



DR. MAJA ARSLANAGIĆ-KALAJDŽIĆ

VANREDNA PROFESORICA

PODRUČJA INTERESOVANJA/SPECIJALIZACIJE

Finansijska odgovornost marketinga, vrijednost u marketingu, B2B marketing, održivost

NASTAVNA ZADUŽENJA

Marketing, Marketing menadžment, Marketing usluga, Marketing kanala distribucije, B2B marketing, Marketing za menadžere, Upravljanje cijenama, Marketing neprofitnih organizacija

ODABRANE PUBLIKACIJE

Knjige i poglavlja u knjigama:

- Arslanagic-Kalajdzic, M., & Zabkar, V. (2017). Partnership in the forefront: advertising agencies' roles and business clients' loyalty. In V. Zabkar, & M. Eisend (Eds.), *Advances in Advertising Research. Challenges in the Age of Dis-Engagement*. (Vol. 8, pp. 227-236). Wiesbaden: Springer Fachmedien.
- Arslanagic-Kalajdzic, M., & Zabkar, V. (2017). Marketing accountability in emerging economy firms. In M. Marinov (Ed.), *Research Handbook of Marketing in Emerging Economies* (pp. 55-71). Cheltenham, UK: Edward Elgar Publishing.

Naučni i stručni članci:

- Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S., Dlacic, J., & Zabkar, V. (2022). „We Go Together”: Understanding social cause-related purchase intentions of young adults. *Journal of Business Research*, 140, 130-142.
- Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S., & Miocevic, D. (2020). The power of emotional value: Moderating customer orientation effect in professional business services relationships. *Industrial Marketing Management*, 88, 12-21.
- Arslanagic-Kalajdzic, M., Cerne, M., & Kadic-Maglajlic, S. (2019). Uncertainty Avoidance and Intrapreneurship: A Four-Level Investigation. *Journal of Macromarketing*, 39(4), 431-446.
- Arslanagic-Kalajdzic, M. & Zabkar, V. (2017). Is perceived value more than value for money in professional business services? *Industrial Marketing Management*, 65, 47-58.

NAJZNAČAJNIJI PROJEKTI I/ILI KONSULTANTSKI RAD

- R&I POLICY making, implementation and Support in the WesteRn Balkans, POLICY ANSWERS (Horizon Europe, EU, rukovodilac)
- INNOSUP-Improvement of Innovation Management Capacity of SMEs from Bosnia and Herzegovina (Horizon 2020, EU, rukovodilac)
- Fostering the Young Women Entrepreneurship in the Danube Region - Women in Business (Danube Transnational Program, rukovodilac)

MEĐUNARODNO ISKUSTVO

- Post-doc istraživačica (Univerzitet u Beču, Fakultet za biznis, ekonomiju i statistiku (2016-2017))
- Gostujuća predavačica (Predmet B2B Marketing na master nivou; IESEG School of - Management, Pariz)
- Associate Editor za posebna izdanja - *Industrial Marketing Management* časopis (od 2020.)
- Associate Editor -Business Ethics, the Environment & Responsibility (BEER) časopis (od 2021.)

OSTALE ZNAČAJNE INFORMACIJE

- Danubius Young Scientist Award, 2018.
- Rektorova nagrada za najbolja dostignuća u doktorskom studiju, Univerzitet u Ljubljani, 2016.

DATUM ROĐENJA

25. 5. 1985.

OBLAST

Marketing

ANGAŽMANI

- Direktorica Centra za istraživanje i razvoj UNSA-e (od 2020.)
- Rukovodilac Odjela za odnose s javnošću EFSA-e (2008-2009)

PORUKA ZA BUDUĆNOST

„Budite vrijedni i uporni.“

DETALJNA BIOGRAFIJA