

Curriculum Vitae

PERSONAL INFORMATION

First name:	Emir	
Last name:	Agic	
Date of birth:	22. 02. 1977.	
Private address:	Sarajevo, Bosnia and Herzegovina	
Telephone:	Office: +387 33 295 960	Fax: +387 33 295 994
E-mail:	emir.agic@efsa.unsa.ba	
Fields of interest:	Marketing Management, Research Methods and Data Analysis, Pricing	

EDUCATION BACKGROUND

Name of institution	Dates attended	Qualification achieved
School of Economics and Business, University of Sarajevo	2010.	PhD in Marketing
School of Economics and Business, University of Sarajevo	2001. - 2006	MBA in Marketing
School of Economics and Business, University of Sarajevo	1996 – 2000	BSc in Economics
Secondary School in Zenica	1992 – 1996	Secondary education

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

Language	Reading	Speaking	Writing
English	5	4	4

Additional Skills/Abilities

Skill/Ability	Description
Software	SPSS, STATA, MPLUS...
Driving license	B category (Light vehicles)

PRESENT POSITION:

Institution:	School of Economics and Business, University of Sarajevo	
Position:	Assistant Professor of Marketing	
Business address:	Trg Oslobođenja – Alija Izetbegovic 1	
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E-mail:	emir.agic@efsa.unsa.ba	
Institution website:	www.efsa.unsa.ba	

EMPLOYMENT HISTORY - Previous full-time positions:

Institution	Dates	Position held
Whitefield Computers doo, Sarajevo	April – June 2001	Sales Officer
UPI Banka d.d. Sarajevo, branch Zenica	2001 – 2002	Credit Officer
School of Economics and Business, University of Sarajevo	2002 – 2007	Teaching Assistant
School of Economics and Business, University of Sarajevo	2007 – 2010	Senior Teaching Assistant
School of Economics and Business, University of Sarajevo	2010 – 2015	Assistant Professor
School of Economics and Business, University of Sarajevo	2015 –	Associate Professor

ADDITIONAL PROFESSIONAL EDUCATION AND STUDY VISITS

Program title	Institution	Dates attended	Location
"Pricing management", "Customer Relationship Management"	School of Economics and Business, University of Sarajevo and prof. Kent B. Monroe	November, 2010	Sarajevo, BiH
Professional Workshop "Regression Analysis for Policy Research"	USAID and Urban Institute	February, 2006	Sarajevo, BiH
"Faculty Development Initiative Workshop"	University of Sarajevo and University of Alberta	September, 2005 June, 2005	Edmonton, Canada Sarajevo, BiH
Workshop "Uspješna uloga asistenta u univerzitetskoj nastavi"	American Councils for International Education i Prirodno and Prirodno-matematički fakultet Sarajevo	April, 2005	Sarajevo, BiH
"Eden Doctoral Seminar on Research Methods in Marketing"	EISAM and Tilburg University	January, 2005	Tilburg, Holland
15. International Summer University, MBA Course: Global Management	Wirtschaftsuniversität Wien	05. 07. 2004. – 01.08.2004.	Wien, Austria
International Management Teachers Academy: <i>Faculty Development Program</i>	CEEMAN (www.ceeman.org) Bled School of Management	18.05.2003. – 30.05.2003.	Bled, Slovenia
Credit Management Systems;	USAID in cooperation with KPMG/Barents Group Course	22.10.2001 – 16.11.2001.	Sarajevo, BiH
Basics of Credit Analysis;	USAID in cooperation with KPMG/Barents Group Course	22.10.2001 – 16.11.2001.	Sarajevo, BiH

REFERENCES - BIBLIOGRAPHY

1. UNIVERSITY TEXTBOOKS AND PUBLICATIONS

1. Alić, A., Agić, E. and Peštek, A. (2013). Effects of Risk-Related Purchasing Factors on Private Label Quality Perceptions in Bosnia and Herzegovina. In: Renko, S. and Knežević, B. (editors). Challenges for the Trade in Central and Southeast Europe, Emerald Group Publishing Limited, ISBN 978-1781-90-832-7
2. Chapter: "Cijene", u knjizi: Domazet, A., Babić-Hodović, V., Kurtović, E., editors, Osnove marketinga, IV edition, Ekonomski fakultet u Sarajevu, Sarajevo, 2011. – in print (with Enver Backović)
3. Author of Appendix: "Marketing aritmetika", pp. 558-567 (with Munira Sestic); "Marketing Dictionary", pp. 574-581 (with Melika Husic); in book Tihi, B., Cicic, M., Brkic, N., *Marketing*, 3rd Edition, Ekonomski fakultet u Sarajevu, Univerzitet u Sarajevu, Sarajevo, 2006., ISBN 9958-605-76-7, UDK 339.138(075.8), COBISS. BH-ID 14690566.
4. "Manual: Learning with Cases" (with Jasmina Selimovic), Ekonomski fakultet u Sarajevu, Univerzitet u Sarajevu, Sarajevo, 2006., ISBN 9958-605-85-6, COBISS. BH-ID 14981894
5. Appendix "Primjer silabusa iz ekonomske grupe predmeta" in Chapter Zalkida Hadžibegović "Silabus nastavnog predmeta", pp. 105-112., u knjizi Grupa autora, *Prilozi za pedagoško-andragošku praksu na univerzitetu*, ACTR/ACCELS, Sarajevo, 2005., ISBN: 995872872-9 (with Nenad Brkić)

2. RESEARCH MONOGRAPHS

1. Strategic Orientations and their Impact on Business Performance. School of Economics and Business, University of Sarajevo, Sarajevo, 2011.

3. ARTICLES PUBLISHED IN REFEREED JOURNALS

1. „The importance of store image and retail service quality in private brand image-building“, *Entrepreneurial Business and Economics Review (EBER)*, Vol. 5, No.1, 2017, Cracow University of Economics (Adi Alić, Emir Agić, Merima Činjurević) (accepted)
2. „Strategic Marketing Patterns and Performance Implications“, *European Journal of Marketing*, Volume 50, Issue 12, 2016, pp. 2216-2248, Emerald Group Publishing Limited, DOI 10.1108/EJM-08-2015-0589 (Emir Agić, Merima Činjurević, Emir Kurtović, Muris Čičić)
3. „Regional Approach to Luxury Market Segmentation: The Case of Western Balkans“, *International Journal of Management Science and Business Administration*. Volume 1, Issue 5, Pages 7-20, ISSN 1849-5419 (Print), ISSN 1849-5664 (Online), April 2015 (Melika Husić-Mehmedović, Emir Agić).
4. „Who Who Are Store Brands Buyers? Demographic Profile of Store Brand Buyers in Bosnia and Herzegovina“, *International Journal of Management Science and Business Administration*, Volume 1, Issue 4, Pages 7-24, ISSN 1849-5419 (Print), ISSN 1849-5664 (Online), March 2015 (Adi Alić, Merima Činjurević, Emir Agić).
5. „Regional Lifestyle Segmentation in the Western Balkans“, *South East European Journal of Economics and Business*. Volume 9, Issue 2, Pages 46–53, ISSN (Online)

2233-1999, DOI: 10.2478/jeb-2014-0007, March 2015 (Melika Husić-Mehmedović, Muris Čičić, Emir Agić)

6. „Competitive Positioning Strategies of Companies in Bosnia and Herzegovina and their Effect on Business Performance“. Eastern European Economics Journal, Special Issue, ISSN: 0012-8775 (Emir Agić, Emir Kurtović i Muris Čičić)
7. “Do FDI patterns differ between manufacturing and service sector in CEE countries”, *Journal of US-China Public Administration*, Volume 7, Number 3, March 2010, pp. 11-25, ISSN 1548-6591. (Vesna Babić-Hodović, Eldin Mehić, Emir Agić)
8. “Application of conjoint analysis in studying demand for MP3 players on the B-H market”, *Tržište*, Zagreb, Vol. XX, 2008, br.1, str. 25 – 37, ISSN 0353 4790. (with Emir Kurtovic and Muris Cacic)

4. PAPERS PUBLISHED IN REFEREED PROCEEDINGS (CONGRESSES, CONFERENCES, ETC)

1. Alić, Adi, Merima Činjurević, Emir Agić (2016), „Greasing the Wheels of Retailer Brand Purchases: Effects of Brand Associations and Brand Preference“, 7th EMAC Regional Conference – Marketing Convergence and Divergence in the New Europe, Sarajevo: School of Economics and Business, Sarajevo, BiH, September 14-16, ISBN 978-9958-25-122-1
2. Čutura, Marija, Emir Agić (2016), „Sub-Cultural Differences in Country and Product Evaluations in the Multicultural Setting of Bosnia and Herzegovina“, 7th EMAC Regional Conference – Marketing Convergence and Divergence in the New Europe, Sarajevo: School of Economics and Business, Sarajevo, BiH, September 14-16, ISBN 978-9958-25-122-1
3. Čutura, Marija, Muris Čičić, Emir Agić (2014), „Exploring the influence of national pride on consumers' orientation towards domestic products“, 5th EMAC Regional Conference – Marketing Theory Challenges in Emerging Markets, University of Economics in Katowice, Katowice, Poland, September 26-26, Proceedings, p. 49-57. ISBN 978-83-7875-210-3
4. Husić-Mehmedović, Melika, Emir Agić (2014), „Regional Approach to Luxury Market Segmentation: The Case of South East European Countries“, 7th International Conference ICES 2014, School of Economics and Business Sarajevo, Bosnia and Herzegovina, October 13-14, 2014. pp. 245-255. ISBN 978-9958-25-093-4
5. Alić, A., Činjurević, M. i Agić, E. (2014), Profiling store brand consumers in Federation of Bosnia and Herzegovina, 7th International Conference ICES 2014, School of Economics and Business Sarajevo, Bosnia and Herzegovina, October 13-14, 2014. 978-9958-25-093-4
6. Agić, E. i Alić, A. (2013), Komparativna analiza lojalnosti potrošača proizvođačkim markama i marki maloprodavača, Trade perspectives 2013: Odnosi u lancima opskrbe, Proceedings of the international conference, Faculty of Economics and Business Zagreb, Croatia, Novembar 20-21, 2013, pp. 242-264. ISBN: 978-953-6025-81-7.
7. Agić, E., Činjurević, M. i Alić, A. (2013), Mobile Phone Users Segmentation via Latent Class Analysis: A Case of Youth Market in Bosnia and Herzegovina, 23rd CROMAR CONGRESS: MARKETING IN A DYNAMIC ENVIRONMENT - ACADEMIC AND PRACTICAL INSIGHTS, Faculty of Tourism and Hospitality Management in Opatija, University of Rijeka, Croatia, October 24-26, 2013, p.1. ISBN: 978-953-7842-16-1.

8. Halilbašić, M., Agić E. (2013) „Convergence of Local Government Units in Bosnia and Herzegovina“, In: *International Scientific Conference „Local Economic and Infrastructure Development of SEE in the Context of EU Accession“*, Academy of Sciences and Arts of Bosnia and Herzegovina, Special Editions, Vol. CLIII, Department of Social Sciences, Vol. 3, Sarajevo, September 20-21, 2013.
9. Alić, A., Domazet, D. i Agić, E. (2012), The impact of the brand equity of the private labels on the consumer's purchase intentions: A conceptual approach, In: *EBES 2012 Istanbul Conference Program and Abstract Book*, conference proceedings: EBES 2012 Istanbul, Turkey, May 24-26, str. 163-179. ISBN: 978-605-6109-5-8.
10. Agić, E., Alić, A., Peštek, A., Sendić, R. (2012), Privatne marke kao faktor razvoja suvremene trgovine: Utjecaj faktora rizika kupovine na percepciju kvaliteta privatnih marki u Bosni i Hercegovini, *Trade perspectives 2012, Trade in the context of sustainable development*, Proceedings of the international conference, Zagreb, Croatia, Novembar 21-22, 2012, p. 14. ISBN 978-953-6025-62-6
11. "Competitive Positioning Strategies Of Companies In Bosnia And Herzegovina And Their Effect On Business Performance" *Fifth International Conference „Economic Development Perspectives of SEE Region in the Global Recession Context – ICES2010*, October, 2010, Sarajevo, Bosnia and Herzegovina, ISBN 978-9958-25-015-6, COBISS.BH-ID 16892422 (with Emir Kurtovic and Muris Cacic)
12. „Market orientation and business performance of BiH enterprises in domestic and foreign-owned“, Proceedings of 6th International Strategic Management Conference, International University of Beykent University, Gebze Institute of Technology, Canakkale 18 Mart University, July 9-10, 2010 (Vesna Babic-Hodovic, Eldin Mehic, Emir Agic, Amela Jasic)
13. "The impact of institutional quality development on foreign direct investment inflows: evidence of the manufacturing sector in SEE countries", 6th INTERNATIONAL RESEARCH/EXPERT CONFERENCE WITH PARTICIPATION "QUALITY 2009", Neum, June 2009.
14. "Economic performance and the role of the qualitative development in the banking sector in South-East European countries", EBES 2009 Conference, Istanbul, June 2009.
15. "Influence of quantitative and qualitative factors of banking sector development on economic growth in South East European countries" International Conference Interdisciplinary Management Research, Poreč, Croatia, 8–10. May 2009. (Proceedings indexed in: Thomson ISI, Repec, EconPapers)
16. „Research into consumers' preferences in the mineral water market in Bosnia and Herzegovina using conjoint analysis“, *Fourth International Conference „Transitional Challenges of EU Integration and Globalization“ – ICES 2008*, October 9-10, 2008, Sarajevo, Bosnia and Herzegovina, ISBN 978-9958-25-015-6, COBISS.BH-ID 16892422 (with Emir Kurtovic)
17. „Location determinants of MNE activity in the manufacturing industry in south east europe countries“, *Fourth International Conference „Transitional Challenges of EU Integration and Globalization“ – ICES 2008*, October 9-10, 2008, Sarajevo, Bosnia and Herzegovina, ISBN 978-9958-25-015-6, COBISS.BH-ID 16892422 (with Besim Culahovic and mr Eldin Mehic)
18. „Tourism Destination Image as Perceived by Tourists: Case of Canton Sarajevo, Bosnia and Herzegovina“, *Fourth International Conference „Transitional Challenges of EU Integration and Globalization“ – ICES 2008*, October 9-10, 2008, Sarajevo, Bosnia and Herzegovina, ISBN 978-9958-25-015-6, COBISS.BH-ID 16892422 (with Nenad Brkic and Sanela Avdic)

19. „Influence of quantitative and qualitative factors of banking sector development on economic growth in CEE countries“, *Fourth International Conference „Transitional Challenges of EU Integration and Globalization“ – ICES 2008*, October 9-10, 2008, Sarajevo, Bosnia and Herzegovina, ISBN 978-9958-25-015-6, COBISS.BH-ID 16892422 (with Vesna Babi-Hodovic, mr Eldin Mehic and mr Emina Resic)
20. „Banking Sector’s Efficiency Influence on Economic Growth in CEE Countries“, *YIRCoBS '08 Yeditepe International Research Conference on Business Strategies*, June 13 - 15, 2008, Istanbul, Turkey (with E. Mehić, V. Babić-Hodović, and A. Kramo) http://yuvam.yeditepe.edu.tr/yircobs08_book_extended_abstracts_080603.pdf
21. “Desirable Outcomes of Graduate Marketing Education: Managers’ Point of View”, *7th International Conference “Enterprise in Transition”*, May 24-26, 2007, Bol, Island Brac, Croatia, Proceedings Book of Extended Abstracts + CD with full papers, pp. 143-146, UDK 339 (063); ISSN 1846-2618 (with Muris Cicic, Nenad Brkic and Denis Berberovic)
22. “To What Extent are Insurance Companies in Bosnia and Herzegovina Marketing Oriented”, *International Conference ICES 2006 “From Transition to Sustainable Development: The Path to European Integration”*, 12-13 October, 2006, Sarajevo, Book of Extended Abstracts + CD, p. 264-267., ISBN 9958-605-89-9, ISBN 9958-605-90-2 (CD), COBISS.BH-ID 15254790, (with Nenad Brkic and Kenan Begic)
23. How to Position a Bank Through Image Factors: Correspondence Analysis of BH Banks’ Image”, *3rd International Conference “An Enterprise Odyssey: Integration or Disintegration”*, June 15-17th, 2006, Zagreb, Croatia, Book of Abstracts + CD, p. 229-230., ISBN broj 953-6025-18-3, CD ISBN: 953-6025-17-5 (with Muris Cicic, Nenad Brkic, Emina Mesanovic and Zijada Subasic)
24. “Marketing Education: Companies' Needs and Students' Motivation“, *6th International Conference “Enterprise in Transition”*, May 26-28, 2005, Bol, Island Brac, Croatia, Proceedings, pp. 15-18. ISBN 953-6024-70-5, UDK 339 (063), (with Muris Cicic, Nenad Brkic and Melika Husic)
25. “The Role of Nationalism in Consumer Ethnocentrism and Animosity in the Post-War Country”, *34th EMAC - European Marketing Academy Conference 2005*, University of Bocconi, Milan, Italy, May 24-27, 2005, Proceedings, p. 86. (with Muris Cicic, Nenad Brkic and Melika Husic)
26. “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 Zeland, Book of Abstracts and CD with Full Papers, p. 56, ISBN for the proceedings programme and abstracts 0-475-12214-3 (with Muris Cicic and Nenad Brkic)
27. “International Competitiveness of Bosnia and Herzegovina: Macroeconomic Reform, Necessary but not Sufficient Condition for Sustained Economic Growth”, *4th European Doctoral Seminar*, 16-19th, September, 2004, Sarajevo, Bosnia and Herzegovina Seminar Volume pp. 213-230 (with Muamer Halilbasic)
28. “How Students Choose a Bank in Bosnia and Herzegovina: Empirical Analysis of Bank Selection Criteria“, *2nd International Conference “An Enterprise Odyssey: Building Competitive Advantage”*, June 17-19th, 2004, Zagreb, Croatia, Proceedings, pp.234-235., IBN 953-6025-10-8; UDK 65.012(063) (with Muris Cicic and Nenad Brkic)

5. PAPERS PUBLISHED IN REFEREED PROCEEDINGS (In Bosnian Language)

1. Agić, E., Činjarević M., Alić, A. (2012), Klasifikacija korisnika mobilnih telefona primjenom analize latentnih klasa (LCA), *Sarajevo Business and Economics Review*, 32, ISSN 1986-5473
2. „Istraživanje stavova potrošača prema marketingu i konzumerizmu u BiH“, *Zbornik radova Ekonomskog fakulteta u Sarajevu*, Ekonomski fakultet u Sarajevu, ISSN 0581-7439, EBSCO PUBLISHING – Business source complete, <http://www.epnet.com/titleLists/bt-journals.xls>, Sarajevo, 2008. godine (with Emir Kurtovic and Mirza Pasic)
3. Mjerenje tržišne orijentacije preduzeća u Bosni i Hercegovini po osnovu uključenosti u izvozne operacije“, *Zbornik radova Ekonomskog fakulteta u Sarajevu br. 25*, pp. 9-22, Ekonomski fakultet u Sarajevu, Sarajevo, 2005., ISSN: 0581-7439, UDK: 338 (with Anto Domazet)
4. "Međunarodna konkurentnost Bosne i Hercegovine", *Zbornik radova Ekonomskog fakulteta u Sarajevu br. 24*, Ekonomski fakultet u Sarajevu, Sarajevo, 2004. godine, ISSN: 0581-7439, UDK: 338

6. ARTICLES PUBLISHED IN PROFESSIONAL MAGAZINES (In Bosnian Language)

1. "Kako mladi u BiH biraju banku", Magazine "*Banke*", n°. 43-44, godina VI, december, 2003, str. 20-23. (with Nenad Brkic) - *Published in Bosnian language.*

7. DOMESTIC RESERCH PROJECTS (IN BOSNIA AND HERZEGOVINA)

1. „Metodologija za utvrđivanje cijena socijalnih usluga u Federaciji BiH“, Ekonomski institut Sarajevo, Septembar 2016 – Februar 2017.
2. „*Assessment of the business environment in selected localities in Bihac-Prijedor region*“, United Nation Development Program (UNDP) in Bosnia and Herzegovina, October - December 2015.
3. “Support to Federal Employment services in designing methodology of labour market research in Federation of B&H”, Youth Employment Project Phase II, GOPA Gesellschaft fuer Organisation, Planung und Ausbildung mbH Predstavništvo u BiH, Sarajevo, 25. Oktobar - 15. Novembar 2015.
4. „*Izrada sektorske analize po djelatnostima i specifične modifikacije business plana organizacije socijalnog preduzeća*“, Ekonomski institut Sarajevo, 01.11.2013.
5. „*Izrada opšteg business plana organizacije socijalnog preduzeća*“, Ekonomski institut Sarajevo, 10.09.2013.
6. „*Strategija razvoja mreže zdravstvenog turizma*“, Ekonomski fakultet u Sarajevu, 24.10.2013.
7. „*Strategija jačanja funkcije posredovanja u javnim službama za zapošljavanje u Federaciji BiH*“, Ekonomski institut Sarajevo, 04.10.2013.
8. „*Analiza postojeće organizacijske strukture kompanije Energoinvest d.d. i kreiranje prijedloga za unapređenje/redizajn iste*“, Ekonomski fakultet u Sarajevu, 31.07.2013.
9. „*Mjerenje image-a političkih stranaka i kandidata*“, S.V.-RSA d.o.o., 15.05.2013.

10. „*Adriatic Health and Vitality Network (AHVN)*“ u okviru IPA Adriatic Cross Border Cooperation 2007-2013, Ekonomski fakultet u Sarajevu, 28.03.2013.
11. „*Etnocentrizam i animozitet kod ponašanja potrošača u BiH i implikacije za privredne subjekte*“, Ekonomski fakultet u Sarajevu, 15.02.2011.
12. „*Revizija marketinga u kompaniji Bosnalijek d.d. Sarajevo*“, Ekonomski fakultet u Sarajevu, 15.02.2011.
13. „*IPOKS - Indeks poslovnog povjerenja na Kantonu Sarajevo*“, Ekonomski Institut Sarajevo, with Anto Domazet i Emir Kurtović, 2007-2008.
14. „*Analiza imidža farmaceutske kompanije Bosnalijek*“, mart 2008. (with Nenad Brkić, Denis Berberović i Melika Husić)
15. „*Percepcija i zadovoljstvo turista turističkim sadržajima u Kantonu Sarajevo*“, Ekonomski Institut Sarajevo, with Nenad Brkić i Denis Berberović, august – oktobar 2007.
16. „*Turistički imidž Bosne i Hercegovine sa aspekta turističkih posrednika u Regionu*“, Turistička zajednica Federacije BiH, juni 2006.
17. „*Turistički imidž Bosne i Hercegovine sa aspekta turističkih posrednika u Regionu*“, Turistička zajednica Federacije BiH, June 2006.
18. „*Ispitivanje javnog mnijenja u vezi sa emitovanjem elektronskih medija u BiH*“, RAK - Regulatorna agencija za komunikacije BiH, November 2004.
19. „*Studija dostupnosti programskih sadržaja u elektronskim medijima u BiH*“, RAK - Regulatorna agencija za komunikacije BiH, November 2004.
20. „*Strategija izgradnje imidža Bosne i Hercegovine*“, Federalno ministarstvo obrazovanja i nauke, FBIH, January-December 2004.

8. PARTICIPATION IN ORGANIZATION OF INTERNATIONAL CONGRESSES AND CONFERENCES

1. World Bank Institute: "Introduction to CSR – Corporate Social Responsibility", participation in organization and coordination of Internet based course, 114 participants, 25. Novembar 2003. – 28. January 2004 (with Muris Cicic).

9. OTHER

1. Reviewer for European Journal of Marketing 2013-2017