

Prof. dr Almir Peštek

Redovni profesor na Katedri za marketing

Ekonomski fakultet, Univerzitet u Sarajevu -

NASTAVNO VIJEĆE EKONOMSKOG FAKULTETA

Izveštaj o rezultatima rada u nastavi i naučno-istraživačkom radu za period 2018.-2025.godina

Poštovane članice i poštovani članovi Vijeća,

U skladu sa članom 134. Zakona o visokom obrazovanju Kantona Sarajevo i člana 229. Statuta Univerziteta u Sarajevu dostavljam izveštaj o rezultatima rada u nastavi i naučno-istraživačkom radu za period 2018.-2025.godina:

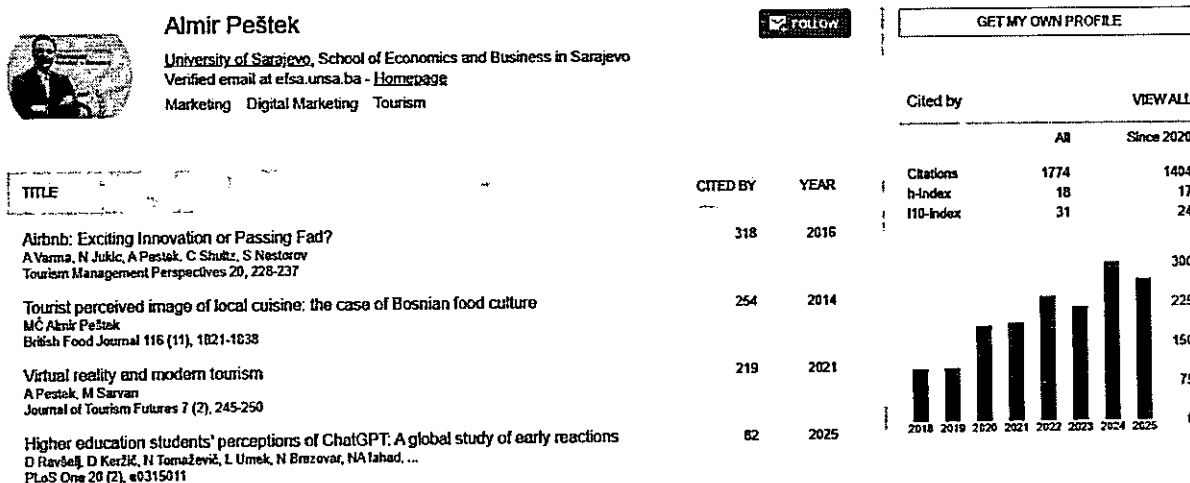
1. RAD U NASTAVI:

- 2018. – 2025.godine: Ekonomski fakultet, Univerzitet u Sarajevu
 - Izvođenje nastave na predmetima I ciklusa studija: Principles of Marketing, Global Marketing, Digital Marketing and Social Media, Digitalni marketing i društveni mediji
 - Izvođenje nastave na predmetima II ciklusa studija: Digital Marketing and Innovations in Marketing i Global Marketing
 - Izvođenje nastave na predmetima III ciklusa studija: Napredne istraživačke teme u digitalnom marketingu i Napredne teme u marketingu
 - Izvođenje nastave na Sarajevo Business School (program sa Griffith College Dublin): predmeti Digital Communications and Customer Engagement, Personal Development i Personal and Professional Development
- 2018. – danas: Prirodno-matematički fakultet, Univerzitet u Sarajevu
 - Izvođenje nastave na predmetima I ciklusa studija: Geokološki i turistički aspekti u regionalnom i prostornom planiranju
 - Izvođenje nastave na predmetima II ciklusa studija: Konceptija održivog razvoja u turizmu
- 2025. – danas: Fakultet sporta i tjelesnog odgoja, Univerzitet u Sarajevu
 - Izvođenje nastave na predmetima I ciklusa studija: Digitalni marketing
- 2018. – 2024.godine: Ekonomski fakultet, Univerzitet u Bihaću
 - Izvođenje nastave na predmetima I ciklusa studija: Marketing menadžment

- Izvođenje nastave na predmetima II ciklusa studija: Digitalni marketing u turizmu
- 2018. – 2024.godine: Ekonomski fakultet, Univerzitet u Zenici
 - Izvođenje nastave na predmetima I ciklusa studija: Marketing menadžment
 - Izvođenje nastave na predmetima II ciklusa studija: Marketing menadžment
 - Izvođenje nastave na predmetima III ciklusa studija: Digitalni marketing
- 2019. – 2024.godine: Ekonomski fakultet – Studij turizma, Univerzitet Džemal Bijedić u Mostaru
 - Izvođenje nastave na predmetima I ciklusa studija: Menadžment turističke destinacije i Specifični oblici turizma
 - Izvođenje nastave na predmetima II ciklusa studija: Digitalni marketing u kulturnom turizmu
- 2018. – 2024.godine: RISEBA Univerzitet, Riga, Latvija:
 - Izvođenje nastave na predmetima I ciklusa studija: Digital and Social Networks Marketing
 - Izvođenje nastave na predmetima II ciklusa studija: E-Business and New Media, Digital Transformation and Social Media i Sport in the New Digital World and Media
- 2025.godine: WU – Vienna University of Economics and Business, Wien, Austria
 - Izvođenje nastave na predmetima I ciklusa studija: Social Media Marketing

2. CITATI U RELEVANTNIM BAZAMA

2.1. Google Scholar (31.10.2025.godine)



2.2. Web of Science (31.10.2025.godine)



Almir Pestek

(Pestek, Almir) | School of Economics and Business in Sarajevo (SEBS), University of Sarajevo

Identifiers

Web of Science ResearcherID: AAJ-7437-2020
https://orcid.org/0000-0001-5958-4993

Published name

Pestek, Almir

Organizations

University of Sarajevo
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Subject Categories

Business & Economics; Social Sciences - Other Topics; Computer Science; Telecommunications; Food Science & Technology

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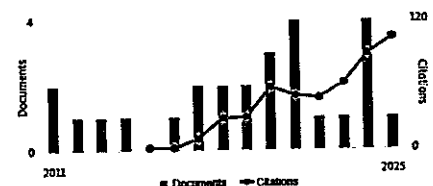
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3 Citations

Document & citation trends



3. OBJAVLJENI RADOVI:

3.1. Radovi u proceduri

1. Journal of Tourism Futures (Emerald): *Tour Guides No More: How Generative AI is to Replace Traditional Tour Guides in On-Site Information Searches?* sa Dušan Mladenović i Kayode Kolawole (Faculty of Economics and Administration, Masaryk University) – rad je u procesu recenzije nakon dostavljene korigovane verzije
2. International Scientific Journal Turizam (Prirodno-matematički fakultet Novi Sad): *Tasting Tourism: Evaluating Gastro Offerings in Sarajevo and Mostar via TripAdvisor Reviews* sa Amra Banda, Belma Durmišević i Muniba Osmanović (Prirodno-matematički fakultet, Univerzitet u Sarajevu) – rad je prihvaćen i objava je u toku
3. Kongres ITHMC (Prirodno-matematički fakultet, Univerzitet u Sarajevu): *Tourism development of Sarajevo's Olympic mountains* sa Amra Banda, Belma Durmišević, Emina Ajanović i Muniba Osmanović (Prirodno-matematički fakultet, Univerzitet u Sarajevu) – rad je prezentovan i conference proceedings su u pripremi
4. Konferencija ICEI (Ekonomski fakultet, Univerzitet u Tuzli): *Trends and transformation in e-commerce in Bosnia and Herzegovina from 2023 to 2025* sa Nadija Hadžijamaković i Mediha Arnaut Smajlović (Ekonomski fakultet, Univerzitet u Sarajevu) – rad je u procesu recenzije
5. Konferencija ICEI (Ekonomski fakultet, Univerzitet u Tuzli): *Exploring the role of Tiktok in tourism destination choice in Bosnia and Herzegovina* sa Amra Banda i Belma Durmišević (Prirodno-matematički fakultet, Univerzitet u Sarajevu) – rad je u procesu recenzije

3.2. Radovi u peer reviewed časopisima i konferencijama

1. Klico, A. and Peštek, A. (2025). Embracing immersive experiences: Exploring user acceptance of augmented reality and virtual reality technologies in Bosnia and Herzegovina in *14th International Scientific Conference "Region Entrepreneurship Development"*, Osijek: Faculty of Economics and Business in Osijek, June 2025, Proceedings, pp. 380-401, ISSN 3044-6562
2. Ravšelj D, Keržič D, Tomažević N, Umek L, Brezovar N, A. Iahad N, et al. (2025) Higher education students' perceptions of ChatGPT: A global study of early reactions. *PLoS ONE*, 20(2): e0315011, ISSN: 1932-6203
3. Banda, A., Peštek, A. and Sivac, E. (2024). Sustainable development of speleotourism in Bosnia and Herzegovina: Current state and development perspectives in *International Conference of the School of Economics and Business in Sarajevo – ICES*, Sarajevo: School of Economics and Business in Sarajevo, October 2024, Proceedings, pp. 29-41, ISSN 2490-3620
4. Peštek, A., Banda, A., Durmišević, B., Pilav-Velić, A., Rizvić, S. and Hadžijamaković, N. (2024). Virtual Reality: Enhancing Inclusive Tourism Experiences, *Journal of Tourism and Hospitality Management*, Vol. 10, pp. 173-184, Sarajevo: Faculty of Science, ISSN 2566-2880
5. Peštek, A., Rizvić, S., Banda, A., Pilav-Velić, A., Durmišević, B. and Hadžijamaković, N. (2024). Virtual Reality and Promotion of Tourism Destinations: The Case of Federation of Bosnia and Herzegovina in *20th International Conference „Interdisciplinary Management Research“*, Osijek: Faculty of Economics and Business in Osijek, Croatia, October 2024, Proceedings, pp. 568-587, ISSN 1847-0408

6. Čolić, U. and Peštek, A. (2024). Content Analysis: The Case of Tobacco Imagery in Popular Streaming Series in *20th International Conference „Interdisciplinary Management Research”*, Osijek: Faculty of Economics and Business in Osijek, Croatia, October 2024, Proceedings, pp. 627-646, ISSN 1847-0408
7. Kožo, A., Peštek, A. and Kovačević, J. (2024). Exploring the Relationship Between Meaning in Life, Academic Engagement and Academic Achievement Among Students in Bosnia and Herzegovina in *20th International Conference „Interdisciplinary Management Research”*, Osijek: Faculty of Economics and Business in Osijek, Croatia, October 2024, Proceedings, pp. 13-31, ISSN 1847-0408
8. Šuta, N., Peštek, A., Banda A. and Abdić, A. (2024). Traveling with Tail: Profiling Dog Owners and Their Travel Habits in *20th International Conference „Interdisciplinary Management Research”*, Osijek: Faculty of Economics and Business in Osijek, Croatia, October 2024, Proceedings, pp. 588-607, ISSN 1847-0408
9. Peštek, A. and Jahić, H. (2024). The Fulbright Effect: A Global Exploration of Transformative Experiences in *13th International Scientific Symposium “Region Entrepreneurship Development”*, Osijek: Faculty of Economics and Business in Osijek, June 2024, Proceedings, pp. 442-457, ISSN 1848-9559
10. Turnadžić, T., Peštek, A. and Činjurević, M. (2024). The Role of Social Media in the Acceptance of Artificial Intelligence-based Services: The Example of the Banking Sector of Bosnia and Herzegovina, *South East European Journal of Economics and Business*, Vol. 19. No. 1, pp. 145-158, Sarajevo: School of Economics and Business, ISSN 2233-1999
11. Peštek, A. and Ejubović, H. (2024). Use of the Internet of Things in Marketing, *Management: Journal of Contemporary Management Issues*, Vol. 29, No. 1, pp. 79-98, Split: Faculty of Economics, ISSN 1331-0194
12. Peštek, A. and Hadžijamaković, N. (2024). Customer attitudes toward e-commerce: Case of Bosnia and Herzegovina, *CroDiM – International Journal of Marketing Science*, Vol. 7, No. 1, pp. 13-24, CroDMA – Croatian Direct Marketing Association, ISSN 2584-7236
13. Banda, A., Peštek, A., Osmanović, M. and Durmišević, B. (2023). Will you be hungry in Sarajevo? A Tripadvisor content analysis of local gastro offer in Sarajevo, *Journal of Tourism and Hospitality Management*, Vol. 9, pp. 80-93, Sarajevo: Faculty of Science, ISSN 2566-2880
14. Turnadžić, T., Peštek, A. and Činjurević, M. (2023). Readiness of developing economies' banking sectors for AI-enhanced services: The example of the banking sector in Bosnia and Herzegovina in *8th International Scientific Conference CRODMA 2023*, Varaždin: University of Zagreb, Faculty of Organization and Informatics, October 2023, Proceedings, pp. 217-229, ISSN 2459-7953
15. Peštek, A. and Hadžijamaković, N. (2023). Customer attitudes toward e-commerce: Case of Bosnia and Herzegovina in *8th International Scientific Conference CRODMA 2023*, Varaždin: University of Zagreb, Faculty of Organization and Informatics, October 2023, Proceedings, pp. 79-90, ISSN 2459-7953
16. Aksentijević, D., Tanner, R., Lazović-Pita, L., Peštek, A. and Abdić, A. (2023). Determinants of COVID-19 immunisation uptake in a country with high mortality and a low vaccination rate, *Journal of Infection and Public Health*, Vol. 16, Issue 8, pp. 1322-1331, Elsevier, ISSN 1876-0341
17. Peštek, A. and Banda, A. (2022). Effects of COVID-19 pandemic on travel habits – Case study Bosnia and Herzegovina in *10th International Conference of the School of Economics and Business – ICES*, Sarajevo: School of Economics and Business in Sarajevo, October 2022, Proceedings, pp. 289-302, ISSN 2490-3620

18. Peštek, A. and Šošić, S. (2022). Dark tourism – Prospects for the development of destinations Srebrenica and Vukovar in *10th International Conference of the School of Economics and Business – ICES*, Sarajevo: School of Economics and Business in Sarajevo, October 2022, Proceedings, pp. 304-315, ISSN 2490-3620
19. Franjić, T. and Peštek, A. (2022). A systematic mapping study on augmented and virtual reality applied in museums in *13th International Odyssey Conference on Economics and Business*, Dubrovnik: Faculty of Economics and Business in Zagreb, Croatia, June 2022, Proceedings, pp. 705-719, ISSN 2671-132X
20. Peštek, A. and Osmanović, A. (2022). Systematic mapping study: Application of augmented reality in marketing, *Ekonomski vjesnik/Econviews: Review of Contemporary Entrepreneurship, Business, and Economic Issues*, Vol. 35, No. 2, pp. 339-416, ISBN 1847-2206
21. Pijalović, V., Hadžić, D., Peštek, A. and Lazović-Pita, L. (2022). Education as a key in the fight against corruption in *16th International Conference INTED*, Valencia: IATED, March 2022, Proceedings, pp. 2873-2879, ISBN 978-84-09-37758-9
22. Pita, L., Pijalović, V., Šćeta, L. and Peštek, A. (2021). Citizens' Attitudes Towards Local Services Accountability and Transparency: The Case of Sarajevo Canton, *Central European Public Administration Review*, Vol. 19, No. 2, pp. 27-43, Ljubljana: University of Ljubljana, Faculty of Public Administration, ISSN 2591-2259
23. Peštek, A., Lazović-Pita, L. and Pijalović, V. (2021). The effects of the Covid-19 outbreak on tourism industry in Sarajevo Canton in *6th International Scientific Conference ToSEE - Smart, Experience, Excellence & ToFEEL - Feelings, Excitement, Education, Leisure*, Opatija: University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia, June 2021, Proceedings, pp. 607-621, ISSN 2706-2406
24. Jahić, H. and Peštek, A. (2021). Tackling youth unemployment in Bosnia and Herzegovina: Institutions, policies and challenges in *12th International Odyssey Conference on Economics and Business*, Zagreb: Faculty of Economics and Business in Zagreb, Croatia, June 2021, Proceedings, pp. 238-251, ISSN 2671-132X
25. Bitevija, S., Jahić, H. and Peštek, A. (2021). Civic activism of Bosnia and Herzegovina's citizens in *12th International Odyssey Conference on Economics and Business*, Zagreb: Faculty of Economics and Business in Zagreb, Croatia, June 2021, Proceedings, pp. 866-877, ISSN 2671-132X
26. Činjurević, M., Pijalović, V., Peštek, A., Lazović-Pita, L. and Karić, L. (2021). Heading out SMEs to the e-commerce highway: Drivers of the e-commerce perceived usefulness among SMEs in Bosnia and Herzegovina, *Management: Journal of Contemporary Management Issues*, Vol. 26, No. 1, pp. 3-20, Split: Faculty of Economics, ISSN 1331-0194
27. Peštek, A., Osmanović, A., Pijalović, V. and Lazović-Pita, L. (2021). Halal tourism: is this a new opportunity for hotels in Bosnia and Herzegovina? in *17th International Conference „Interdisciplinary Management Research“*, Opatija: Faculty of Economics in Osijek, May 2021, Croatia, Proceedings, pp. 345-361, ISSN 1847-0408
28. Lazović, L., Pijalović, V., Peštek, A., Martinović, D. and Abdić, A. (2021). Pension reform in (F)BiH with a special focus on gender issue, *Public Sector Economics*, Vol. 45, No. 3, pp. 305-328, Zagreb: Institute of Public Finance, ISSN 2459-8860
29. Šehić, L. and Peštek, A. (2020). The effects of digital media buying on advertisers, *Management: Journal of Contemporary Management Issues*, Vol. 25, No. 1, pp. 279-291, Split: Faculty of Economics, ISSN 1331-0194
30. Peštek, A. and Sarvan, M. (2020). Virtual reality and modern tourism, *Journal of Tourism Futures*, Vol. 7, Issue 2, pp. 245-250, Emerald Publishing Services, ISSN 2055-5911

31. Peštek, A. and Sarvan, M. (2020). Traveling before traveling: virtual reality marketing in support of tourism greater sustainability, *Acta Turistica*, Vol. 21, No. 1, pp. 39-74, Zagreb: Faculty of Economics and Business in Zagreb, ISSN 0353-4316
32. Kovačević, J., Peštek, A. and Kožo, A. (2020). Out of sight, out of mind? Differences in perception of collective teacher efficacy in urban and rural schools in *International Conference INTED*, Valencia: IATED, March 2020, Proceedings, pp. 368-374, ISBN 978-84-09-17939-8
33. Činjurević, M., Peštek, A. and Tufo, S. (2019). The distinctiveness of rural tourism marketing practices: The Case study of Bosnia and Herzegovina, *Academica Turistica - Tourism and Innovation Journal*, Vol. 12, No. 2, pp. 173-184, Portorož: University of Primorska, Faculty of Tourism Studies - Turistica, ISSN 2335-4194
34. Alić, A., Peštek, A. and Merdić, E. (2019). Determinants influencing consumer's loyalty towards a private brand, *Poslovna izvrsnost - Business Excellence*, Vol. 13, No. 2, pp. 31-52, Zagreb: Faculty of Economics and Business in Zagreb, ISSN 1848-9060
35. Alić, A., Peštek, A. and Hastor Gušo, I. (2019). Tourist destination development: The example of Sarajevo Canton in 6th *International Conference „Economy of Integration”*, Tuzla: Faculty of Economics in Tuzla, Bosnia and Herzegovina, December 2019, Proceedings, pp. 277-287, ISSN 2333-0445
36. Činjurević, M., Agić, A. and Peštek, A. (2018). When consumers are in doubt, you better watch out! The moderating role of consumer skepticism and subjective knowledge in the context of organic food consumption, *Zagreb International Review of Economics & Business*, Vol. 21, Special Conference Issue, pp. 1-14, Zagreb: Faculty of Economics and Business in Zagreb and De Gruyter Open, ISSN 1331-5609
37. Peštek, A., Dizdarević, L., Galić, M. and Arifhodžić, M. (2019). Residents' attitudes toward tourism development: A case study of the Federation of Bosnia and Herzegovina, *Društvena istraživanja*, Vol. 28, No. 1, pp. 131-151, Zagreb: Institut društvenih znanosti Ivo Pilar, ISSN 1848-6096
38. Pijalović, V., Lazović, L., Peštek, A. and Martinović, L. (2018). The analysis of perceptions and attitudes related to ageing in the Federation of Bosnia and Herzegovina, *Public Sector Economics*, Vol. 42, Issue 3, pp. 255-278, Zagreb: Institute of Public Finance, ISSN 2459-8860
39. Činjurević, M., Agić, A. and Peštek, A. (2018). When consumers are in doubt, you better watch out! The moderating role of consumer skepticism and subjective knowledge in the context of organic food consumption in 9th *International Conference „An Enterprise Odyssey: Managing Change to Achieve Quality Development”*, Zagreb: Faculty of Economics and Business in Zagreb, Croatia, May 2018, Proceedings, pp. 512-521, ISBN 978-953-346-057-4
40. Peštek, A., Agić, E., and Činjurević, M. (2018). Segmentation of organic food buyers: An emergent market perspective. *British Food Journal*, Vol. 120, Issue 2, pp. 269-289, Emerald Group Publisher Limited, ISSN 0007-070X

3.3. Knjige i poglavlja u knjigama

1. Peštek, A. (2025). *Think Digital: A Practical Guide to Digital and Social Media Marketing*, 1st edition, Sarajevo
2. Peštek, A., Rizvić, S. and Soucie, S. (2025). *Extended Reality in Culture and Creative Industries*, Emerald Publishing Limited, ISBN 978-1-83662-342-7
3. Pestek, A., Banda, A., Durmisevic, B., Rizvic, S., Pilav-Velic, A. and Hadzijamakovic, N. (2025). Exploring the Role of Perceived Immersion and Enjoyment in Shaping Behavioral Intentions: A Virtual Reality Tourism Experience in Bosnia and Herzegovina. In: Rocha, A., Adeli, H., Poniszewska-Marañda, A., Moreira, F., Bianchi, I. (editors) *Emerging Trends in Information Systems and Technologies*. WorldCIST 2025. Lecture Notes in Networks and Systems, vol 1524. Springer, Cham. ISBN 978-3-031-97799-2
4. Pestek, A. and Smajlovic, M.A. (2025). Customer Attitudes Towards E-commerce in Bosnia and Herzegovina: What Happened Between 2023 and 2024?. In: Rocha, A., Adeli, H., Poniszewska-Marañda, A., Moreira, F., Bianchi, I. (editors) *Emerging Trends in Information Systems and Technologies*. WorldCIST 2025. Lecture Notes in Networks and Systems, vol 1524. Springer, Cham. ISBN 978-3-031-97799-2
5. Bećirović, Dž., Peštek, A., Avdibegović, M., Bajrić, M., Banda, A., Brajić, A., Cvjetković, B., Čadro, S., Čustović, H., Dragomirović, D., Džaferović, A., Đurić, G., Gajić, A., Hamidović, S., Hatibović, E., Hodžić, A., Hukić, E., Hukić, L., Ibragić, S., Isaković, S., Karahmet, E., Kolčaković, M., Kondić, D., Kunovac, S., Ljuša, M., Macanović, A., Nikolajev, A., Spahić, E., Šuvalija, S. i Zečić, E. (2024). Koristi od prirode i njihov uticaj na kvalitet života ljudi u Bosni i Hercegovini, U: Barudanović, S., Avdibegović, M., Mataruga, M., Milićević, M., Škrijelj, R., Bećirović, Dž., Ballian, D., Dekić, R., Lubarda, B., Kobajica, S., Jurković, J., Trbić, G., Husika, A. i Đurić, G. (urednici) (2024). *Procjena stanja prirode i upravljanja prirodnim resursima u Bosni i Hercegovini*, Univerzitet u Sarajevu, Sarajevo, pp 40-168/783. ISBN 978-9958-600-97-5
6. Peštek, S., Peštek, A. and Kožo, A. (2024). Effect of Social Media on Workplace Procrastination Among Employees in Bosnia and Herzegovina. In: Rocha, Á., Adeli, H., Dzemyda, G., Moreira, F., Poniszewska-Marañda, A. (editors) *Good Practices and New Perspectives in Information Systems and Technologies*. WorldCIST 2024. Lecture Notes in Networks and Systems, vol 990. Springer, Cham. ISBN 978-3-031-60328-0
7. Peštek, A. and Hadžijamaković, N. (2024). Challenges of Using E-commerce in Bosnia and Herzegovina from the Perspective of Online Store Owners. In: Rocha, Á., Adeli, H., Dzemyda, G., Moreira, F., Poniszewska-Marañda, A. (editors) *Good Practices and New Perspectives in Information Systems and Technologies*. WorldCIST 2024. Lecture Notes in Networks and Systems, vol 990. Springer, Cham. ISBN 978-3-031-60328-0
8. Kovačević, J. and Peštek, A. (2022). Investigating the Landscape of Research on Counterfeiting Products and Goods: A Systematic Literature Review Using Science Mapping. In: Soucie, S. and Peštek, A. (editors) (2022). *Counterfeiting and Fraud in Supply Chains*, Emerald Publishing Limited, ISBN 9781801175753
9. Peštek, A. and Katica, A. (2022). Analysis of Attitudes of Consumers in Bosnia and Herzegovina Toward Counterfeit Products. In: Soucie, S. and Peštek, A. (editors) (2022). *Counterfeiting and Fraud in Supply Chains*, Emerald Publishing Limited, ISBN 9781801175753
10. Soucie, S. and Peštek, A. (editors) (2022). *Counterfeiting and Fraud in Supply Chains*, Emerald Publishing Limited, ISBN 9781801175753

11. Omukić, S., Činjurević, M., Peštek, A. (2022). How "Netflix Effect" is (Re)shaping the Media Consumption Patterns of Y-ers and Z-ers?. In: Rocha, A., Adeli, H., Dzemyda, G., Moreira, F. (eds) *Information Systems and Technologies. WorldCIST 2022. Lecture Notes in Networks and Systems*, vol 469. Springer, Cham, ISBN 978-3-031-04818-0
12. Peštek, A., Lazović-Pita, L and Abdić, A. (2020). FDI in Bosnia&Herzegovina. In: Deichmann, J.I. (editor) (2020). *Foreign Direct Investment in the Successor States of Yugoslavia: A Comparative Economic Geography 25 Years Later*, Springer Nature Switzerland AG, ISBN 9783030557386
13. Domazet, A., Domljan, V., Peštek, A. and Hadžić, F. (2020). *Sustainability of Emigrations from Bosnia and Herzegovina*, Friedrich Ebert Stiftung BiH, ISBN 9789926847685
14. Peštek, A., Kukanja, M. and Renko, S. (editors) (2020). *Gastronomy for Tourism Development: Potential of the Western Balkans*, Emerald Publishing Limited, ISBN 9781789737561
15. Kukanja, M. and Peštek, A. (2020). Development of Slovenia's Gastronomy: From Peasant Food to the European Region of Gastronomy 2021. In: Peštek, A., Kukanja, M. and Renko, S. (editors) (2020). *Gastronomy for Tourism Development: Potential of the Western Balkans*, Emerald Publishing Limited, ISBN 9781789737561
16. Budaković, A. and Peštek, A. (2018). *Upravljanje ljudskim resursima u kontekstu internog marketinga/Human resource management in the context of internal marketing*, Sarajevo: School of Economics and Business in Sarajevo, University of Sarajevo, ISBN 978-9958-25-135-1
17. Renko, S., Bošnjak, D. and Peštek, A. (2018). Safety Issues of Low Energy Micro-Location Technology in Retailing. In: Renko, S. and Blažević, B. (editors) (2018). *Trade Perspectives in the Context of Safety, Security, Privacy and Loyalty*, pp. 251-268, Cambridge Scholars Publishing, ISBN (13): 978-1-5275-0841-5

4. Učešće u projektima

- Naučna i tehnološka saradnja između BiH i Slovenije:
 - 2019. – 2023.godina: Gastro doživljaj: značaj uslužnog ambijenta u procjeni kvaliteta i autentičnosti balkanske gastronomije (GASTROBALKAN) – rukovodilac projekta ispred Ekonomskog fakulteta
- Interreg Danube Transnational Programme:
 - 2017. – 2019.godina: Networking in preserving the first World War multicultural heritage in the Danube countries – rukovodilac projekta ispred Ekonomskog fakulteta
- Interreg Adrion Transnational Programme
 - 2020. – 2023.godina: Promoting Creative Tourism through new Experiential and Sustainable Routes (Creatures) – rukovodilac projekta ispred Ekonomskog fakulteta
 - 2024. – danas: A distributed one stop shop FOR more SUsustainable STartups and INNOvative SMEs (A4SUSTINNO) – rukovodilac projekta ispred Ekonomskog fakulteta
- Interreg EuroMED Transnational Programme
 - 2024. – danas: REPair PERSpective (REPPER) – rukovodilac projekta ispred Ekonomskog fakulteta

- Erasmus+
 - 2025.godina – danas: Educational pathway to applied microfinance (Fin4Good)
- Federalno Ministarstvo obrazovanja i nauke
 - 2024.godina: Digitalne tehnologije i turizam: Uloga virtuelne realnosti u promociji i konkurentnosti turizma u Federaciji Bosne i Hercegovine – rukovodilac projekta
- Konsultantski projekti:
 - Rukovodilac ili član tima u više desetina projekata za domaće i inostrane partnere iz privatnog, javnog i nevladinog sektora.

5. Međunarodna mobilnost

- Erasmus+
 - 2022.godina: University of Balearic Islands, Faculty of Tourism, Španija
 - 2024.godina: Wroclaw University of Economics and Business, Poljska
- CEEPUS
 - 2023.godina: Poznan University of Economics and Business, Poljska

6. Ostalo

- Mentorstva odbranjenih radova na I ciklusu studija: 15
- Mentorstva odbranjenih radova na II ciklusu studija: 20
- Mentorstva odbranjenih radova na III ciklusu studija: 1
- Recenzije radova za naučne časopise i konferencije: 41
- Učešće u programskim i naučnim odborima naučnih konferencija: 25
- Rukovodilac Poslovne akademije Ekonomskog fakulteta

S poštovanjem,

U Sarajevu, 31.10.2025.godine

Prof. dr Almir Peštek

