

CURRICULUM VITAE

PERSONAL INFORMATION

First name:	Denis
Last name:	Berberović
Date and place of birth:	05 th January 1981, Sarajevo, Bosnia and Herzegovina
Telephone:	Office: +387 33 253 752 Fax: +387 33 275 994
E-mail:	denis.berberovic@efsa.unsa.ba
Fields of interest:	Marketing communications, corporate communications, reputation, marketing research, qualitative research, tourism

EDUCATION BACKGROUND

Name of institution	Dates attended	Qualification achieved
School of Economics and Business, University in Sarajevo (Doctoral programme)	2012 – 2018	Doctor of Philosophy (PhD)
School of Management, University of Bradford (Master programme) Financial Times ranking 2010: no. 9 in UK/ no. 33 in Europe	2009 – 2010	Master of Science with distinction (MSc)
School of Economics and Business in Sarajevo, University in Sarajevo	2005 – 2007.	Bachelor of Science (BSc)
School of Economics and Business in Sarajevo, University in Sarajevo	2001 – 2004.	Bachelor of Business Administration (BBA)
Gymnasium „Dobrinja“ (Sarajevo)	1997 – 2001.	High school education
Gymnasium „Helene-Lange-Gymnasium“ (Frankfurt am Main, Germany) Elementary School „Simon Bolivar“ (Sarajevo)	1992 – 1997. 1987 – 1991.	Elementary school education

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

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

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

SKILL/ABILITY	Description
Software	Operational systems (Windows 95/98/2000/XP/Vista, Linux), MS Office package (Word, Power Point, Excel, Access, Publisher); Internet (Internet Explorer, Mozilla Firefox, Outlook)
Driving licence	B category

PRESENT POSITION:

Institution:	School of Economics and Business, University in Sarajevo
Position:	Senior Teaching Assistant, Department of Marketing
Business Address:	Trg oslobodjenja – Alija Izetbegovic 1
Postal code:	City: 71 000, Sarajevo Country: Bosnia and Herzegovina

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EMPLOYMENT HISTORY

Previous positions:

Institutions/Organizations	Dates	Position held
School of Economics and Business, University in Sarajevo	30/01/2012 –	Senior teaching assistant, Marketing Department
School of Economics and Business in Sarajevo, University in Sarajevo	17/10/2007 – 30/01/2012	Teaching assistant, Marketing Department
School of Economics and Business in Sarajevo, University in Sarajevo	2006 – 2007	Research assistant, subject: Direct marketing
School of Economics and Business in Sarajevo, University in Sarajevo	2003 – 2007	Research assistant, subject: Marketing communications
School of Economics and Business in Sarajevo, University in Sarajevo	2004 – 2006	Research assistant, subject: Marketing
First regional meeting of economics students	December, 2004	Public relations manager
Business magazine "The Economist" London and PR agency "Login Public"	October, 2003	Organization committee of the Second Round Table with Governments of B&H
Festival of alternative theatre, Teatarfest	2000 – 2003	Public relations manager
Student association, AIESEC (with School of Economics and Business in Sarajevo and Konrad Adenauer Foundation)	October – December, 2002	Organization committee of the round table „Protection of domestic production – YES or NO?!”
Marketing agency "Futura Media"	October – December, 2002	Research assistant
Radio of the Federation of Bosnia and Herzegovina	2000 – 2002	Reporter

MEMBERSHIP IN PROFESSIONAL BODIES/ORGANIZATIONS

1. Member of Chevening Alumni (since 2010)
2. Member of IMTA Alumni (since 2008)
3. Member of "AIPES Alumni" (since 2007)
4. Member of "School of Economics and Business in Sarajevo Alumni" (since 2007)
5. Member of "IAA B&H – Young Professionals" (since 2006)

OTHER RELEVANT INFORMATIONS

Awards (Special Engagement and Recognition)

Awards	Date of receiving
Best evaluated teaching assistant in the summer semester 2007/2008 according to students' evaluations at the School of Economics and Business in Sarajevo, University in Sarajevo.	July, 2008
11th International competition in creating the best communication plan, organized by the International Advertising Association (IAA) and the United Nations (UN); third regional place for Europe, among ten best plans in the world.	September, 2007
State-level competition for creating the best promotional campaign for fighting against drug abuse, organized by the Police Mission of	December, 2006

European Union in B&H (EUPM) and the State Investigation and Protection Agency (SIPA B&H), first place (team leader).	
Competition for the best final paper in marketing, School of Economics and Business in Sarajevo, third place.	January, 2005

Additional professional education

Education	Dates attended
Training and Research for Academic Newcomers, University of Sarajevo	June – July 2018
Course “Qualitative Data Management and Analysis”, RRPP Western Balkans, Belgrade, Serbia	05/02 – 06/02/2016
Course „Education on tools and skills needed for successful preparation and applying for EU projects “, Project Academy, SERDA	13/10 – 17/10/2014
Course „applied economic research: selected methods and techniques“, School of Economics and Business in Sarajevo	13/05 – 15/05/2012
Case teaching/writing workshop, School of Economics and Business in Sarajevo	14/02 – 16/02/2012
Training for mentors, Centre for Civil Society Promotion (CPCD) and Resource Centre of Civil Society in BiH, Sarajevo.	18/03 – 19/03/2011
Module on scientific research and publishing, International Management Teachers Academy (IMTA), IEDC, Bled School of Management, Bled, Slovenia.	31/01 – 02/02/2011
Pedagogical Education of Professors and Teaching Assistants, University of Sarajevo	20/11 – 29/12/2008
Module on case teaching, International Management Teachers Academy (IMTA), IEDC, Bled School of Management, Bled, Slovenia.	08/06 – 20/06/2008
PR4ACTIVE 2008, PR seminar, Kozara, Bosnia and Herzegovina.	22/05 – 24/05/2008
PRO.PR Congress, professional congress, topic: Corporate communication, Sarajevo.	16/04 – 20/04/2008
Intensive course about European Integrations in Central Europe, Batthyany Lajos Law College, Győr, Hungary.	24/02 – 29/02/2008
Training for development of youth tourism, organized by: Greenvisions & GTZ, Herzegovina.	11/11 – 17/11/2007
Health Communication Workshop, CIDA Balkan Youth and Health Project, Centre for Health Promotion, University of Toronto.	05/11/2007
American Institute on Political and Economic Studies (AIPES), Generation 2007, Fund for American Studies, Summer School, organized by the Georgetown University and Charles University, courses: (1) Politics; (2) Economics; Prague, Czech Republic.	14/07 – 06/08/2007
Young Professionals IAA, organized by IAA B&H, Founding seminar, Travnik.	December, 2006
Seminar: „eLearning – eContent Program“, WUS Austria, Banja Luka.	October, 2006
Seminar: „Brand Management“, organized by the School of Economics and Business in Sarajevo, by professor Philip Kotler	October, 2006
Seminar: „Course Development Program+ (CDP+)“, WUS Austria, Tuzla.	May, 2006
International Summer School 2005 (ISU 2005), WU Wien, courses: (1) International marketing and (2) Organizational changes; Vienna, Austria.	31/07 – 22/08/2005

REFERENCES – BIBLIOGRAPHY

I. BOOKS AND CHAPTERS

1. Brkić, N. i Berberović, D. (2013) *International marketing* in Hidden Champions in CEE and Turkey: Carving Out a Global Niche, Purg. D. and McKiernan, P. eds. pp. 69-79. Cham: Springer. (chapter)
2. Brkić, N. i Berberović, D. (2013) *Hidden Champions of Bosnia and Herzegovina* in Hidden Champions in CEE and Turkey: Carving Out a Global Niche, Purg. D. and McKiernan, P. pp. 141-162. eds. Cham: Springer. (chapter)
3. Chapter: Brkić, N., Berberović, D.: *Economy of Bosnia and Herzegovina*, in the book *Handbook for Education of Tour Operators in Federation of B&H*, Federal Ministry of Environment and Tourism, Sarajevo, 2011. (chapter)
4. Chapter: Brkić, N., Berberović, D., Matic, A.: *Economy of Bosnia and Herzegovina*, p. 183-198, in the book *Handbook for Education and Preparing of the General Part of the Exam for Tour Guides in Federation of B&H*, Federal Ministry of Environment and Tourism, Sarajevo, november 2008. (chapter)

II. SCIENTIFIC ARTICLES IN ACADEMIC PUBLICATIONS

1. "Ethnocentrism and animosity in consumer behaviour in Bosnia and Herzegovina and implications for companies", *Economic review – Journal of Economics and Business*, Tuzla, Bosna i Hercegovina, Vol. IX, Issue 1, June 2011, p. 45-61. (together with Nenad Brkić and Miralem Čorbo)

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

1. „Success despite lack of support: Lessons learned from hidden champions doing business in fragile business environments“, symposium about hidden champions, Zhejiang University, Hangzhou, China, October 22/23, 2018 (with Merima Činjarević and Amra Kožo).
2. „Sharing is caring, and millennials do care: Collaborative consumption through the eyes of internet generation“, 9th international conference of the School of Economics and Business – ICES 2018, Sarajevo, BiH, October 12, 2018, Conference proceedings, pp. 97-111. (with Merima Činjarević and Amra Kožo).
3. „Communication of CSR activities via corporate websites: The case of banking sector of Bosnia and Herzegovina“, 7th International Conference of the School of Economics and Business – ICES 2014, Sarajevo, BiH, October 13/14, 2014, Conference proceedings – extended abstracts pp. 293-294. (with Nenad Brkić and Sabina Šaljić).
4. „The Quality of Service Providing in the Tax Administration of Federation of Bosnia and Herzegovina“, *7th Scientific-Professional Meeting with International Participation*, "Quality 2011", Neum, B&H, June 01-04, 2011 (with Nenad Brkić and Nadija Nikšić).
5. „Analysis of Website Content Quality of Hotels“, *6th Scientific-Professional Meeting with International Participation*, "Quality 2009", Neum, B&H, June 04-07, 2009 (with Nenad Brkić and Dženita Mutap).
6. „Market Orientation of Theaters in Bosnia and Herzegovina“, *5th Interdisciplinary Management Research*, Poreč, Croatia, May 08-10, 2009 (with Nenad Brkić and Sanja Korać).
7. „Perception and Attitudes of Students Towards a Career in Tourism“, *4th International Scientific Conference „Planning for the Future – Learning From the Past: Contemporary Developments in Tourism, Travel & Hospitality“*, Rhodes, Greece, April 3-5, 2009 (with Nenad Brkić and Nermina Mašala).
8. „Determinant's of Bosnia and Herzegovina's Country Image“, *International Scientific Conference „Challenges of Economic Sciences in the 21st Century“*, Belgrade, Serbia, December 04-05, 2008, Proceedings, pp. 09-18 (with Nenad Brkić and Melnisa Šabović).
9. „Qualitative Estimation and Web-site Content Analysis of Pharmaceutical Companies in B&H“, *VII International Symposium on Telecommunication BiHTEL 2008*, November 03-05, 2008, Proceedings (in print) (together with Nenad Brkić and Amer Pašić).
10. "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 (with Muris Cicic, Nenad Brkic, Melika Husic and Emir Agic)
11. "Measuring of the Quality of Web Services: Example on Insurance Companies in Bosnia and Herzegovina", *4th Scientific-Professional Meeting with International Participation*, "Quality 2005", Fojnica, B&H, November, 09-12, 2005, Proceedings, pp. 141-148. (with Muris Cicic and Nenad Brkic)
12. Research presentation "Quality of tourist services on the Internet", *Professional Meeting, Interregional Tourist Forum "Euroturs": "Tourism – Developing Sector in B&H: Opportunities and Dilemmas"*, International Business Forums and Fairs "InterPOS", Tuzla, December, 2003 (with Nenad Brkic and Melika Husic)

IV. CASE STUDIES

1. Case "Violeta" for the chapter on Promotion in Principles of Marketing, 4th editon, eds: Babić-Hodović, Kurtović, Domazet, School of Economics and Business, Sarajevo, 2012.
2. Case "GfK" for the chapter on Marketing Research in Principles of Marketing, 4th editon, eds: Babić-Hodović, Kurtović, Domazet, School of Economics and Business, Sarajevo, 2012.

V. ARTICLES PUBLISHED IN PROFESSIONAL MAGAZINES

2. "Psychological leadership leads to real, market leadership", *Poslovne novine*, Sarajevo, Bosna i Hercegovina, number 1207, October 2010, pp. 52-53.
3. "Where is PR headed? – development of public relations from 2000. to 2008.", *Media Marketing*, Sarajevo, Bosnia and Herzegovina, no. 01/2009, pp. 16-18. (with Nenad Brkić)
4. "Corporate Reputation – Modern Competitive Advantage", *Global*, Ohrid, Macedonia, Year II, No. 2, February 2008, pp. 53-63. (with Nenad Brkic)
5. "Web Services Quality of Insurance Companies in Bosnia and Herzegovina", *World of Insurance*, Zagreb, Year VIII, No. 4, July, 2005, pp. 21-23. (with Nenad Brkic and Melika Husic)
6. "Modern Business: Web Services Quality of Insurance Companies in Bosnia and Herzegovina", *BH Businessman*, No. 51, August, 2005, pp. 30-32. (with Nenad Brkic and Melika Husic)

ADDITIONAL REFERENCES

VI. RESEARCH PROJECTS

1. Social Impact Assessment of SOS Kinderdorf BiH, qualitative research for British market research agency Rsearchbase, june-september 2017.
2. Revision of the strategy for tourism development in FBiH 2008-2018 with Nenad Brkić (PhD) and Emir Kurtović (PhD), june-december 2014.
3. Reorganisation of marketing and sales in Bosnalijek, with Nenad Brkić (PhD), Emir Kurtović (PhD), and Zijada Rahimić (PhD), January – May 2012.
4. Marketing Audit, Bosnalijek, with Nenad Brkić (PhD), Emir Kurtović (PhD), Vesna Babić-Hodović (PhD), Emir Agić (PhD), January – May 2011.
5. Research study, Research of the BH Pharmaceutical Industry Image, with Nenad Brkić (PhD) and Emir Agić (MS), november 2007 – march 2008.
6. Research study, „Perception and Satisfaction of Tourists with the Tourist Offer in the Canton of Sarajevo“, Economic Institute Sarajevo, with Nenad Brkic, PhD and Emir Agic, MS, August – October, 2007.
7. Study of Small and Medium Enterprises in Order to Create an Optimal Policy of Business Incubation in Economic Region of Sarajevo, with Nenad Brkic, PhD, for ACIPS, February, 2005.
8. Program Availability Study in Electronic Media in B&H, with Nenad Brkic, PhD and Melika Husic for CRA – Communication Regulatory Agency, November, 2004.
9. Public Opinion Research about the TV Frequency Assignment in B&H, with Nenad Brkic, PhD and Melika Husic, for CRA – Communication Regulatory Agency, November, 2004.
10. Research study, Automobile Service and Automobile Parts Market in B&H, with Nenad Brkic, PhD and Melika Husic for Bosch Zagreb (Croatia), September – November, 2004.
11. Research study, Communication Capacity and Competencies for Public Relations and Donator Relations among Bosnian-Herzegovinian demining structures, with Nenad Brkic, PhD and Melika Husic for UNDP, May, 2004.
12. Research of Needs for Entertainment Among the Staff Employed in International Organizations in B&H and Among SFOR Soldiers, entertainment centre Coloseum and PR agency „Login Public“, May, 2003.
13. Buyer Satisfaction in retail, scientific research, cooperation of the School of Economics and Business in Sarajevo and the Faculty of Economics in Mostar, with Nenad Brkic, PhD and Sandra Soce Kraljevic, MS, April, 2003.

VII. MENTORSHIPS, JURY MEMBERSHIPS, COMMITTEES

1. Jury member for the corporate philanthropy award DOBRO (eng. Good) 2014
2. Jury member at the student competition at the Branding conference 2014
3. Continuous co-mentoring of degree theses
4. Jury member at the student competition Challenge Future 2011, organized by IEDC Slovenia
5. Mentorship at the student competition Challenge Future 2010, organized by IEDC Slovenia
6. Jury member at the student competition Balkan Case Challenge 2009, organized by WUS Austria

VIII. OTHER PROJECTS

1. Seminar in „Time Management“ organised by the High Judicial and Prosecutorial Council and Public Institution Centre for Judicial and Prosecutorial Training of FBiH, for judges and prosecutors from FBiH, december 2015.
2. Seminar in "Presentation skills in sales", GRAWE Insurance, target group: heads of sales teams, november 2015.

3. Seminar in „Time Management“ organised by the High Judicial and Prosecutorial Council, for heads of departments from local courts in Sarajevo, Mostar, Tuzla, Prijedor, Zvornik and Modriča, december 2014.
4. Seminar in „Time Management“ organised by the High Judicial and Prosecutorial Council, for judges from local courts in Sarajevo, Mostar, Tuzla, Prijedor, Zvornik and Modriča, october 2013.
5. Manager of the programme team of the candidate for mayor of Hadžići, local elections 2012, january – september 2012.
6. Public communications training for local council candidates in Hadžići, local elections 2012, august 2012.
7. Training in marketing and public communications for tourist guides employed in Tourist Info Centres in Bosnia and Herzegovina, march 2012.
8. Project “Marketing Communication Course“ eLearning – eContent Program, WUS Austria, with Nenad Brkic, PhD, October, 2006.
9. Project “Developing the Course Direct and Internet marketing”, “Course Development Program + (CDP+)”, WUS Austria, with Nenad Brkic, PhD, May, 2006.