

Curriculum Vitae

PERSONAL INFORMATION

First name:	Rusmir	
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Date of birth:	09. 06. 1955.	
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Fields of interest:	Marketing Channels, Retail Company Management, Small and Medium Business Marketing, Marketing, International Marketing, Export Marketing	

EDUCATION BACKGROUND

Name of institution	Dates attended	Qualification achieved
Doctoral thesis „International market entry strategies in Bosnia and Herzegovina enterprises“, School of Economics and Business, University of Sarajevo	2009.	PhD of economic science
Postgraduate study “Theory and policy of placing”, Faculty of Economics Zagreb	1983.	Master in Economics science
School of Economics and Business, University of Sarajevo	1974. – 1978.	BSc in Economics
Secondary School in Tuzla	1970. – 1974.	Secondary education

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

Language	Reading	Speaking	Writing
English	5	5	5
French	4	3	3

ADDITIONAL SKILLS/ABILITIES (e.g. computer software knowledge, driving license...)

SKILL/ABILITY	Description
Software	MS Office
Driving licence	B category (Light vehicles)
Working Abilities	Hardworking, Enthusiasm, Creativity, Team Working

PRESENT POSITION:

Institution:	School of Economics and Business, University of Sarajevo	
Position:	Associate Professor of Department of Marketing	
Business Address:	Trg oslobođenja Alija Izetbegović br.1	
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EMPLOYMENT HISTORY - Previous full-time positions:

Institutions	Dates	Position held
School of Economics and Business, Department of Marketing	2011. – 2013.	Assistant Professor of Department of Marketing
Ministry of Economy of Sarajevo Canton	2011. – 2012.	Minister of Economy of Sarajevo Canton
School of Economics and Business, Department of Marketing	1982. – 1995.	Teaching Assistant – Economics of transport organization
SAP BiH – b4b Sarajevo	2000. – 2005.	Director for implementation of integrative business solution
MERSEN Group Sarajevo	1998. – 2000.	Owner and Director of company for economics consulting and service marketing
Economics institute Sarajevo – Center for economics relation with abroad	1981. – 1995.	Researcher/scientific associate
Siporex, Tuzla	1978. – 1981.	Head of department for planning, analyzing and economics/ Head of procurement

KEY QUALIFICATIONS

1. Retail Company Management
2. Small and Medium Business Marketing
3. Marketing
4. International Marketing

OTHER RELEVANT INFORMATIONS

Awards (Special Engagement and Recognition)

1. Best Marked Assistant at School of Economics and Business, University of Sarajevo, Summer Semester, School Year 2002/2003, Official Students' Survey, July 2003.
2. Best Marked Assistant at 4th year on department of marketing at School of Economics and Business, University of Sarajevo, School Year 1977/78
3. Silver badge from University of Sarajevo for success in School Year 1977/1978 Sarajevo
4. Silver badge from University of Sarajevo for success in School Year 1976/1977 Sarajevo
5. Approval from School of Economics and Business, University of Sarajevo for success in learning on IInd and IIIrd school year, Sarajevo, 1977.

Study visits

1. Tiffin University, OHIO, USA, January – February 2000.
2. George Washington University, Washington D.C., USA, 1997.

Additional professional education

1. Training «Bosnia and Herzegovina Business & Local Governance Training Program – Business/Education/Government Connection», CIP – Cleveland International Program, Ohio, USA, January – February 2000.
2. Training for Trainers «Introducing seminar for company value estimators», Institute for organization and economics and Agency for restructuring and recapitalization of economy of B&H, Sarajevo, December, 1991.

SPECIFIC PROFESSIONAL EXPERIENCE

Lecturer on few seminars about marketing issues which was organized by: Tiffin University Ohio, USA, MIT Center, Business Academy of School of Economics and Business Sarajevo, UNDP, USAID, Forma F est.

- Most relevant lecturer activities -

1. Process of globalization and transition in Central and Eastern Europe with special overview on BH economy – Lorain Degree Center, Tiffin University, Ohio, USA, January – February 2000.
2. Women in business, Forma F, 1998. – 1999.
3. Small business management, Business Academy of School of Economics and Business Sarajevo, Sarajevo, 1995.
4. Franchising as contemporary/ higher form of business-technical cooperation with abroad. Business Academy of School of Economics and Business Sarajevo, Sarajevo, 1984.

Projects and organization

1. Consultant in SAP – b4b, 1998. – 2005.
2. Consultant in LTL strategies co., Washintgon, D.C., USA; 1996. – present
3. Consultant in SP Investment company, Washington D.C., USA, 1997. – present.
4. President of Adviser board at Agrokomerc, Velika Kladuša, 2001. – 2003.
5. Member of Experts board in Ministry of trade, Sarajevo, 1994.

REFERENCES – BIBLIOGRAPHY

I. BOOKS AND CHAPTERS

1. Chapter in the book: *Marketing*, IVth eds., Domazet, A., Babić-Hodović, V., Kurtović, E. editors: *Distribucija*, School of Economics and Business, University of Sarajevo, Sarajevo, 2012.
2. Chapter in the book: *Marketing*, IIIrd eds., Boris Tihi, M. Čičić, N. Brkić editors, School of Economics and Business, University of Sarajevo, Sarajevo, 2006.
3. Chapter in the book: *Upravljanje malim biznisom*, Boris Tihi editor, School of Economics and Business, University of Sarajevo, Sarajevo, 1994.
4. R. Begtić, R. Sendić and others: *Strategija i organizacija spoljnotrgovinske mreže Jugoslavije u funkciji efikasnijeg izvoza*, Economic Institute Sarajevo, 1989.

II. MONOGRAPHS

1. Sendić, R. (2010). *Strategije nastupa kompanija iz Bosne i Hercegovine na međunarodnom tržištu*. Sarajevo, BA: Ekonomski fakultet, ISBN 978-9958-25-036-1

III. ARTICLES PUBLISHED IN REFEREED JOURNALS

1. Domazet, A., Sendić, R. i Alić, A. (2012), Convergence analysis of household expenditures using the absolute β -convergence method, *Business Systems Research (BSR)*.
2. Sendić, R., Alić, A. (2010), Analiza stanja i perspektive razvoja maloprodaje u BiH. *Zbornik radova, Sarajevo Business and Economics Review*, 30. Sarajevo, str.660-683, ISSN 1986-5473.
3. Domazet A., Sendić, R. (2009), Entry strategies and efficiency of operations of BH companies on international market, *Sarajevo Business and Economics Review*, School of Business and Economics University Sarajevo, BA: Sarajevo.
4. Sednić, R., Pavlović, B. (1987), Poslovi zastupništva u međunarodnim kanalima distribucije sa osvrtom na zastupanje stranih firmi u Jugoslaviji, *Marketing 1-2*, avgust.
5. Sendić, R., (1987), Svjetsko tržište proizvoda bazne hemije i razvoj bazne hemije u Bosni i Hercegovini, *Ekonomski glasnik, broj 1-2*, Sarajevo.

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

1. 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, Konferencija: PERSPEKTIVE TRGOVINE 2012: Trgovina u kontekstu održivog razvoja, 21. i 22. novembar, Ekonomski fakultet u Zagrebu.
2. Sendić, R., i Alić, A. (2011), *The influence of regional integrations on distributive trade in the countries in the SEE region*, Conference: DISTRIBUTIVE TRADE AS SEE AND CEE DEVELOPMENT DRIVER, (16.11.2011.), Faculty of Economics Zagreb, Croatia.
3. Sendić, R., Kurtović, E., Alić, A. (2011), *The influence of global crisis on distributive trade in the countries in the SEE region*, The 5th International Scientific Conference "Entrepreneurship and Macroeconomic Management Reflections on the World in Turmoil", Juraj Dobrila University of Pula, Department of Economics and Tourism "Dr. Mijo Mirković", Pula, Hrvatska, ISBN 978-953-7498-41-2.
4. Domazet A., Sendić, R. (2010), Theoretical controversies related to mode of entry and sequencing strategic decisions of the companies entering international market, *International Conference of the School of Economics and Business in Sarajevo, ICES2010*, BA: Sarajevo.
5. Domazet A., Sendić, R. (2009), International market entry strategies in Bosnia and Herzegovina enterprises, *XXI. kongres Cromar*, HR: Osijek.

V. ARTICLES PUBLISHED IN PROFESSIONAL MAGAZINES

1. Sendić, R. (2001), SAP za sve i zauvijek, *Business Magazine*, broj 8, Sarajevo.
2. Review «Ekonomске nejednakosti u jugoslovenskoj privredi», M. Korošić, Sveučilišna naklada Liber, Zagreb, 1983.g. in: Privredne novine No. 645/1984.
3. Review «Metodologija istraživanja inostranog tržišta», R. Begtić editor, Economic Institute Sarajevo, October 1981.g. in: Marketing, No. 1/2 1982.

VI. RESEARCH PROJECTS

1. Feasibility study for VOLVING CLUB Nišići Sarajevo project, Economic Institute Sarajevo, 2010.
2. Strategija razvoja firme Saradis, R. Sendić i V. Radoičić, Mersen group, Sarajevo, 2008.
3. Stretgija razvoja Sarajevo-Osiguranja, Institut for economic and organization, Sarajevo, 2000.
4. Revizija vlasničke transformacije Sarajevske pivare, Economic Institut Sarajevo, 1995.
5. Revizija vlasničke transformacije Tvornice obuče Sarajevo, Economic Institut Sarajevo, 1995.
6. Strategija i organizacija PTT Inžinjeringa, Economic Institut Sarajevo, 1995.
7. Program razvoja Javnog ŽTP Sarajevo u periodu 1991-1995.g., Institut of Faculty of Economics Sarajevo, 1991.
8. Politika i organizacija poslovne saradnje s inostranstvom u uslovima novih pravila međunarodne konkurencije i standardizacije, Economic Institut Sarajevo, 1991.
9. Politika, mehanizmi i projekcije poslovne saradnje Jugoslavije s inostranstvom, Economic Institut Sarajevo, 1990.

10. Analiza društveno-ekonomskog položaja željezničkog saobraćaja u BiH u periodu 1975-1990.g., Institut of Faculty of Economics Sarajevo, 1990.
11. Konceptijske podloge za transformaciju maloprodajne mreže UPI Marketi u nove poduzetničke oblike poslovanja, Economic Institut Sarajevo, 1990.
12. Transformacija DP UPI Marketi u dioničarsko društvo, Economic Institut Sarajevo, 1990.
13. Transformacija DP Sana Bosanski Novi u dioničarsko društvo, Ekonomski institut Sarajevo, 1990.
14. Analiza postojeće i prijedlog nove organizacije voznog parka u Sani Bosanski Novi, Economic Institut Sarajevo, 1990.
15. Unapređenje efikasnosti poslovanja maloprodajne mreže tvornice trikotaže i konfekcije Sana, Bosanski Novi, Economic Institut Sarajevo, 1990.
16. Oblici organizovanosti i uloga privrednih subjekata i asocijacija u poslovnom povezivanju sa stranim partnerima u funkciji naučno-tehnološkog razvoja Jugoslavije, Economic Institut Sarajevo, 1989.
17. Osnovni pravci razvoja i nosioci ekonomskih odnosa s inostranstvom, Economic Institut Sarajevo, 1989.
18. Metodi i područja unapređenja poslovne saradnje naših privrednih organizacija sa stranim firmama, Economic Institut Sarajevo, 1989.
19. Strategija i organizacija spoljnotrgovinske mreže Jugoslavije u funkciji efikasnijeg izvoza, R. Begtić, R. Sendić and others, Economic Institut Sarajevo, 1988.
20. Mogućnosti primjene koncepcije međunarodnog marketinga u izvoznoj privredi Jugoslavije, Ekonomski institut Sarajevo, 1988.
21. Principi, sistem i politika poslovne saradnje privrede Jugoslavije sa stranim partnerima, R. Begtić i drugi, Economic Institut Sarajevo, 1985.
22. Društveno-ekonomski razvoj Gornje-drinske regije do 2000. godine, Faculty of Economics Sarajevo, 1985.
23. Dugoročna proizvodna orijentacija RO «Građomont», B. Tihi head of project, Faculty of Economics Sarajevo, 1985.
24. Svjetske tendencije u proizvodnji i potrošnji proizvoda bazne hemije sa osvrtom na koncepciju razvoja BiH, R. Sendić, head of project, Economic Institut Sarajevo, 1985.
25. Analiza ugovora o zajedničkom ulaganju UNIS – Sarajevo i firme USHA MARTIN BLACK (WIRE ROPES) Indija, R. Begtić i R. Sendić, Sarajevo, 1984.
26. Organizacija unapređenja poslovno-tehničke saradnje FAMOS-a sa inostranstvom, rukovodilac i glavni autor R. Begtić, Ekonomski institut Sarajevo, 1984.
27. Razvoj kooperacije u tekstilnoj industriji «Triko» Srbac, R. Begtić head of project and editor, Economic Institut Sarajevo, 1984.
28. Unapređenje poslovno-tehničke saradnje UNIS-a sa inostranstvom, R. Begtić head of project and editor, Economic Institut Sarajevo, 1983.

VII. OTHERS

1. Kritički osvrt na knjigu «Marketing u OUR-a turistička privreda», A. Kobašić i J. Senečić, III program radio Sarajeva, 1982.
2. ACADEMIC ADVICES (DOCTORAL DISSERTATIONS, MASTER THESIS AND DIPLOMA PAPERS).