

Curriculum Vitae

PERSONAL INFORMATION

First name:	Adi
Last name:	Alic
Date of birth:	30/09/1982
Private address:	Sarajevo, Bosnia and Herzegovina
Telephone:	Business: +387 33 253 752 Fax: +387 33 275 994
E-mail:	adi.alic@efsa.unsa.ba
Web page:	www.efsa.unsa.ba
Fields of interest:	International Marketing, Global Marketing, Strategic Marketing, Strategic Brand Management, Marketing Channels, Retailing

EDUCATION BACKGROUND

Name of institution	Dates attended	Qualification achieved
Doctoral studies on Faculty of Economics, University of Sarajevo, PhD - Doctor of Philosophy Program	2010. – 2015.	PhD of economic science
Postgraduate studies on Faculty of Economics, University of Sarajevo, EFSA Master	2008. – 2010.	MA in Marketing
Faculty of Economics, University of Sarajevo	2004. - 2007.	Graduate economist
Faculty of Economics, University of Sarajevo	2002. - 2004.	Economist
Gymnasium "Mustafa Novalic" Gradacac	1997. - 2001.	Degree of secondary school
Elementary school	1989. - 1997.	Elementary school degree

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

Language	Reading	Speaking	Writing
English language	5	5	4

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

SKILL/ABILITY	Description
Driving licence	B category
ECDL computers course	Microsoft Office (Word, Excel, PowerPoint, Access); Open Office.org

PRESENT POSITION:

Institution:	School of Economics and Business in Sarajevo	
Position:	Teaching Assistant at the Department of Marketing	
Business Address:	Trg Oslobođenja 1	
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EMPLOYMENT HISTORY

Previous full-time positions:

Institutions	Dates	Position held
Faculty of Economics, University of Sarajevo	2007. – 2009.	Teaching Assistant, subject: Statistics - external associate
Sarajevo brewery	2007. – 2009.	Brand Manager
Faculty of Economics, University of Sarajevo	01.01. - 01.03. 2007.	Tutor at the subject <i>Financial markets and institutions</i>
Faculty of Economics, University of Sarajevo	01.02. - 31.07. 2005.	Tutor at the subject <i>Statistics</i>

KEY QUALIFICATIONS

1. Expressed organizational and communication skills
2. Developed analytical and synthetic opinion
3. Being leader of team of 10 persons
4. SPSS (Statistical package for social science)

SPECIFIC PROFESSIONAL EXPERIENCE

1. Multiannual experience in teaching and lecturing;
2. 18 months of professional experience on a position of brand manager;
3. Negotiation;
4. Sale and merchandising;
5. Research abilities, strategic and SMART goals;

OTHER RELEVANT INFORMATIONS

Awards (Special Engagement and Recognition)

1. Awarded for being the best student during eight years at the Elementary School in Gradačac;
2. Awarded for being the best student during four years at the Secondary School in Gradačac;
3. Award the 1st prize for the Best student project in the competition for the best students project on prevention of drug addiction and drug abuse in BiH. The competition was organised within "Chose life, not drugs " campaign, European Union Police Mission in BiH and State Investigation and Protection Agency, Sarajevo, Bosnia and Herzegovina;
4. Awarded for exceptional success at the first year of the study, 2002.
5. Awarded for being the best student during two years at the High Business School, Faculty of Economics, University of Sarajevo, 2004/2005.

Additional professional education

1. Certificate of successful presenting the article: GLOBAL CRISIS INFLUENCE ON RETAIL IN 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, Croatia, 2011.
2. Certificate: "Brand management", Philip Kotler, International Conference of the School of Economics and Business in Sarajevo, Sarajevo, Bosnia and Herzegovina, 2006.
3. Certificate of successful completing of education: **Profitability management, Module 1 – Price management; Module 2 – Customer management**, Kent Monroe, Sarajevo, 03. and 04. 11.2010.
4. Certificate of successful completing of education: **Promotion of Doctoral Studies, World University Service Austrian Committee**, 11. and 12. 03. 2010.
5. Certificate of successful completing of education "Audit of quality and environment control systems" in accordance with international standard EN ISO 19 011, and getting vocation "Internal auditor of quality and environment control systems", Sarajevo, 2008.
6. Certificate of successful completing of education "Successful sales and sales force", professor Nenad Brkić, Department of Marketing, Faculty of Economics, Sarajevo, Bosnia and Herzegovina, 2008.
7. **ECDL computers course** (Microsoft Office (Word, Excel, PowerPoint, Access); Open Office.org);
8. Certificate of completion business English language course, specific programme business English general, Faculty of Economics, University of Sarajevo.
9. Course of English language (4 level, School "Simple" Tuzla, Bosnia and Herzegovina).
10. Certifikat of successful completing of education: „Orientation of new employees“, 1 st Modul: Regular and organizational aspects of business at educational institutions (EFSA), 2nd Modul: Pedagogic-andragogic aspects of teaching and requirements of Bolonjskog process, 3 rd Modul Scientific-research aspects: WoS&CC, Sarajevo, septembar 2010.

REFERENCES – BIBLIOGRAPHY

T-1 (PEER REVIEWED JOURNALS)

1. Alić, A., Činjrević, M. i Agić, E. (2015). Who Are Store Brands Buyers? Demographic Profile of Store Brand Buyers in Bosnia and Herzegovina, *International Journal of Management Science and Business Administration*, 1(4): 7-24, ISSN 1849-5419.
2. Domazet, A., Sendić, R. i Alić, A. (2012), Convergence analysis of household expenditures using the absolute β -convergence method, *Business Systems Research (BSR)*, ISSN 1847-8344.
3. 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
4. Sendić, R. i Alić, A. (2010), Analiza stanja i perspektive razvoja maloprodaje u BiH. *Zbornik radova, Sarajevo Business and Economics Review*, 30. str.660-683, ISSN 1986-5473.

T-4 (CHAPTERS)

I. UDŽBENICI I PUBLIKACIJE

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

II. STUDIJE SLUČAJEVA

1. Slučaj "ASA AUTO" za poglavlje Distribucija u Babić-Hodović, V., Domazet, A. i Kurtović, E. (2012). *Osnovi marketinga*, Četvrto izmijenjeno i dopunjeno izdanje, Ekonomski fakultet u Sarajevu, BA: Sarajevo.
2. Slučaj "Renault Dacia u proaktivnom djelovanju putem inovacija na tržištu automobila" za poglavlje Strateška analiza i konkurentske strategije u marketingu u Babić-Hodović, V., Domazet, A. i Kurtović, E. (2012). *Osnovi marketinga*, Četvrto izmijenjeno i dopunjeno izdanje, Ekonomski fakultet u Sarajevu, BA: Sarajevo.

T-5 (PEER REVIEWED PROCEEDINGS)

1. Alić, A., Činjarević, 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.
2. 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, November 20-21, 2013, pp. 242-264. ISBN: 978-953-6025-81-7.
3. Alić, A., Sendić, R. (2013), Internationalization of the retail development process 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. 2. ISBN: 978-953-7842-16-1.
4. Agić, E., Činjarević, 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.
5. 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, November 21-22, 2012, p. 250-269. ISBN: 978-953-6025-62-6.
6. Mehić, E., Babić-Hodović, V., Arslanagić, M., Alić, A. (2012), Impact of environmental regulation on export in transition countries. *Trade perspectives 2012, Trade in the context of sustainable development, Proceedings of the international conference*, Faculty of Economics and Business Zagreb, Croatia, November 21-22, 2012, p. 117-128. ISBN: 978-953-6025-62-6.
7. Mehić, E., Babić-Hodović, V., Arslanagić, M. i Alić, A. (2012), *Governance Infrastructure and Foreign Direct Investment: Some evidence from Southeast Europe*, In: EuroConference 2012 proceedings, Portorož, Slovenia, July 2012.
8. Činjarević, M. i Alić, A. (2012), *To seek a status or to make a call?! interplay of materialism, reference group influences and status consumption*, ICES 2012, School of Economics and Business, Sarajevo.
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. Domazet, A. i Alić, A. (2012), *Consumer needs convergence in the European Union: Framework for implementing the European international marketing concept*, ICES 2012, School of Economics and Business, BA: Sarajevo.
11. Domazet, A. i Alić, A. (2011), *Klasteri potrošača u Europskoj uniji: Osnova za europski i sub-europski koncept međunarodnog marketinga*, In: Integration Challenges and Prospective of SEE Countries, conference proceedings: 2nd Scientific Conference with International Participation "ECONOMY OF INTEGRATIONS", (ICEI), Tuzla, BiH, December 9-10, Tuzla: Faculty of Economics, pp. 451-464. ISSN 2233-0445.
12. 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.

13. Domazet, A., and Alić, A. (2010), *Consumer convergence in EU-10 countries*, Fifth International Conference of the School of Economics and Business in Sarajevo (ICES2010), Sarajevo, ISBN 978-9958-25-046-0.
14. Sendić, R., i Alić, A. (2011), Utjecaj regionalnih integracija na distributivnu trgovinu u zemljama SEE regije, *Distributive trade as SEE and CEE development driver, Proceedings of the International scientific conference*, Faculty of Economics and Business Zagreb, Croatia, Novembar 16, 2011, str. 4, ISBN: 978-953-6025-45-9.

T-9 (OTHERS)

I. RESEARCH PROJECTS

1. *Analiza tržišta proizvoda „Konjuh“-a Živinice*, Ekonomski institut Sarajevo, Sarajevo, Juli 2012.
2. *Biznis plan za projekt primarne poljoprivredne proizvodnje i proizvodnje mesa na području Bugar*, općina Bihać, Ekonomski institut Sarajevo, Sarajevo, April, 2011.
3. *Restrukturiranje kantonalnog javnog preduzeća za gospodarenje državnim šumama „Sarajevo-šume“ doo Sarajevo*, Ekonomski institut Sarajevo, Sarajevo, Juni, 2011.
4. *Studija izvodljivosti prodaje dionica vlade FBiH u Bosnalijeku dd Sarajevo*, Ekonomski institut Sarajevo, Sarajevo, April, 2011.

II. OTHERS

1. Alić, A. (2010), *Convergency of marketing needs in the European Union: a framework for applying European concept of international marketing*, Master Thesis, mentor Anto Domazet PhD, School of Business of University Sarajevo, Sarajevo.
2. Academic advices (Master Thesis and Diploma Papers).