



# DR. ALMIR PEŠEK

REDOVNI PROFESOR

## PODRUČJA INTERESOVANJA/SPECIJALIZACIJE

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Marketing, digitalni marketing, globalni marketing, turizam

## NASTAVNA ZADUŽENJA

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Digitalni marketing i društveni mediji, Globalni marketing

## ODABRANE PUBLIKACIJE

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Knjige:

- Soucie, S., & Pešek, A. (Eds.). (2022). *Counterfeiting and fraud in supply chains*. Bingley: Emerald Publishing.
- Pešek, A., Kukanja, M., & Renko, S. (Eds.). (2020). *Gastronomy for tourism development: potential of the Western Balkans*. Bingley: Emerald Publishing.
- Renko, S., & Pešek, A. (Eds.). (2017). *Green economy in the Western Balkans: towards a sustainable future*. Bingley: Emerald Publishing.
- Pešek, A. (2011). *E-marketing u turizmu*. Sarajevo: Ekonomski fakultet.
- Pešek, A. (2007). *Ograničena racionalnost u ponašanju potrošača*. Sarajevo: Ekonomski fakultet.

Naučni i stručni članci:

- Varma, A., Jukić, N., Pešek, A., Shultz, C., & Nestorov, S. (2016). Airbnb: exciting innovation or passing fad? *Tourism Management Perspectives*, 20, 228-237.
- Pešek, A., & Činjurević, M. (2014). Tourist perceived image of local cuisine: the case of Bosnian food culture. *British Food Journal*, 116(11), 1821-1838.

## NAJZNAČAJNIJI PROJEKTI I/ILI KONSULTANTSKI RAD

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- „Promoting Creative Tourism through new Experiential and Sustainable routes” (Interreg Adria Transnational Programme, 2020-2023, Project Manager - B&H)
- „Networking in preserving the first World War multicultural heritage in the Danube countries” (Interreg Danube Transnational Programme, 2017-2019, Project Manager - B&H)
- „Adriatic Health and Vitality Network” (IPA Adriatic, 2011-2014, Project Coordinator)

## MEDUNARODNO ISKUSTVO

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- Profesor na RISEBA University of Applied Sciences u Rigi (Latvija)
- Visiting professor i visiting lecturer na Vienna University of Economics and Business u Beču (Austrija), San Diego State University - L. Robert Payne School of Hospitality and Tourism Management u San Dijegu (SAD), Washington State University - School of Hospitality Business Management u Vankuveru (SAD), ISTAO u Ankoni (Italija), Fakulteta za turistične študije - Turistica u Portorožu (Slovenija), Ekonomski fakultet u Splitu (Hrvatska) i Faculty of Tourism - University of the Balearic Islands u Palma de Mallorca (Španija)

## OSTALE ZNAČAJNE INFORMACIJE

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- Dobitnik prestižne Fulbright post-doktorske stipendije od US Department of State
- Tokom 2014. i 2015. godine boravio na Loyola University Chicago - Quinlan School of Business

## DATUM ROĐENJA

21. 2. 1973.

## OBLAST

Marketing

## ANGAŽMANI

- RISEBA University of Applied Sciences u Rigi (Latvija)
- Prirodno-matematički fakultet Univerziteta u Sarajevu
- Ekonomski fakultet Univerziteta u Bihaću
- Ekonomski fakultet Univerziteta u Zenici
- Univerzitet „Džemal Bijedić“ u Mostaru, Studij turizma

## PORUKA ZA BUDUĆNOST

„Budućnost je digitalna.”

## DETALJNA BIOGRAFIJA