

Selma Kadić–Maglajlić

Assistant Professor, School of Economics and Business, University of Sarajevo, Bosnia and Herzegovina

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Marketing Strategy, Personal Selling and Sales Management, Data Analysis, International Marketing

EDUCATION BACKGROUND

Name of institution	Dates	Qualification achieved
Faculty of Economics, University of Ljubljana, Slovenia (AACSB and EQUIS Accredited)	2013	Ph.D.; Dissertation: “The role of moral judgment and emotional intelligence in salesperson behavior and performance” supervised by Professor Irena Vida. ¹
Faculty of Economics and Business, University of Zagreb, Croatia	2010	Master of Business Administration (Average grade (from 1-5): 4,9), Master thesis title: Improving the sales effectiveness by atmosphere at the point of sale
School of Economic and Business, University of Sarajevo, Bosnia and Herzegovina	2007	Bachelor of Science in Economics (Average grade (from 5-10): 8,8), Diploma paper title: Influence of political marketing on voters’ decision making

IT LITERACY

Software	LISREL, SPSS, SmartPLS, ZOTERO; MS Office (Word, Excel, Power Point)
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FOREIGN LANGUAGE [from 1 to 5 (1 = poor, 5 = excellent)]

Foreign Language	Reading	Speech	Writing
English	5	5	5
French	4	3	3

PRESENT POSITION

Institution:	School of Economics and Business, University of Sarajevo
Position:	Assistant Professor (Docent) ²
Teaching UG Courses:	Principles of Marketing, E-marketing, Applied Marketing Research; Consumer Behavior, Business Communication, Strategic Marketing Management (in Bosnian and in English language) ³

EMPLOYMENT HISTORY

Institutions	Dates	Position
School of Economics and Business, University of Sarajevo	2009 - 2014	Teaching Assistant at Department of Marketing
	2008 – 2010	Head of the Career Centre
ASA PVA d.o.o, Sarajevo	2007 – 2008	Marketing Specialist for VW and Audi brands
Foundation for Development of Culture and Civil Society Kriterion	2005 – 2008	PR Executive
Federal Television, Sarajevo	2006 – 2007	TV show presenter (part time)
PR office, School of Economic and Business, University of Sarajevo	2005 – 2007	PR assistant (part time)

AWARDS:

IMU Research for practice Award 2015 - Award for a scientifically and methodologically excellent sales doctoral dissertation, Institute for Market-Oriented Management, University of Mannheim (Professor Christian Homburg, and Professor Sabine Kuester) and Coty Germany GmbH.

“Inovativna Shema” PhD Funding, University of Ljubljana, Slovenia, 2013-2014

British Scholarship Trust Award 2011 - Study visit Award, School of Business and Economics | Loughborough University hosted by professor John W. Cadogan

¹Committee Members: **Professor John W. Cadogan** (School of Business and Economics, Loughborough University, United Kingdom), **Professor Muris Čičić** (School of Economics and Business, University of Sarajevo, Bosnia and Herzegovina), **Assistant Professor Mateja Kos-Koklič** (Faculty of Economics, University of Ljubljana, Slovenia)

²Consistently scores well above the average in students’ evaluations of her pedagogical work and uses various novel teaching methods to engage and motivate students.

³From 2008-2013, worked with 47 students on their undergraduate thesis development. All students defended their thesis successfully.

MEMBERSHIPS IN PROFESSIONAL BODIES/ORGANIZATIONS

1. BETA GAMMA SIGMA, from 2015
2. American Marketing Association, from 2013
3. Sales Education Foundation, from 2011
4. European Marketing Academy, from 2012
5. International Advertising Association, BH Chapter; from 2006
6. The American Institute on Political and Economic Systems - AIPES Alumni, from 2006

INTERNATIONAL TEACHING EXPERIENCE

1. Vienna, Austria: Vienna University of Economics and Business; UG course: Marketing Strategies for Central and Eastern Europe; May-June 2014; Consumer Behavior June 2017; Cross-cultural communication in Marketing and Sales, December 2017
2. Ljubljana, Slovenia, Faculty of Economics University of Ljubljana: Master Course: Sales Management; July 206
3. Haugesund, Norway: Stord/Haugesund University College, September 2014

SPECIAL ENGAGEMENTS:

- **Guest Editor of Journal of Business Research Special issue** from EMAC Regional Conference (to be published in 2017)
- **Conference chair** at 7th EMAC Regional Conference: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe, Sarajevo, September 14-16, 2016
- **Key note speaker** at ToSEE Conference - TOURISM AND CREATIVE INDUSTRIES: TRENDS AND CHALLENGES, 4 – 6 May 2017, Opatija, CROATIA, Organized by University of Rijeka, Faculty of Tourism and Hospitality Management
- Member of Council for economics, Social Science department at the **Academy of Science and Arts of Bosnia and Herzegovina**, from 2016

INTERNATIONAL EXPERIENCE

1. Member of Organizing committee at international scientific conference 23rd CROMAR CONGRESS: Marketing in a dynamic environment – academic and practical insights (Lovran Croatia, October 2013)
2. School of Business and Economics, Loughborough University, Loughborough, United Kingdom, 2011: Academic visitor hosted by professor *John W. Cadogan* (The Guardian's 2013 University Guide rated Loughborough 7th in the UK for Business and Management studies)
2. Faculty of Economics and Business, University of Zagreb, Zagreb, Croatia 2009-2010: Master of Business Administration, MBA Degree obtained
3. Wirtschaftsuniversität Wien, Vienna, Austria 2007: 18th International WU Summer University, Strategic Management and Organizational Behaviour, Certificate obtained
4. Wirtschaftsuniversität Wien Trogir, Croatia 2006: International Summer University Alpen Adria 2006, International Human Resource Management, Certificate obtained
5. Georgetown University and Charles University, Prague, Czech Republic, 2006: The American Institute on Political and Economic Systems (AIPES 2006), Certificate obtained

PROJECTS EXPERIENCE

1. 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.
2. 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.
3. Danube Interreg Transitional program IPA - Partner manager / participating in project application drafting: Excellence-in-ReSTI – Excellence in research, social and technological

4. Researcher - IPA Adriatic CBC Programme, Strategic Call, Platform for trans-Academic Cooperation in INNOvation“, 2013-2016, (1°STR/0003)
5. Bilateral project of cooperation between Slovenia and Bosnia and Herzegovina in 2016/2017: School of Economics and Business, University of Sarajevo (Lead expert Selma Kadić-Maglajlić) with Faculty of Economics, university of Ljubljana (Lead expert Irena Vida) „Salesperson behavior and performance in SMEs in Bosnia and Herzegovina and Slovenia“
6. Bilateral project BIH – SLO in 2016. and 2017. – Ekonomski fakultet u Sarajevu (lead prof. dr Muris Čičić) and Ekonomski fakultet u Ljubljani (lead prof. dr Tomaž Kolar) on the topic “Postcrisis Consumption in Slovenia and Bosnia and Herzegovina: Dynamics, Determinants and Marketing Implications”
7. Ministry of Science Education and Sport, Republic of Croatia (2014): “Strategic marketing - Creating the Identity of a Competitive Economy,” with B. Grbac, funded (Project code: 081-1151212-1454)
8. Bilateral project of cooperation between Slovenia and Bosnia and Herzegovina in 2014/2015: School of Economics and Business, University of Sarajevo (Lead expert prof. dr Muris Čičić) with Faculty of Economics, university of Ljubljana (Lead expert prof. dr Barbara Čater) „Relationship marketing in B2B market in Bosnia and Herzegovina “
9. Ministry of Education of FBiH 2011: "The role of downturn on undergraduate program selection", with Melika Husić-Mehmedović, Maja Arslanagić
10. Administrative Project Coordinator: AACSB – Accreditations Process, School of Economics and Business, University of Sarajevo, from 2009 - 2013
11. Administrative Project Coordinator: EPAS – Accreditations Process, School of Economics and Business, University of Sarajevo, from 2009-2012
12. TEMPUS JEP 410752006, Joint Master Programme in Public Sector and Environmental Economics, School of Economics and Business Sarajevo, from 2008 – 2010
13. TEMPUS JEP 410242006, Third Cycle Doctoral Programme in Economics and Business, School of Economics and Business Sarajevo, from 2008 – 2010

REVIEWS

- Journal of Personal Selling & Sales Management,
- Industrial Marketing Management
- Journal of Business Research
- Market, Review of Marketing Theory and Practice (Croatian Union of Marketing and Faculty of Economics and Business Zagreb), Zagreb, Croatia, reviewer, from 2013
- Journal of Fashion Marketing Management (Emerald), reviewer, from 2011
- GSSI - Global Sales Science Institute, Aalen, Germany, reviewer, from 2013
- EMAC – European Marketing Academy, reviewer, from 2012
- American Marketing Association (AMA), USA, winter conference, reviewer, from 2013

SPECIFIC PROFESSIONAL EXPERIENCE (not under NDA agreement)

1. “Competitiveness in Southeastern Europe – a policy outlook”, external expertise for ENOVA, December 2016 – January 2017
2. Senior Research Consultant for Research Agency VoCare BiH, from 2016
3. People in Need 2017, Communication Plan Development
4. “OECD- Competitiveness in Southeastern Europe – a policy outlook”, external expertise for ENOVA, December 2016 – January 2017
5. Porsche Sarajevo, Marketing Coaching, 2016
6. “Sales Management” training for Canton Sarajevo Chamber of Commerce member firms (2016)
7. Phoenix Pharma: Professional selling and marketing communication, 2016, training
8. Internal Marketing: seminar for Grawe Group 2015, training
9. Professional Selling: seminar organized for Junior Managers of BiHATEAM, February 2014
10. Lecturer at the “Sell UP, Academy for professional selling and sales management www.sellup.ba (2013-present)
11. Marketing and Sales in Banking Industry, BOR Bank Sarajevo, December 2013

12. Key note speech “Gender in Marketing”, UN WOMEN and Institut za razvoj mladih KULT, Sarajevo, December 2013
13. Workshop: “Moj proizvod. Moja usluga NAŠ MARKETING PLAN”, Centar za promociju civilnog društva, oktobar 2012.
14. Conference: “Linking Higher Education and Economy”, WUS Austria; Panel session speaker; Vienna, July 2010
15. The Fourth International Conference on Economics and Management of Networks - EMNet 2009; organized by the Centre for Business Studies, University of Vienna and School of Economics and Business, University of Sarajevo; Moderator of the Panel session; Sarajevo, September 2009
16. “Career Coaching”, BH Case Challenge, WUS Austria; Lecturer; Sarajevo, Bosnia and Herzegovina, May 2009

Additional education

1. 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.
2. 2013 AMA Faculty Consortium in Selling and Sales Management, Co-Chairs: Bill Cron, Nick Lee, Greg Marshall and Bill Moncrief; June 12-14th, The Neeley School of Business at Texas Christian University, Forth Worth, Texas, USA
3. Applied quantitative Research: Selected Methods and Techniques, Centre for Teaching Staff Development, School of Economics and Business, University of Sarajevo, May 2012
4. Grammar, Punctuation and Proofreading. Staff Development Center, Loughborough University, November 2011
5. Creating and Measuring your Bibliometric Impact and PGRs. Library and Staff Development Center, Loughborough University, November 2011
6. Marketing with new media, Zagreb School of Economics and Management & Mate. Lecturer: Dominik Mahr, PhD. Sarajevo, September 2010.
7. New Faculty Orientation Program, Centre for Teaching Staff Development, School of Economics and Business, University of Sarajevo, September 2010
8. Global Accreditation-Getting Started, AACSB International, Lecturer: Jerry E. Trapnell, Singapore, May 2010
9. Internal quality audit. School of Economics and Business, University of Sarajevo, Lecturer: prof. Tonci Lazibat (Faculty of Economics, Zagreb, Croatia), Sarajevo, February 2009
10. Introduction to QMS documentation. School of Economics and Business, University of Sarajevo, Lecturer: prof. Tonci Lazibat (Faculty of Economics, Zagreb, Croatia), Sarajevo, February 2009
11. Introduction to ISO 9001:2008. School of Economics and Business, University of Sarajevo, Lecturer: Tonci Lazibat, PhD (Faculty of Economics Zagreb, Croatia), Sarajevo, November 2008
12. Training: How To Position Your Brand Uniquely, Philip Kotler and School of Economic and Business, University of Sarajevo October, 2006
13. Introduction to the PR and Event management, The School of Public Relations, Mediacentar Sarajevo and *The Centre for Strategy and Communication*, London; Sarajevo, October 2006

BIBLIOGRAPHY

T-1 - PEER-REVIEWED ARTICLES (SSCI)

1. Bortoluzzi G., Kadic-Maglajlic S., Arslanagic-Kalajdzic M. & Balboni B. (Forthcoming 2018) Innovativeness as a driver of the international expansion of developing markets' firms: evidence of curvilinear effects, *International Marketing Review*
2. Kadic-Maglajlic, S., Boso, N., & Micevski, M. (2017). How internal marketing drive customer satisfaction in matured and maturing European markets? *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2017.09.024>
3. Micevski M., Kadic-Maglajlic S., Banerjee S., Cadogan J., Lee N. (2017). Is it better to be both Nice and Nasty? Investigating the Co-Occurrence of Sales Manager Aggressiveness and Caring, *Journal of Business Research*, 80, pp 266-276, <https://doi.org/10.1016/j.jbusres.2017.05.018> * (5-year impact factor 4.108)
4. Kadic-Maglajlic S., Micevski M., Lee N., Boso N. Vida I. (2017). Three Levels of Ethical Influences on Selling Behavior and Performance: Synergies and Tensions, *Journal of Business Ethics*, DOI: 10.1007/s10551-017-3588-1*(5-year impact factor 3.50)
5. 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, 141–144. <https://doi.org/10.1016/j.jbusres.2017.08.009> *(5-year impact factor 4.108)
6. Kadic-Maglajlic S., Micevski M., Arslanagic-Kalajdzic M. (2017). Customer and selling orientations of retail salespeople and sales manager's ability-to-perceive-emotions: A multi-level approach, *Journal of Business Research*, 80, pp. 53-62, DOI: <http://dx.doi.org/10.1016/j.jbusres.2017.06.023> *(5-year impact factor 4.108)
7. Kadić-Maglajlić S., Arslanagić-Kalajdžić M., Micevski M. Michaelidou N. Nemkova K. (2017). Controversial advert perceptions in SNS advertising: the role of ethical judgement and religious commitment, *Journal of Business Ethics*, 141(2), pp. 249-265, DOI: 10.1007/s10551-015-2755-5*(5-year impact factor 3.50)
8. Husic-Mehmedovic M., Arslanagic-Kalajdzic M., Kadic-Maglajlic S., Z. Vajnberger, (forthcoming 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*(5-year impact factor 1.43)
9. Kadić-Maglajlić S., Vida I., Obadia C. & Plank R. (2016). Clarifying the influence of emotional intelligence on salesperson performance. *Journal of Business & Industrial Marketing*, 31(7), pp. 877 – 888; DOI: 10.1108/JBIM-09-2015-0168***(5-year impact factor 2.01)
10. Boso N., Story V.M., Cadogan J.W., Annan J., Kadić-Maglajlić S. & Micevski M. (2016) Enhancing the sales benefits of radical product innovativeness in internationalizing small and medium-sized enterprises, *Journal of Business Research*, 69(11), pp. 5040-5045, DOI: 10.1016/j.jbusres.2016.04.077*(5-year impact factor 4.108)
11. Dlačić J., Arslanagić M., Kadić-Maglajlić S., Marković S., Rašpor S. (2014) Exploring Perceived Service Quality, Perceived Value, and Repurchase Intention in Higher Education Using SEM, *Total Quality Management & Business Excellence*, 25(1-2), pp.141-157, DOI 10.1080/14783363.2013.824713
12. Boso N., Story V. Cadogan J.W., Micevski M., Kadić-Maglajlić S. (2013) Firm innovativeness and export performance: environmental, networking and structural contingencies, *Journal of International Marketing*, 21(4), pp. 62-87, DOI: 10.1509/jim.13.0052
13. Husić-Mehmedović M., Kadić-Maglajlić S., Arslanagić M. (2011). The influence of the recession on major selection for undergraduate study programme. *African Journal of Business Management*, 5(22), pp. 8990-8996, ISSN 1993-8233
14. Kadić S., Palić M. and Čičić M. (2011). Improvement of Personal Sales Efficiency in Automotive Retailing. *Economic Research*, ISSN 1331 – 677X, 24(2), pp. 112-125.

T-1.1 - PEER-REVIEWED ARTICLES (double blind peer review)

1. Arslanagic-Kalajdzic, M., Balboni, B., Kadic-Maglajlic, S. & Bortoluzzi, G. (2017). Product innovation capability, export scope and export experience: quadratic and moderating effects in firms from developing countries. *European Business Review*, 29(6), 680-696. <https://doi.org/10.1108/EBR-12-2015-0180> *
2. Kadić-Maglajlić S., Espinosa A. (2015) Facilitating of Emotions in Sales Interactions may Hinder

- Performance. *International Journal of Social Science Studies*, 3(1), pp. 47-57, doi:10.11114/ijsss.v3i1.578 *
3. Kadić-Maglajlić S., Vida I., Bodlaj M. (2015) Vpliv Čustvene Inteligence Na Prodajno Uspešnost. *Teorija In Praksa*, 52(5), pp- 907-1005*
 4. 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
 5. 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.
 6. 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, pp. 78-82.
 7. Dlačić J., Kadić-Maglajlić S. (2013) The Role of Gender and Situational Factors in Wine Consumption of Generation Y, *South Eastern European Journal*, 8(1), pp.53-61, [DOI:10.2478/jeb-2013-0008](https://doi.org/10.2478/jeb-2013-0008)
 8. Burki O., Kadic-Maglajlic S. (2013) An Islamic Marketing Perspective on Salesperson's Intentions to Behave Ethically. *International Journal of Social Entrepreneurship and Innovation* 2(5), 391–403.
 9. Kadić-Maglajlić S., Dlačić J., (2013) Macinnis, D.J., Folkes, V.S.: The disciplinary status of consumer behaviour: A sociology of science perspective on key controversies, review of peer review journal article. *Market, Review of Marketing Theory and Practice*, 24 (2), pp. 301-304
 10. Mesanovic E., Kadic-Maglajlic S., Cicic M. (2012) Insights into Health Consciousness in Bosnia and Herzegovina. *Procedia - Social and Behavioral Journal*, Vol. 81, pp 570 – 575
 11. 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, pp. 11-32
 12. Kadić S., Arslanagić M. and Čičić M. (2011) Traditional travel agencies are not beaten by e-commerce!, *Sustainable Tourism: Socio-Cultural, Environmental and Economics Impact*, pp. 159-168, *Tourism in South East Europe 2011*. Available at SSRN: <http://ssrn.com/abstract=2165674>
 13. Peštek A., Kadić S. and Nožica M. (2011) Implications of Web 2.0 Usage in Higher Education *International Journal of Management Cases*, 14(1), pp. 3-12.
 14. 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, 31(1), pp. 127-146.
 15. Kadić S. and Arslanagić M. (2011). Establishing Networks between Knowledge Society and Universities: Case of Bosnia And Herzegovina. *The International Journal of Management Cases*, 13(2), pp. 65-74.
 16. Kadić S. (2009) Prikaz knjige Ponašanje potrošača, *Zbornik radova Ekonomskog fakultet u Sarajevu*, ISSN 0581-7439 vol.29, pp. 581-585
 17. Čičić M., Husić M. and Kadić S. (2008) Political Marketing and Voting Decision Process. *International Journal of Management Cases*, 10(3), pp. 43 – 63.
 18. Kadić S. (2007) Važnije odrednice digitalnog tržišta sa osvrtom na Bosnu i Hercegovinu (engl: The Important Determinants of the digital market with regard to Bosnia and Herzegovina). *Zbornik radova Ekonomskog fakulteta u Sarajevu*, Vol. 27, pp. 519-531.

T- 4 - CHAPTERS IN THE BOOKS & REASEARCH MONOGRAPHS

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. Dlačić, J., Micevski, M. & Kadić-Maglajlić, S. (2015). Developing green attitudes among young consumers – Ensuring environmentally friendly behaviour. In Grbac, B., Lončarić, D., Dlačić, J., Žabkar, V., Grünhagen, M. (Eds.), *Marketing Insights from a Changing Environment*, Pearson, Harlow, str. 85-109. ISBN 978-1-78448-762-1.*

3. Kadic-Maglajlic S. Mioković T. (2016) In-depth case studies: Bosnia and Herzegovina in Kaše, R. and Arslanagić-Kalajdžić, M. (eds) *MICRO-foundations of innovation: In-depth case studies*. Sarajevo: Ekonomski fakultet. ISBN 978-9958-25-120-7. *
4. Dlačić J., Kadić S., Vranić F. (2012) Chapter 4: Attitudes Towards Wine Consumption: a Comparative Study of Two Countries in Marketing Challenges in New Economy, Editors Križman-Pavlović D., Benazić D. Juraj Dobrila University of Pula, Pula, Croatia. ISBN 978-953-7498-57-3, pp: 53-68.
5. Arslanagić M. and Kadić S. (2011) Priručnik za navodjenje izvora u naučnim i stručnim radovima, Izmijenjeno i dopunjeno izdanje (engl.; Manul for referencing in scientific and professional papers. 2nd revised edition) School of Economics and Business Sarajevo and USAID, ISBN 978-9958-25-063-7
6. Arslanagić M. and Kadić S. (2010) Priručnik za navodjenje izvora u naučnim i stručnim radovima (engl. Manul for referencing in scientific and professional papers) School of Economics and Business Sarajevo and USAID
7. Kadić S. (2010). Country report Bosnia and Herzegovina - Youth employment in Bosnia and Herzegovina in Higher education in South Eastern Europe: University – Economy partnership for enhancing knowledge transfer; Editor Maria Brunnhofer, Word University Service (WUS) Austria, <http://www.wus-austria.org/news/0/321.html#>
8. Kulenovic J.Z, Begovic S., Kosovic A., Alic A., Avdagic A. and Kadić S. (2006). Prirucnik: Mogucnosti i znacaj zaposljavanja mladih i razvoja omladinskog preduzetnistva u BiH, Youth Information Agency, Sarajevo, Bosnia and Herzegovina

T-5 - PEER REVIEWED ROCEEDINGS (INTERNATIONAL CONFERENCES)

1. Kadic-Maglajlic S., Vida I., Bodlaj M. Obadia C., Mogos Descotes R. (2018) Drivers of marketing innovation for SMEs export growth and performance: the role of financial constraints and geographic diversification at the 2018 AMA Winter Academic Conference, New Orleans, LA on February 23-25, 2018. *
2. Bodlaj M., Kadic-Maglajlic S., Vida I. (2017) An examination of various innovation types on SMEs growth and business performance at the 4th AIB-CEE chapter, September 27-28 Ljubljana, Slovenia. *
3. Micevski M., Kadić–Maglajlić S., Boso N., Dewsnap B. & Cadogan J. (2017). Sales intra-functional flexibility: its relationship to performance and moderating effects of customer orientation and role stressors **8th EMAC Regional - European Marketing Academy Regional Conference**, Timișoara (Romania), September 20-22, 2017, West University of Timișoara. ISBN: 978-973-125-580-4.*
4. Zabkar V., Arslanagić-Kalajdžić M., Kadić–Maglajlić S., Micevski M. & Dlačić J. (2017). The role of emotional intelligence in the relationship between consumer engagement and sustainable consumption. **8th EMAC Regional - European Marketing Academy Regional Conference**, Timișoara (Romania), September 20-22, 2017, West University of Timișoara. ISBN: 978-973-125-580-4.*
5. Kadic-Maglajlic S., Boso N., Micevski M. (2017) Role of cross-functional goal alignment and emotional labor in linking internal marketing to customer satisfaction at the **47th EMAC 2017 Conference**, Groningen, The Netherlands, from May 24-27, 2017. ISBN: 978-90-367-9912-6.*
6. 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: 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. *
7. Kadic-Maglajlic, S. & Vida, I. (2016). A moderated mediation approach: Can emotional intelligence improve the transfer of training on customer satisfaction via collaboration?, Book of Abstracts of the **7th EMAC Regional: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe**, p. 51, 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. *

8. Micevski M., Kadic-Maglajlic, S., Lee N. & Cadogan J. (2016). Should Sales Managers Be Nice, Nasty, or Both? Book of Abstracts of the **7th EMAC Regional: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe**, p. 66-67, 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. *
9. Micevski M., Dewsnap B., Kadic-Maglajlic, S. Boso N. and Cadogan J.W. (2016) Performance implications of the interplay between Sales Intra-functional Flexibility, Customer Orientation and Role Ambiguity, Proceedings of **Academy of Marketing Science: Marketing Challenges in a Turbulent and Business Environment: Developments in Marketing Science**, Groza, C.B. Ragland (eds.), DOI 10.1007/978-3-319-19428-8_19, 67-72*
10. Kadic-Maglajlic, S., Vida I. and Raskovic (2015) Cultural Antecedents of Selling Behavior: the Mediating Role of Emotional Intelligence, at the **41st EIBA (European International Business Academy) Annual Conference**, Rio de Janeiro, Brazil, December 1-3, 2015*
11. Kadic-Maglajlic, S., Arslanagic-Kalajdzic, M. & 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. *
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