Nenad Brkic and Nela Kacmarcik)
  20. "How Students Choose a Bank in Bosnia and Herzegovina: Empirical Analysis of Bank Selection Criteria", *2<sup>nd</sup> International Conference "An Enterprise Odyssey: Building Competitive Advantage"*, June 17-19th, 2004, Zagreb, Croatia. (with Nenad Brkic and Emir Agic)
  21. "Tourist Services Quality Delivery Through Internet: Case of Tourist Associations in Bosnia and Herzegovina", *17<sup>th</sup> Biennial International Congress "Tourism and Hospitality Industry 2004: New Trends in Tourism and Hospitality Management"*, April 14-16, 2004, Opatija, Croatia, Proceedings, pp. 603-626. (with Nenad Brkic and Melika Husic)
  22. "Attitudes Toward Advertising Among Executives in Bosnia and Herzegovina: Case of Transition and Developing Country", *Ninth International Conference on Corporate and Marketing Communications*, Warwick Business School, Warwick University, UK, 4<sup>th</sup>-5<sup>th</sup> April 2004. (with Nenad Brkic, Muhamed Pilav and Alvid Hubijar)
  23. "Slovenian Business Investment in Bosnia and Herzegovina: Case of Prevent Ltd. Sarajevo", *Fifth Slovenian Business Conference: Cooperation Between Central and South-Eastern European Countries*, Portoroz, Slovenia, 20<sup>th</sup> and 21<sup>st</sup> of November 2003, Proceedings, pp. 497-519. (with Nenad Brkic and Melika Husić)

24. Promotional Strategy of Media Organizations: Case of Electronic Media in Bosnia and Herzegovina, *Fifth International Conference "Enterprise in Transition"*, 22-24th May 2003, Split, Croatia, (with Nenad Brkic and Melika Husic).
25. Globalization and Advertising Industry in Bosnia and Herzegovina, *International Conference "Globalization and Entrepreneurship: Fears, Challenges and Opportunities"*, 24-26th April 2003, Pula, Croatia (with Nenad Brkic).
26. Advertising Agencies' Activities in Attracting New Business in Bosnia and Herzegovina, *8th International Corporate and Marketing Communications Conference*, 7-8th April 2003, London, Great Britain. (with Nenad Brkic and Irena Pandza)
27. Consumer Animosity and Ethnocentrism in Bosnia and Herzegovina: Case of Developing Country in Post-War Time, *Macromarketing 2002 Conference*, Sydney, Australia, 2002 (with Nenad Brkic and Maja Praso).
28. Advertising Industry in Bosnia and Herzegovina: Born Again, *The International Conference on Corporate and Marketing Communications*, Antwerpen, Belgium, 2002 (with Nenad Brkic).
29. Influence of Global Corporations on Their Local Partners' Competitive Ability: An Example of Information Technology Sector, *4th International Conference "Enterprise in Transition"*, Hvar, Croatia, 2001 (with Fatih Galesic and Boris Tihi).
30. Micro Credit Program in Bosnia-Herzegovina, *4th International Conference "Enterprise in Transition"*, Hvar, Croatia, 2001 (with Aziz Sunje).
31. Public Relations Practice in Corporate Environment of Bosnia-Herzegovina, *4th International Conference "Enterprise in Transition"*, Hvar, Croatia, 2001 (with Nenad Brkic and Amil Kamenica).
32. Internet as Marketing Tool in Hoteliering Sector in Bosnia-Herzegovina, *International Conference "Tourism and Transition"*, Dubrovnik, Croatia, 2000 (with Nenad Brkic and Almir Pestek).
33. The Enterprise in Transition: Case Study of UniData, Sarajevo, *3<sup>rd</sup> International Conference*, Sibenik, Croatia, 1999 (with Fatih Galesic and Boris Tihi).
34. Protection of National Production and Market, Agriculture and Rural Areas in a New Environment, *The Conference of Academy of Art and Science*, Sarajevo, Bosnia-Herzegovina, 1999.
35. Explaining Service Firms Propensity to Continue Exporting: A Cross-Country Analysis, *27th European Academy of Marketing Conference*, Stockholm, Sweden, 1998 (with Paul G. Patterson, Ko de Ruyter, and Martin Wetzel).
36. An Examination of the Service Export Decision of Professional Service Firms, *American Marketing Association Summer Conference*, Chicago, Illinois, 1997 (with Kathy P. Winsted and Paul G. Patterson). Awarded best paper in the Services Marketing track.
37. The Transition of Economy in Central and Eastern Europe: Case Study from Bosnia-Herzegovina, *Proceedings of the 5th Annual Conference on Marketing Strategies for Central and Eastern Europe*, Vienna, Austria, 1997 (with Aziz Sunje and Boris Tihi).
38. Does Cross-Cultural Similarity Reflects Similarity of Marketing Ethics, *Southern Marketing Association National Conference*, Atlanta, Georgia, 1997 (with Anusorn Singhapakdi, Janet K. Marta, and C.P. Rao).
39. A Contingency Model of Relationship Commitment for Professional Consumer Services, *26th European Academy of Marketing Conference*, Warwick, England, 1997 (with Neeru Sharma, Paul G. Patterson, and Philip L. Dawes).
40. Transition of Large Enterprises in Bosnia-Herzegovina, *2nd International Conference*, Split, Croatia, 1997 (with Anto Domazet and Boris Tihi).
41. The Internationalization of Services Firms, 50th Anniversary of the Faculty of Economics in Ljubljana, *International Conference*, Ljubljana, Slovenia, 1996 (with Paul G. Patterson).
42. The Determinants of Relationship Commitment in Personal Financial Planning Services, *3rd IFSAM World Conference*, Paris, France, 1996 (with Neeru Sharma and Paul G. Patterson).

43. An Exploratory Investigation of the Importer-Exporter Relationship from Importer's Perspective, *25th European Academy of Marketing Conference*, Budapest, Hungary, 1996 (with Farrid Ahmed).
44. An Investigation of Importer-Exporter Working Relationship from Importer's Perspective, *Australian Marketing Educators' Conference*, Adelaide, Australia, 1996 (with Farrid Ahmed).
45. Developing a Policy-Based Measure of Community Quality of Life, Fifth Quality-of-Life/Marketing Conference, Williamsburg, USA, 1995 (with M. Joseph Sirgy and Robert Underwood).
46. A Conceptual Model of Internationalization of Service Firms, *New Zealand Marketing Educators Conference*, Wellington, New Zealand, 1995 (with Paul G. Patterson).
47. The Effects of Individual Decision Maker Characteristics on the Export Behavior of the Firms, *The Fifth International Conference on Business and Economic Development in Middle and Mediterranean Countries*, Sydney, Australia, 1995 (with Volkan Yilmazer).
48. A Longitudinal Study of Country-of-Origin for Apparel Industry in Australia, *Seventh Bi-Annual World Marketing Conference*, Melbourne, Australia, 1995 (with Paul G. Patterson).
49. Correlates of Service Export and Non-Export Behavior, *24th European Academy of Marketing Conference*, Paris, France, 1995 (with Paul G. Patterson).
50. A Framework for Analysing the Practices of Service Firms in International Markets: An Empirical Investigation, *New Zealand Marketing Educators Conference*, Hamilton, New Zealand, 1994 (with Paul G. Patterson).
51. Country of Origin Effect for Clothing Apparel: A Study of Consumers' Attitudes in Australia Towards the Products from Selected Countries, *1994 Australian Marketing Conference*, Adelaide, Australia, 1994 (with Paul G. Patterson and Jeng-Tzong Lin).
52. A Country of Origin Effect for Taiwanese Made Personal Computer Products in Australia, *Sixth Bi-Annual World Marketing Conference*, Istanbul, Turkey, 1993 (with Jiin-Jang Tsai and Paul G. Patterson).
53. A Country of Origin Effect in Business to Business Marketing, *International Marketing Educators' Conference*, Bali, Indonesia, 1993 (with Jiin Jang Tsai and Paul G. Patterson).
54. Changes in Eastern and Central Europe: Stimulus or Hurdle for International Business, *Academy of International Business, Southeast Asia Regional Conference*, Brisbane, Australia, 1992.
55. The Changing Political Economy of Eastern and Central Europe: Some Predictions and Marketing Consequences, *NEBAA International Conference*, 1991, New Haven, Connecticut, USA, (with Gopalkrishnan Iyer).

**Member of  
Editorial Board  
and reviewer:**

1. Reviewer for Journal of Business Ethics, Social Indicators Research, Managing Global Transitions (Koper), Journal of Marketing and Management.
2. Trziste, Zagreb
3. Zagreb International Review of Economics and Business, Zagreb
4. Acta Turistica, Zagreb
5. EuroMed Journal of Business, Nicosia, Cyprus
6. UTMS Journal of Economics, Skopje

**Reviews of  
books:**



1. Buno Grbac, Marcel Meller: Metrika Marketinga, Ekonomski fakultet Sveucilista u Rijeci, 2010.
2. Hilmija Mujic: Marketing, Ekonomski fakultet, Bihac, 2008.
3. Bruno Grbac: Marketing, Ekonomski fakultet, Rijeka, 2005.
4. Aziz Sunje: Top Manager: Visionary and Strategist, Tirada, Sarajevo, 2002.
5. Anto Domazet: International Marketing, Faculty of Economics, Sarajevo, 2001.
6. Boris Z. Milner and Dimitry S. Lvov, Eds., (1990), "Soviet Market Economy: Challenges and Reality," Amsterdam, North-Holland, and Jan Winiecki (1991), "Resistance to Change in the Soviet Economic System", London, Routledge. In Economic Analysis and Policy 1 (3), Brisbane, Australia, 1993, pp. 89-91.

### **Sessions Chair:**

1994 AMA Frontiers in Services Conference, Nashville, USA.  
 2001, 2003, 2005 International Conference Split.  
 2004 Odyssey Conference Zagreb.  
 2002 ICES2002 Sarajevo Conference

### **Articles published in former Yugoslavia (until 1990, in Bosnian language)**

1. Marketing Planning and Control at UPI, Marketing, 2 (Spring 1990), Belgrade.
2. Consumerism, Nova trgovina, 1 (January 1986), Belgrade.
3. Level of Organisation of the Market Functions in Republic Bosnia and Herzegovina, Prodaja, 3 (June 1983), Belgrade.
4. Organisational Model in Production and Sales Link, Nova trgovina, 11 (November 1982), Belgrade.
5. Market Research Organisation, Marketing, 1-2 (Winter 1982), Zagreb.
6. Production and Sales Connection, ZIPS, 112-113 (September 1981), Sarajevo.
7. Specifics of Planning and Programming for Public and Housing Services, ZIPS, 77 (May 1981), Sarajevo.
8. Place and Role of Domestic Trade on the City of Sarajevo Supplying (study review), Ekonomski Glasnik (March 1981), Sarajevo.
9. Effects of Some External Factors on Business Performance in Republic Bosnia and Herzegovina, Ekonomski Glasnik, 24 (March 1980), Sarajevo.
10. Modern Marketing, Ekonomika, 2 (February 1980), Belgrade.

11. Psychological and Sociological Aspects of Communication in Marketing, Nova trgovina, 11-12. (December 1979).
12. Human Needs and Values in Marketing, Gledista, 7-8 (August 1979), Belgrade.
13. Human Needs in Marketing, Direktor, 5 (May 1979), Belgrade.
14. What is Marketing Communication?, Poslovna Politika, 2 (February 1979), Belgrade.
15. Kinds and Characteristics of Human Needs from Marketing Standpoints, Ekonomika udruzenog rada, 1 (January 1979), Belgrade.
16. Some of the Aspects of the Value Orientation in Marketing, Marketing, 1 (Winter 1979), Zagreb.
17. Advertising Media, Marketing, 4 (Fall 1977), Belgrade.

**Papers presented in former Yugoslavia**  
(in Bosnian language)

1. Modern Management, Education Seminar for City's Managers, City's Chamber of Commerce Sarajevo, (1990), Sarajevo, Bosnia-Herzegovina.
2. Advertising in International Marketing, Education Seminar for International Marketing Personnel, Republic Chamber of Commerce of Bosnia and Herzegovina, and Institute for Organization and Economics, Sarajevo, (March 1987), Neum, Bosnia-Herzegovina.
3. Marketing Upon Modern Circumstances, X Congress of Yugoslav Association for Marketing, (November 1986), Ljubljana, Slovenia.
4. Some Discrepancies About Marketing Needs, Theoretical Fundamentals of Modern Marketing," Conference of Yugoslav Association for Marketing, (September 1986), Subotica, Serbia.
5. Organisation of Market Research in Business Company, Education Seminar for RMK Managers, Institute for Organisation and Economics, Sarajevo, (1985), Zenica, Bosnia-Herzegovina.

**Membership:**

***Academy of International Business  
The Academy of Marketing Science  
International Society for Quality-of-Life Studies (Director)  
American Marketing Association - Services Marketing Chapter  
European Academy of Marketing***

**Grants:**

2000 USA Department of State Experts Exchange Program, Cleveland, USA (one month).

- 1995 Australian Research Council Small Grant for Internationalization of Services Firms Study
- 1990 Business and Social Aspects of Marketing, Virginia Polytechnic Institute and State University, Department of Marketing, Blacksburg, Virginia, USA - Visiting Scholar with Fulbright Grant Honoured (one year).
- 1989 European Food Market, University of Wageningen, The Netherlands - Visiting Expert with an European Community Grant Honoured (one month).

## **Administration:**

President of Economic Council of the Government of Bosnia and Herzegovina (2005 – present)

Member of Scientific Council of the Cantonal Government Sarajevo (2004 – present)

President of Supervisory Board of Sarajevo Stock Exchange (2001 – present)

Dean of the Faculty of Economics, Sarajevo (2004 – present)

Manager of Larive Bosnia dd company (1998 – present).

Consulting and program development in Bosnia-Herzegovina for USAID (1997 – 1998).

Dr. Cicic has developed a number of Marketing subjects both for the Postgraduate and Undergraduate level, included in the program of Faculty of Commerce, University of Wollongong (1991 – 1996).

Dr. Cicic was Head of Marketing Group within the Department of Management, University of Wollongong (1993 – 1995).

Dr. Cicic was Director of Ph.D. and Mcom(Hons) Program within Department of Management, University of Wollongong (1994-95).

Dr. Cicic was engaged in supervision of Ph.D., MBA and MCom students at University of Wollongong (1991-1996).

Member of panel for Ron Brown Scholarship, USIS (2000)

## Referees:

1. Joseph Sirgy, Professor  
Department of Marketing  
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2. C.P.Rao, Ph.D., C.P.M.,  
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3. Paul Patterson, Professor  
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4. Hasan Muratovic  
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5. Tamer Cavusgil, Ph.D.  
Professor of International Marketing  
Michigan State University  
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6. Jim E. Littlefield, Professor  
Department of Marketing  
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7. Boris Tihi, Professor Emeritus  
Former Rector  
University of Sarajevo  
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## **Appendix**

### **Projects, Studies and Expert Works:**

#### **In Bosnia:**

Projects for and with Dutch, Danish, US, French, Malaysian, Italian, Slovenian and other partners (dairy sector, wood processing, education, privatization, food sector and others (1996 - 2008). Some of projects are:

- PRSP, Razvojna strategija BiH, consultant and editor.
- Dairy sector in Bosnia-Herzegovina, IFAD, 2003.
- Public Campaign for Development Strategy, PRSP, 2002.
- Restructuring and privatisation effects in Bosnia-Herzegovina, World Bank, 2002.
- Wood sector study, Italian Commerce Institute, 2001.
- Market research for dairy products, GRAL Iteo, Slovenia, 2001.
- Wood-processing Sector in Bosnia-Herzegovina, Italian Commerce Institute, 2001.
- eCommerce and Internet Development in Balkans region, International Finance Corporation, 2000.
- Micro-financing in Bosnia-Herzegovina, World Bank and Local Initiatives project, 1999-2000.
- Privatization of wood-processing companies in Bosnia-Herzegovina, International Finance Corporation, 2000.
- Quantitative research of consumer motivation and preferences in fashion goods, Gral-Iteo and Lisca, Slovenia, 2000.
- Development of Open and Distance Learning programme in Bosnia-Herzegovina, European Training Foundation-EU/Net, Denmark, 1999-2000.
- Strengthening of dairy sector in Bosnia-Herzegovina, Farmco, the Netherlands, 1999-2000.
- Cattle breeding and slaughter-house development in Bosnia-Herzegovina, Agriplan, the Netherlands, 1999-2000.
- Housing and Development perspectives in Sarajevo region, MBI Venture SDN. BHD., Malaysia, 1999.
- Privatization programmes for “Bosanka”, “Vemal”, “Standard”, “Kladusnica”, “Famos”, “Gumitehnika”, OINS, “Bosnaplod”, and other companies in Bosnia-Herzegovina, 1999-2000.
- SME development, Seminars for entrepreneurs, Danish Refugee Council, Swedish Business Centre, 1998-2000.
- Strengthening of poultry sector in Bosnia-Herzegovina, Arcadis Euroconsult, the Netherlands, 1998-2000.
- Wood for Hardware, Larive Holland, 1999.
- Expertise and feasibility study for potato chips development in Vozuca, Bosnia-Herzegovina, Dutch Embassy in Sarajevo, 1998.
- Expertise for Foreign Direct Investment in Vegafruit company, American Strategic Investment, 1998.
- Identification study for development of food sector projects in Bosnia-Herzegovina, International Dairy Consultants, the Netherlands, 1997.

Overall, the Development and delivery of Marketing seminars, Management seminars, SME seminars, Business planning seminars, for USAID/Business Consulting, Business School in Sarajevo, EU Phare Obnova Programme, for Danish and Swedish Refugee Councils, in-house seminars for executives in number of companies.

#### **In USA**

Quality of Life in the County of Floyd – Survey, Analysis and Report, Virginia, USA (1991).

**In Australia:**

Land Authority NSW - Marketing Research (1992).  
Mines Rescue Service NSW - Marketing Research and Consulting (1995).  
CityRail - Marketing Seminar and Consulting (1994-95).  
Illawarra Technology Centre - Service Marketing Seminars (1993-1996).

**In former Yugoslavia (in Bosnian language):****Principal Investigator:**

1. Sale of Interior Production in UPI Company, (1988).
2. Organizational Model of UPI Company, (1988).
3. An Enhancement of RMK Company Public Image, (1988).
4. Development Programme about Possibilities for Collecting, Processing and Sale of Recycled Glass Material in "Sirovinapromet" Company, (1986).
5. Analysis of the Market Possibilities for Production of Foam-glass within "Dijamant" Company, (1986).
6. Development Programme about Possibilities for Collecting Processing and Sale of Recycled Textile Material in "Sirovinapromet" Company, (1986).
7. Microorganisational Instruction for "Rudnik i Termoelektrana Gacko" Company, (1986).
8. Management in Wholesaling by RMK Company, (1985).
9. A Model of Business Organization of "Bosna-auto" Company, (1985).
10. Microorganization of "Aluminijum" Company, (1984).
11. Improvement of RMK Company Business Cooperation with Abroad, (1984).
12. Management Organization in Volkswagen Factory in Sarajevo, (1983).
13. Market Research of the Wire Screen for Separation and Wire Conveyors for Usage in Mining, Building etc. in Yugoslavia, (1983).
14. Analysis, Diagnosis and a Concept of the Organization "Herzegovinainvest" Company, (1981).
15. Analysis of the Pipeline Market in Republic Bosnia and Herzegovina, (1979).
16. Analysis of the Situation on the Market of Silver Alloy for Hard Soldering in Yugoslavia, (1979).
17. Market Analysis of Greenhouses in Yugoslavia, (1979).
18. Various Recycling Material Usage for Development of Industrial Production in Region Herzegovina, (1978).
19. Analysis of Edible Salt Market in Yugoslavia, (1977).
20. Market Research of Recycling Paper in Republic Bosnia and Herzegovina, (1977).
21. Various Portfolio Investment Programmes and Analysis.

**Coprincipal Investigator:**

1. Market Analysis of Beverages in Yugoslavia, (1988).
2. Principles, System and Politics of Commercial Cooperation of Yugoslav Business with Foreign Partners, (1987).
3. Organization Model for "Magros" Company, (1986).
4. Profit Distribution in "COL-7" Iraq Company, (1986).
5. Introduction of Organizational Model into "COL-7" Iraq Company, (1986).
6. A Model of Business Organization of "Apro-Herzegovina" Company, (1983).
7. Construction of Intersectors Analysis in Republic Bosnia and Herzegovina, (1982).
8. Theoretical and Practical Aspects of Business Laws Realization in Yugoslavia, (1981).
9. Situation, Position and Perspectives for Development of Infrastructural and Housing Services in Republic Bosnia and Herzegovina, (1980).
10. Goals, Strategy and Organization of Export of Goods and Services from Republic Bosnia and Herzegovina with Special Regards on Developing Countries, (1979).
11. Organization of the RMK-Prompt Company, (1979).
12. Analysis of the Present Level and Possibilities for Development of Building in Republic Bosnia and Herzegovina, (1978).
13. Development Programme for "Mladost" Company, (1977).

14. Improvement of Organization and Investment Business Area in RMK Company,  
(1975).