

## CURRICULUM VITAE

### LIČNI PODACI

<b>Ime (ime oca) prezime</b>	Dr. Maja (Adnan) Arslanagić-Kalajdžić	
<b>Datum i mjesto rođenja</b>	25. maj 1985. godine; Sarajevo, Bosna i Hercegovina	
<b>Adresa stanovanja</b>	Kamenica 23, 71 000 Sarajevo	
<b>Telefon</b>	Posao: 033 251 883	Faks: 033 275 944
<b>E-mail</b>	<a href="mailto:maja.arslanagic@efsa.unsa.ba">maja.arslanagic@efsa.unsa.ba</a>	<a href="mailto:maja.arslanagic@gr.unsa.ba">maja.arslanagic@gr.unsa.ba</a>
<b>Web stranica</b>	<a href="http://www.efsa.unsa.ba">www.efsa.unsa.ba</a>	
<b>LinkedIn</b>	<a href="https://ba.linkedin.com/pub/maja-arslanagic-kalajdzic/30/774/7b0">https://ba.linkedin.com/pub/maja-arslanagic-kalajdzic/30/774/7b0</a>	
<b>Polja profesionalnog interesa</b>	1 <sup>st</sup> priority: B2B Marketing, Marketing Accountability Relationship Marketing 2 <sup>nd</sup> priority: Services Marketing, Strategic Marketing 3 <sup>rd</sup> priority: Corporate Reputation, Public Relations	

### OBRAZOVANJE

Naziv institucije	Trajanje	Kvalifikacija
Ekonomski fakultet Univerziteta u Ljubljani	2011-2015.	Doktorski studij Doktorica znanosti Tema disertacije: „Dyadic perspective on marketing accountability and customer perceived value in business relationships“ ( <i>Dijadna perspektiva finansijske odgovornosti marketinga i percipirane vrijednosti kupca u poslovnim odnosima</i> ), mentor: prof. dr Vesna Žabkar
Ekonomski fakultet u Sarajevu i Ekonomski fakultet u Zagrebu	2008-2011.	Magistar menadžmenta, smjer Korporativno upravljanje (prosječna ocjena 9,00)
Ekonomski fakultet u Sarajevu	2003-2007.	Diplomirani ekonomista (prosječna ocjena 9,44)
Druga gimnazija Sarajevo	1999-2003.	Srednjoškolsko obrazovanje (prosječna ocjena 5,0)

### STRANI JEZIK [od 1 do 5 (1 = slabo, 5 = odlično)]

Strani jezik	Čitanje	Govor	Pisanje
Engleski jezik	5	5	5
Njemački jezik	4	3	3

### DODATNE VJEŠTINE/SPOSOBNOSTI

Naziv	Opis
<b>Software</b>	MS Office, SPSS, LISREL, HLM, STATA, SAS (JMP, ProCalis), SmartPLS, Corel, SWISH Max, PROCite, Bibtex, Pajek
<b>Vozačka dozvola</b>	B Kategorija

### SADAŠNJA POZICIJA (2015 – trenutno)

<b>Naziv institucije</b>	Ekonomski fakultet u Sarajevu, Univerzitet u Sarajevu
<b>Pozicija</b>	Docent
<b>Adresa</b>	Trg oslobođenja – Alija Izetbegović 1 (75/III)
<b>Telefon</b>	+387 33 251 883
<b>E-mail</b>	<a href="mailto:maja.arslanagic@efsa.unsa.ba">maja.arslanagic@efsa.unsa.ba</a>

### DRUGA ZAPOSLENJA

Naziv institucije	Trajanje	Pozicija
IESEG School of Management, Pariz, Francuska	septembar 2017 - trenutno	Gostujući profesor, predmet B2B Marketing na master programu
Univerzitet u Beču, Fakultet za biznis, ekonomiju i statistiku	oktobar 2016. – septembar 2017.	Post-doc istraživač i Docent na Katedri za međunarodni marketing
Ekonomski fakultet u Sarajevu	novembar 2011. – septembar 2015	Viši asistent na Katedri za marketing
Ekonomski fakultet u Sarajevu	decembar 2009. – novembar 2011.	Asistent na Katedri za marketing
Ekonomski fakultet u Sarajevu	septembar 2008. – decembar 2009.	Rukovodilac Odjela za odnose s

					javnošću
World University Service (WUS) Austria				septembar 2007. – septembar 2008.	Projekt menadžer, Balkan Case Challenge (BCC) 2008
World University Service (WUS) Austria				oktobar 2006. – april 2007.	Koordinator Business Case Competition, BCC 2007

#### ČLANSTVO U PROFESIONALNIM ORGANIZACIJAMA

1. Član "Academy of International Business" (AIB) (od 2016. godine)
2. Član „European Marketing Academy” (EMAC) (od 2011. godine)
3. Član „American Marketing Association” (AMA) (od 2012. godine)
4. Član "Alumni asocijacija Ekonomskog fakulteta u Sarajevu" (od 2011. godine)
5. Član "Alumni asocijacija Japan International Cooperation Agency (JICA)" (od 2010. godine)
6. Član "Alumni asocijacija DAAD" (od 2007. godine)
7. Član "Alumni asocijacija Konrad Adenauer Stiftung" (od 2007. godine)
8. Član "Alumni asocijacija IEDC Bled School of Management" (od 2006. godine)
9. IAA Young Professionals (od 2006. godine)

#### UREDNIČKI ODBORI

1. Industrial Marketing Management, od avgusta 2016. godine
2. Zbornik ekonomskog fakulteta u Sarajevu, od januara 2017. godine

#### SPECIFIČNO PROFESIONALNO ISKUSTVO

1. COSME EEN SGA3, Granted by: Executive Agency for Small and Medium-sized EASME Enterprises: BITNET Business, Innovation and Technology Network; project number 831237 (January-December 2019) (Grant amount 127.484,00 EUR)
2. H2020-EEN-SGA (Specific Grant Agreement Enterprise Europe Network (EEN)) Call SGA3-2018:BITNET-INNOSUP-Improvement of Innovation Management Capacity of SMEs from Bosnia and Herzegovina, ID:831245 (January-December 2019) (Grant amount 12.958,00 EUR)
3. Istraživač i administrativni saradnik na Danube Transnational Programme project titled Fostering the Young Women Entrepreneurship in the Danube Region - Women in Business, Project code DTP2-048-1.2, June 2018 – May 2021.
4. Grad Sarajevo, mart 2018. godine, (ispred Ekonomskog instituta Sarajevo): Informacija o učincima ulaganja u organizaciju javnog dočeka za prethodne tri nove godine (2018., 2017. i 2016.)
5. People in Need, Konsultantske usluge za izradu plana komunikacije za partnersku organizaciju Sumero, decembar 2017.
6. IMP3rove consultant – IMP3rove Guide - Adopted the IMP3rove Approach to support small and medium sized enterprises in the IMP3rove Assessment following the pre-standard in Innovation Management Assessment as described in the European CEN Workshop Agreement CWA 15899 and Technical Specification TS 16555-1.
7. „CPF III 2017-03" Implementation, Status of Government Procurement Related Articles of CEFTA, ekspert za konsultantsku kuću ENOVA, novembar 2017.
8. Lokalni konsultant za dizajniranje i isporuku trening programa za buduće poduzetnike, UNDP, Project/Sector: Local Integrated Development/Rural and Regional Development Sector, November-December 2017.
9. Istraživač i administrativni saradnik na Danube Transnational Programme project titled Excellence in research, social and technological innovation project management (Excellence-in-ReSTI), Project code: DTP1-1-450-1.2, February 2017 – July 2019.
10. Član tima Univerziteta u Sarajevu za Horizon 2020, Call H2020-EEN-SGA2-2017-1, Improvement of Innovation Management Capacity of SMEs from Bosnia and Herzegovina (FBH) through the Enterprise Europe Network (BITNET-INNOSUP), project number 771015, March 2017 – February 2019.
11. Član tima Univerziteta u Sarajevu za EUROPEAN COMMISSION, Executive Agency for Small and Medium-sized Enterprises, COSME Programme, Topic COS-EEN-SGA2-02, Call Identifier COS-EEN-SGA2-2017-1, Type of Action COSME-EEN-SGA, Project title: Business, Innovation and Technology Network (BITNET), project number 770976, March 2017 – February 2019.
12. Članica Odbora za ekonomske nauke Odjeljenja društvenih nauka Akademije nauka i umjetnosti Bosne i Hercegovine
13. "Podrška NIPAC u programiranju IPA II u Bosni i Hercegovini", ekspert za konsultantsku kuću ENOVA, april – septembar 2017.

14. "Competitiveness in Southeastern Europe – a policy outlook", ekspert za konsultantsku kuću ENOVA, decembar 2016 – januar 2017.
15. Mentor and evaluator for innovative business ideas and startups for Social Impact Award (SIA) BiH competition in 2016 ([www.socialimpactaward.ba](http://www.socialimpactaward.ba)), 2016.
16. Projekat "Lokalni integrisani razvoj", UNDP, Tehnička pomoć i trening odabranim općinama i jačanje partnerstava za lokalni ekonomski razvoj, ekspert za konsultantsku kuću ENOVA, juli - oktobar 2016.
17. Trening iz "Marketing metrike" za firme članice Privredne komore Kantona Sarajevo (2016)
18. Istraživač i administrativni saradnik na projektu „Platform for trans-Academic Cooperation in INNOvation“ (PACINNO), IPA Adriatic CBC, novembar 2011. – mart 2016., (1°STR/0003)
19. Istraživač i administrativni saradnik na projektu „Adriatic Health and Vitality Network“ (AHVN), IPA Adriatic CBC, 2011. – 2014. (004/2009)
20. Saradnik, IPA CBC B&H MNE programme „Eco and Cultural Tourism in South Dinarides“ project (Contract no. 2012/308-730), february 2013 – january 2014
21. Evaluator projekta "Year Round Tourism in Mountain Destinations of B&H and Montenegro" – "365" (Contract No 309-257), Ekonomski Institut, 2014
22. Administrativni koordinator zajedničkog magistarskog studija Ekonomskog fakulteta i Fakulteta političkih nauka Univerziteta u Sarajevu "Menadžment u razvoju lokalnih zajednica", 2008. – 2011.
23. Administrativni koordinator zajedničkog magistarskog studija Ekonomskog fakulteta u Sarajevu i Ekonomskog fakulteta u Ljubljani "Ekonomija i upravljanje javnim sektorom i okolišom", 2010. – trenutno.
24. Asistent saradnik na predmetu "Business Accounting" i "Management Accounting" u okviru programa "Sarajevo Business School", Ekonomski fakultet u Sarajevu u saradnji sa Griffith College Dublin, šk. 2010/11.
25. Asistent saradnik na predmetima "Financial Accounting I and II" u okviru programa "Sarajevo Business School", Ekonomski fakultet u Sarajevu u saradnji sa Griffith College Dublin, šk. 2008/09. i šk. 2009/10.
26. Učešće u organizaciji međunarodne konferencije Ekonomskog fakulteta u Sarajevu, ICES 2008
27. Demonstrator na predmetu Istraživanje marketinga, 2007.
28. Demonstrator na predmetu Poslovno pravo, 2005. – 2007.
29. Volonter u Odjelu za odnose s javnošću Ekonomskog fakulteta u Sarajevu, 2005. – 2007.

## DRUGE RELEVANTNE INFORMACIJE

### **Nagrade, priznanja i stipendije**

1. Danubius Young Scientist Award, Austrian Federal Ministry of Education, Science and Research (BMBWF) and the Institute for the Danube Region and Central Europe (IDM), 2018
2. Rektorova nagrada za najbolja dostignuća u doktorskom studiju, Univerzitet u Ljubljani, 2016.
3. Academy of International Business Area Scholar Fellowship 2016.
4. Nagrada za najbolji rad (Best Paper Award), za autore Arslanagić-Kalajdžić Maja & Žabkar Vesna, rada "Understanding agency-client relationships better through clients' perceptions of value and value antecedents. *The European Advertising Academy u saradnji sa The University of Amsterdam na ICORIA 2014 Amsterdam, The 13<sup>th</sup> International Conference on Research in Advertising, Juni 26-28, 2014.* Nagrada je sponzorirana od strane International Journal of Advertising (The Quarterly Review of Marketing Communications).
5. Prvo mjesto na fakultetskom takmičenju za najbolji diplomski rad iz oblasti marketinga u 2007.
6. Prvo mjesto na studentskom takmičenju u izradi marketing komunikacijskog plana za kompaniju "Sarajevski kiseljak", 2007.
7. Pobjednik za Evropu, IAA takmičenja; Dentsu InterAd XI, International student advertising competition, Klijent: United Nations Millennium Campaign Competition, 3. Mjesto, 2006 – 07.
8. Drugo mjesto na međunarodnom takmičenju Balkan Case Challenge, 2006.
9. Pobjednik takmičenja BH Case Challenge, 2006.
10. Stipendija kantona sarajevo za najbolje studente, oktobar 2007. i septembar 2006.
11. Stipendija Konrad Adenauer Foundation, 2005. – 2007.
12. Nagrada Dekana za najbolje studente (prosjeak iznad 9,00) primljena za šk. 2003/04., 2004/05., 2005/06. i 2006/07. godinu

### **Dodatna profesionalna edukacija**

1. „Orientacija novog nastavnog osoblja“, Centar za razvoj nastavnog osoblja Ekonomskog fakulteta u Sarajevu, septembar 2010.
2. "Young Leaders Program", stipendija Vlade Japana (Ministarstvo vanjskih poslova), boravak u Japanu u julu 2009.

3. Interni auditor, Ekonomski fakultet Univerziteta u Sarajevu, Predavač: prof. dr. Tonči Lazibat (Ekonomski fakultet u Zagrebu), Sarajevo, februar 2009.
4. Vienna University of Economics and Business Administration (WU Wien) - International Summer University Alpen Adria, 3 weeks intensive course on Human Resource Management, 2006.
5. IEDC Bled – Bled School of Management, Discover Management Program, 2006.
6. World Bank, Corporate Social Responsibility in B&H, 2003.

#### **Studijski boravci**

1. Istraživačka posjeta i izrada diplomske teze, Friedrich Alexander Universität – Erlangen, Nürnberg; DAAD program – Student exchange Germany

#### **Učešće na stručnim konferencijama i skupovima**

1. Predavanje: dr Kent Monroe, "Upravljanje profitabilnošću", nov 2010., EFSA
2. Predavanje: dr Eric Hansen, "Clustering and Cluster-Based Regional Development", feb 2008, EFSA
3. Seminar: dr Robert Kaplan, "Business Strategy and Balanced Scorecard", nov 2008., ICPE
4. Predavanje: dr Age Bakker, "Uloga međunarodnih finansijskih institucija u trenutnoj krizi", nov 2008., EFSA
5. Seminar: "Role of the EU in B&H – contribution of Germany", 2007., Konrad Adenauer Foundation
6. Seminar: dr Philip Kotler, "How to brand a nation" and "Branding", okt 2006., EFSA
7. NOLIMIT advertising festival, 2005.

#### **Predavač/Govornik/Moderator na stručnim konferencijama i skupovima**

1. "Political Communication and Media", seminar (November 2013), Konrad Adenauer Stiftung and SDA Cantonal Board;
2. WUS Austrija, Seminar "Austrian Support to Higher Education in Bosnia and Herzegovina", 23. maj 2011. godine. Govornik
3. Konrad Adenauer Stiftung i Centar za regionalne inicijative, Seminar "Socijalna tržišna ekonomija - Šansa za Bosnu i Hercegovinu?", 24. novembar 2010. Moderator
4. Centar za regionalne inicijative, Seminar "Odnosi s javnošću i politička komunikacija u izbornoj kampanji", 23. oktobar 2010. Predavač
5. Centar za regionalne inicijative, Konferencija: Follow-up Conference for Youth Politicians: "Building Capacity of Youth Politicians to Enhance Social Dialogue in Bosnia and Herzegovina", 14. novembar 2009. godine, Sarajevo. Predavač na temu "Komunikacijske vještine"

#### **Ostalo**

1. Goethe Institut, kurs njemačkog jezika (kompletirani kursevi B 1.2, B 2.1 i B 2.2), završen B ciklus – poznavanje njemačkog jezika za poslovne potrebe, 2007. i 2008.
2. Soros English School; završen Upper Intermediate level, 2001.
3. Soros IT school; MS Office, 1995.

## REFERENCE - BIBLIOGRAFIJA

### Naučni radovi u indeksiranim časopisima

1. Kolbl, Ž., Arslanagic-Kalajdzic, M., & Diamantopoulos, A. (2018). Stereotyping global brands: Is warmth more important than competence?. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2018.12.060>
2. Diamantopoulos, A., Davydova, O., & Arslanagic-Kalajdzic, M. (2018). Modeling the role of consumer xenocentrism in impacting preferences for domestic and foreign brands: A mediation analysis. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2018.12.007>
3. Arslanagic-Kalajdzic, M., Žabkar, V. & Diamantopoulos, A. (2018). The unobserved signaling ability of marketing accountability: can suppliers' marketing accountability enhance business customers' value perceptions? *Journal of Business & Industrial Marketing*, <https://doi.org/10.1108/JBIM-05-2018-0156>
4. Diamantopoulos, A., Arslanagic-Kalajdzic, M., & Moschik, N. (2018). Are consumers' minds or hearts guiding country of origin effects? Conditioning roles of need for cognition and need for affect. *Journal of Business Research*, 1–9. <http://doi.org/10.1016/J.JBUSRES.2018.10.020>
5. Ganić, E., Babić-Hodović, V. & Arslanagić-Kalajdžić, M. (2018). Effects of Servperf Dimensions on Students' Loyalty -Do You Know what is Behind the Scene? *International Journal of Business and Social Science*. 9(2), 215-224. ISSN 2219-1933 (Print), 2219-6021 (Online), DOI: 10.30845/ijbss.
6. Bortoluzzi G., Kadic-Maglajlic S., Arslanagic-Kalajdzic M. & Balboni B. (2018). Innovativeness as a driver of the international expansion of developing markets' firms: evidence of curvilinear effects, *International Marketing Review*. DOI: 10.1108/IMR-11-2015-0258.
7. Ganic, E., Babic-Hodovic, V., & Arslanagic-Kalajdzic, M. (2017). Internal versus external service quality: reflections of employees and customers in the mirror. *Millenium-Journal of Education, Technologies, and Health*, 2(4), 23-32.
8. Arslanagic-Kalajdzic, M. & Kadic-Maglajlic, S. (2017). "Where the East Kisses the West": Marketing Convergence and Divergence in the New Europe Editorial to the Special Section. *Journal of Business Research*. 80, November 2017, 141-144. DOI: <https://doi.org/10.1016/j.jbusres.2017.08.009>
9. Kadic-Maglajlic, S., Micevski, M., Arslanagic-Kalajdzic, M. & Lee, N. (2017). Customer and selling orientations of retail salespeople and the sales manager's ability-to-perceive-emotions: A multi-level approach. *Journal of Business Research*. 80, November 2017, 53–62, DOI: <https://doi.org/10.1016/j.jbusres.2017.06.023>.
10. Zabkar, V., Arslanagic-Kalajdzic, M., Diamantopoulos, A. & Florack, A. (2017). Brothers in blood, yet strangers to global brand purchase: A four-country study of the role of consumer personality. *Journal of Business Research*. 80, November 2017, 228-235. DOI: <http://dx.doi.org/10.1016/j.jbusres.2017.06.006>.
11. Babic-Hodovic, V., Arslanagic-Kalajdzic, M., & Imsirpasic, A. (2017). Perceived Quality and Corporate Image in Mobile Services: The Role of Technical and Functional Quality. *South East European Journal of Economics and Business Volume*, 12(1), 109-120. DOI: 10.1515/jeb-2017-0011
12. Arslanagic-Kalajdzic, M. & Zabkar, V. (2017). Is perceived value more than value for money in professional business services? *Industrial Marketing Management*, in press, doi: [doi.org/10.1016/j.indmarman.2017.05.005](https://doi.org/10.1016/j.indmarman.2017.05.005)
13. Husic-Mehmedovic, M, Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S. & Vajnberger, Z. (2017). Live. Eat. Love: life equilibrium as a driver of organic food purchase. *British Food Journal*, 119(7), doi: 10.1108/BFJ-07-2016-0343.
14. Arslanagic-Kalajdzic, M. & Zabkar, Z (2017). Hold me responsible - the role of corporate social responsibility and corporate reputation for client-perceived value. *Corporate Communications: An International Journal*, 22(2), 209-2019, doi: 10.1108/CCIJ-01-2016-0012.
15. Arslanagic-Kalajdzic, M., Balboni, B., Kadic-Maglajlic, S. & Bortoluzzi, G. (forthcoming 2017). Product innovation capability, export scope and export experience: quadratic and moderating effects in firms from developing countries. *European Business Review*, vol. 29, no. 6. <https://doi.org/10.1108/EBR-12-2015-0180>.
16. Kadić-Maglajlić, S., Arslanagić-Kalajdžić, M., Micevski, M., Michaelidou, N. & Nemkova, E. (2017). Controversial Advert Perceptions in SNS Advertising: The Role of Ethical Judgement and Religious Commitment. *Journal of Business Ethics*, 141(2), 249-265. DOI: 10.1007/s10551-015-2755-5. Print ISSN: 0167-4544. Online ISSN: 1573-0697.
17. Babić-Hodović, V., Arslanagić-Kalajdžić, M., Sivac, A. & Banda, A. (2016). Assessing sustainability and eco-tourism consciousness amongst students and tourism services providers. *Acta geographica Bosniae et Herzegovinae*, 3(5), 31-50. ISSN: 2303-5951.
18. Babić-Hodović, V., Arslanagić-Kalajdžić, M., Sivac, A. & Banda, A. (2016). Importance performance analysis for measurement of health tourism services quality. *Geographical Review*. 37, 123-144. ISSN: 2303-8950.
19. Peštek, A., Arslanagić-Kalajdžić, M., & Džudža, A. (2015). Izazovi farmaceutske prakse u promoviranju zdravlja: Uloga zaposlenih u ljekarnama kao osoblja prve linije. [Challenges of pharmaceutical practice in health

- promotion: role of employees in pharmacies as front line employees]. *Zbornik Ekonomskog fakulteta u Zagrebu*, 13(1), 93-114. ISSN: 1333-8900.
20. Babić-Hodović, V., Arslanagić-Kalajdžić, M., & Banda, A. (2015). Hotel services quality in developing countries measured by SERVQUAL model. *Acta geographica Bosniae et Herzegovinae*, 2(4), 5-24. ISSN: 2303-7288.
  21. Arslanagić-Kalajdžić, M., & Zabkar, V. (2015). The external effect of marketing accountability in business relationships: Exploring the role of customer perceived value. *Industrial Marketing Management*, 46(April), 83–97. doi:10.1016/j.indmarman.2015.03.002
  22. Kadić-Maglajlić S., Arslanagić-Kalajdžić M., Čičić M. (2014) Do national identity and religiosity antecedent customer based brand equity in a developing multinational country? *Journal of Euromarketing*, 23 (1-2), pp. 111-123. ISSN print: 1049-6483, ISSN online: 1528-6967.
  23. Arslanagić-Kalajdžić, M., Kadić-Maglajlić, S., & Čičić, M. (2014). Students' Perceptions about Role of Faculty and Administrative Staff in Business Education Service Quality Assessment. *Market – Tržište*, 26(1), 93-108. ISSN print: 0353-4790; ISSN online: 1849-1383.
  24. Arslanagić, M., Peštek, A. & Kadić-Maglajlić, S. (2014). Perceptions of healthy food packaging information: do men and women perceive differently? *Procedia - Social and Behavioral Sciences*, 109(2014), 78-82.
  25. Žabkar, V. and Arslanagić-Kalajdžić, M. (2014). The impact of corporate reputation and information sharing on value creation for organizational customers. *South East European Journal of Economics and Business*. 8(2), 42-52. DOI: 10.2478/jeb-2013-0009. ISSN: 2233-1999.
  26. Dlačić, J., Arslanagić, M., Kadić-Maglajlić, S., Marković, S. and Raspor, S. (2013). Exploring perceived service quality, perceived value, and repurchase intention in higher education using structural equation modelling, *Total Quality Management & Business Excellence*, DOI: 10.1080/14783363.2013.824713
  27. Babić-Hodović, V., Arslanagić, M. and Mehić, E. (2013). Importance of Internal Marketing for Service Companies Corporate Reputation and Customer Satisfaction. *Journal of Business Administration Research*, 2(1), 49-57. ISSN 1927-9507 E-ISSN 1927-9515, www.sciedu.ca/jbar. URL: <http://dx.doi.org/10.5430/jbar.v2n1p49>
  28. Kadić-Maglajlić, S., Palić, M. and Arslanagić, M. (2012) A Qualitative Approach Towards Intra–Organizational Cooperation Between Marketing and Sales Departments. *Sarajevo Business and Economics Review*, Vol. 32, No. 1, 11-31; ISSN 1986-5473
  29. Arslanagić, M., Peštek, A. and Bečirović, A. (2012). Influence of Packaging Design on Purchase Decision Making: Comparing Bottled Water Brands on B&H Market. *International Journal of Sales, Retailing and Marketing*. Vol. 1, No. 1, 30-38; ISSN 2045-810X
  30. Mehić, E., Babić-Hodović, V. and Arslanagić, M. (2012). The Effects of Corruption on FDI Inflows: Some Evidences from South-East European Countries. *GSTF Business Review* Vol. 1, No. 3, Print ISSN: 2010-4804, E-periodical: 2251-2888
  31. Husić-Mehmedović, M., Kadić-Maglajlić, S. and Arslanagić, M. (2011). The influence of the recession on major selection for undergraduate study programme. *African Journal of Business Management*, 5(22), 8990-8996, ISSN 1993-8233.
  32. Babić-Hodović, V., Mehić, E. and Arslanagić, M. (2011). Influence of Banks' Corporate reputation on Organizational Buyers Perceived Value. *Procedia Social and Behavioral Sciences*. 24(2011), 351-360, ISSN 1877-0428. doi:10.1016/j.sbspro.2011.09.063.
  33. Babić-Hodović V., Mehić E. and Arslanagić M. (2011). The influence of Quality Practices on BH Companies' Business Performance. *International Journal of Management Cases*, 14(1), Access Press UK, Darven, Lancashire, United Kingdom, ISSN 1741-6264
  34. Kadić, S. and Arslanagić, M. (2011). Establishing Knowledge Networks between Universities and Society: The Case of Bosnia and Herzegovina. *International Journal of Management Cases*. 13 (2). 65-74, ISSN 1741-6264.
  35. Husić-Mehmedović M., Kadić S., Arslanagić M. and Ljevaković, M. (2011). Trendovi životnog stila na primjeru organske hrane (engl: Lifestyle trends on the example of organic food). *Sarajevo Business and Economics Review*, ISSN 1986-5473, Vol. 31, pp. 127-147.
  36. Mrgud, M. and Arslanagić, M. (2009). International Business Law book review, *Zbornik radova Ekonomskog fakulteta u Sarajevu*, 29/2009, 587-591, ISSN 0581-7439

### Knjige

1. Arslanagić-Kalajdžić, M. & Kadić-Maglajlić, S. (eds) (2016). *Book of Abstracts of the 7th EMAC REGIONAL CONFERENCE: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe, September 14-16, 2016, School of Economics and Business, Sarajevo, Bosnia and Herzegovina*. ISBN 978-9958-25-122-1.

2. Babić-Hodović, V. i Arslanagić, M. (2014). *Studija slučaja u marketingu*. Sarajevo: Ekonomski fakultet u Sarajevu. ISBN 978-9958-25-088-0

#### **Poglavlja i slučajevi u knjigama**

1. Arslanagic-Kalajdzic, M. and Zabkar, V. (2017). Partnership in the Forefront: Advertising Agencies' Roles and Business Clients' Loyalty. In *Advances in Advertising Research (Vol. VIII). Challenges in the Age of Dis-Engagement*. Eds. Zabkar, V. And Eisend, M., p. 227-236, Wiesbaden: Springer Fachmedien. E-Book ISBN: 978-3-658-18731-6, Hardcover ISBN: 978-3-658-18730-9, DOI: 10.1007/978-3-658-18731-6.
2. Arslanagic-Kalajdzic, M. and Zabkar, V. (2017). Marketing accountability in emerging economy firms (Chapter 3). In Marinov, M., (Ed.) *Research Handbook of Marketing in Emerging Economies*, p. 55-71. Cheltenham, UK: Edward Elgar Publishing. ISBN: 978 1 78471 316 4.
3. Arslanagic-Kalajdzic, M. and Turulja, L. (2016). Bosnia and Herzegovina (Chapter 3). In *Innovation in the Adriatic Region*. Eds. Cozza, C., Hairichi, G. and Markovic Cunko, A., p. 43-60, Trieste: Edizioni Universita di Trieste. Print ISBN: 978-88-8303-761-0, Online ISBN: ISBN: 978-88-8303-761-7.
4. Arslanagic-Kalajdzic, M. and Zabkar, V. (2016). Understanding Agency-Client Relationships Better Through Clients' Perceptions of Value and Value Antecedents. In *Advances in Advertising Research (Vol. VI). The Digital, the Classic, the Subtle, and the Alternative*. Eds. Verlegh, P., Voorveld, H. and Eisend, M., p. 101-113, Wiesbaden: Springer Fachmedien. E-Book ISBN: 978-3-658-10558-7, Hardcover ISBN: 978-3-658-10557-0, DOI: 10.1007/978-3-658-10558-7.
5. Arslanagić, M. (2012). Slučaj: Vapiano. In: Babić-Hodović, V., Domazet, A. W. and Kurtović, E. ed. 2012. *Osnovi marketinga – 4. Izmijenjeno I dopunjeno izdanje*. Sarajevo: Ekonomski fakultet, 209-211, ISBN 978-9958-25-067-5
6. Arslanagić, M. (2012). Slučaj: Sparkling doo. In: Babić-Hodović, V., Domazet, A. W. and Kurtović, E. ed. 2012. *Osnovi marketinga – 4. Izmijenjeno I dopunjeno izdanje*. Sarajevo: Ekonomski fakultet, 236-238, ISBN 978-9958-25-067-5

#### **Monografije**

1. Černe, M. and Arslanagić-Kalajdžić, M. (eds) (2016). *MICRO-foundations of innovation: In-depth multilevel analysis*. Sarajevo: Ekonomski fakultet. ISBN 978-9958-25-120-7.
2. Kaše, R. and Arslanagić-Kalajdžić, M. (eds) (2016). *MICRO-foundations of innovation: In-depth case studies*. Sarajevo: Ekonomski fakultet. ISBN 978-9958-25-120-7.
3. Arslanagić-Kalajdžić, M., Balboni, B. and Čiček, F. (eds) (2016). *MICRO-foundations of innovation: report on the survey of innovative companies: PACINNO*. Sarajevo: Ekonomski fakultet. ISBN 978-9958-25-117-7.
4. Peštek, A., Čičić, M., Veselinović, Lj., Činjurević, M. and Arslanagić-Kalajdžić, M. (2015). Percipirane dimenzije upravljanja destinacijom. (Perceived dimensions of destination management). In Sedmak, G. and Peštek, A. eds (2015). *Strateški aspekti upravljanja turističkom destinacijom (Strategic aspects of tourism destination management)*. Sarajevo/Koper: Ekonomski fakultet u Sarajevu/Izdavačka djelatnost. Založba Univerze na Primorskem, Koper, 70-80, ISBN 978-9958-25-110-8.

#### **Naučni radovi na recenziranim konferencijama**

1. Alic, A., Hubijer Zukic, D. & Arslanagic-Kalajdzic, M. (2018). Modern Trade and CSR: The Case of Cosmetic Chains in Bosnia and Herzegovina. 9th International Conference of the School of Economics and Business. Conference Proceedings, pp. 31-45; 12 October 2018, Sarajevo, B&H. ISSN: 2490-3620
2. Babic-Hodovic, V., Arslanagic-Kalajdzic, M. & Jazic, A. (2018). To Whom are You Loyal, To Global or Local Brands – Experience Before Loyalty. 9th International Conference of the School of Economics and Business. Conference Proceedings, pp. 59-80; 12 October 2018, Sarajevo, B&H. ISSN: 2490-3620
3. Kolbl, Z., Diamantopoulos, A., Arslanagic-Kalajdzic, M. & Zabkar, V. (2018). Effects of value and risk perceptions on purchase intentions for global brands: Evidence from three European countries. 9th EMAC Regional Conference, Prague (Czechia), p. X September 12-14, University of Economics in Prague. ISBN:
4. Kolbl, Z., Arslanagic-Kalajdzic, M., Diamantopoulos, A. & Zabkar, V. (2018). The mediating role of perceived values and risk on global brand purchase: Evidence from two European countries. 2018 Global Marketing Conference "Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management", p. 45, 26th– 29th July, 2018, Tokyo, Japan.
5. Kolbl, Z., Diamantopoulos, A. & Arslanagic-Kalajdzic, M. (2018). Perceived Value and Risk as Mediators Between Perceived Brand Globalness/Localness and Purchase Intentions. 47th European Marketing Academy Conference, Glasgow (UK). p. 134, May 29-June 1, 2018, University of Strathclyde. ISBN: 978-1-5272-1911-3.

6. Zabkar, V., Arslanagic-Kalajdzic, M., Dlacic, J., & Kadic-Maglajlic, S. (2018). Understanding Cause-Related Purchase Intentions of Young Adults in Transition Economies: The Role of Social Connection and Regulation of Emotion. *47th European Marketing Academy Conference, Glasgow (UK)*. p. 137, May 29-June 1, 2018, University of Strathclyde. ISBN: 978-1-5272-1911-3.
7. Makri, K., Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S. & Schegelmilch, B. (2018). From Perceived Advertisement Value to Word of Mouth: The Moderating Role of Users' Dominance on Facebook Advertising. *47th European Marketing Academy Conference, Glasgow (UK)*. p. 147, May 29-June 1, 2018, University of Strathclyde. ISBN: 978-1-5272-1911-3.
8. Diamantopoulos, A., Arslanagic-Kalajdzic, M. & Kolbl, Z. (2018). How Does Brand Globalness and Localness Influence Consumer Perceptions of Value and Risk? Testing a Mediating Model in Three Countries (Global SIG). In the *Proceedings of the 2018 Winter Marketing Academic Conference (Winter AMA): Integrating Paradigms in a World Where Marketing Is Everywhere, February 23-25, 2018, New Orleans, LA*. Eds: Goldenberg, J., Laran, J. & Stephen, A. Vol. 29, p. S:7. Chicago: American Marketing Association, ISBN 978-0-87757-367-8.
9. Kolbl, Z., Arslanagic-Kalajdzic, M., & Diamantopoulos, A. (2018). Global Brand Stereotypes and Consumer-Brand Identification: Is Warmth More Important Than Competence? In the *Proceedings of the 2018 Winter Marketing Academic Conference (Winter AMA): Integrating Paradigms in a World Where Marketing Is Everywhere, February 23-25, 2018, New Orleans, LA*. Eds: Goldenberg, J., Laran, J. & Stephen, A. Vol. 29, p. B:21. Chicago: American Marketing Association, ISBN 978-0-87757-367-8.
10. Maja Arslanagic-Kalajdzic, Vesna Zabkar & Adamantios Diamantopoulos (2017). Does being an accountable vs. non-accountable supplier/provider matter for customer perceived value in business relationships? *8th European Marketing Academy Regional Conferene, Timișoara (Romania), September 20-22, 2017, West University of Timișoara*. ISBN: 978-973-125-580-4.
11. Živa Kolbl, Maja Arslanagic-Kalajdzic & Adamantios Diamantopoulos (2017). Stereotyping Global and Local Brands: Does Warmth or Competence Matter more for Consumer-Brand Identification? *8th European Marketing Academy Regional Conferene, Timișoara (Romania), September 20-22, 2017, West University of Timișoara*. ISBN: 978-973-125-580-4.
12. Vesna Zabkar, Maja Arslanagic-Kalajdzic, Selma Kadic-Maglajlic, Milena Micevski & Jasmina Dlacic (2017). The role of emotional intelligence in the relationship between consumer engagement and sustainable consumption. *8th European Marketing Academy Regional Conferene, Timișoara (Romania), September 20-22, 2017, West University of Timișoara*. ISBN: 978-973-125-580-4.
13. Kolbl, Z., Arslanagic-Kalajdzic, M., & Diamantopoulos, A. (2017). Stereotyping domestic and foreign brands: Navigating brand preference through warmth and competence. *28th Annual Conference of the Consortium for International Marketing Research (CIMA), Florence (Italy)*.
14. Babic-Hodovic, V. & Arslanagic-Kalajdzic, M. (2017). Quality Conceptualizations in the Hotel Industry and Tourists' Satisfaction. *46th European Marketing Academy Conference, Groningen (Netherlands)*. p. 89, May 24-26, 2017, University of Groningen. ISBN: 978-90-367-9912-6.
15. Diamantopoulos, A., Arslanagic-Kalajdzic, M., & Schischlik, N. (2017). Thinking or feeling? The moderating role of information processing modes on country-of-origin effects. *46th European Marketing Academy Conference, Groningen (Netherlands)*, p. 61, May 24-26, 2017, University of Groningen. ISBN: 978-90-367-9912-6.
16. Arslanagic-Kalajdzic, M., Zabkar, V., Diamantopoulos, A. & Florack, A. (2016). Brothers in blood, yet strangers in response to global brands: A four-country study of the role of consumer personality. *3rd AIB-CEE Chapter Conference: Boosting Competitiveness of Central Europe through Digital Economy*. 29.9.-1.10.2016, Prague, Czech Republic.
17. Zabkar, V., Arslanagic-Kalajdzic, M., Diamantopoulos, A. & Florack, A. (2016). The Impact of Consumer Personality Traits on Global Brand Purchase Intentions: A Four-Country, Balkan Report. *Book of Abstracts of the 7th EMAC REGIONAL CONFERENCE: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe*, p. 48, September 14-16, 2016, School of Economics and Business, Sarajevo, Bosnia and Herzegovina. Editors: Maja Arslanagic-Kalajdzic & Selma Kadic-Maglajlic. ISBN 978-9958-25-122-1.
18. Babic-Hodovic, V. & Arslanagic-Kalajdzic, M. (2016). Employees' Perceptions of Corporate Reputation in Services: A Guide to Job Satisfaction? *Book of Abstracts of the 7th EMAC REGIONAL CONFERENCE: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe*, p. 52, September 14-16, 2016, School of Economics and Business, Sarajevo, Bosnia and Herzegovina. Editors: Maja Arslanagic-Kalajdzic & Selma Kadic-Maglajlic. ISBN 978-9958-25-122-1.
19. Bortoluzzi, G., Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S. & Balboni, B. (2016). Exploring the Curvilinear Effect of Innovativeness as a Driver of the International Expansion of Developing Markets' Firms: Evidence from



- South Eastern Europe *Book of Abstracts of the 7th EMAC REGIONAL CONFERENCE: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe*, p. 73, September 14-16, 2016, School of Economics and Business, Sarajevo, Bosnia and Herzegovina. Editors: Maja Arslanagic-Kalajdzic & Selma Kadic-Maglajlic. ISBN 978-9958-25-122-1.
20. Diamantopoulos, A., Arslanagic-Kalajdzic, M. & Davvetas, V. (2016). Is Brand Globalness in the Eye of the Beholder? Revisiting the Interplay between Perceived Brand Globalness and Consumer Characteristics on Brand Responses. *The 58th Annual Meeting of the Academy of International Business: The Locus of Global Innovation*, New Orleans, LA, USA, June 27-30, 2016, p. 80. ISSN: 2078-4430 cd-rom, 2078-0435 online.
  21. Arslanagic-Kalajdzic, M. and Zabkar, V. (2016). Partnership in the forefront: Advertising agencies' roles and business clients' loyalty. Proceedings of the EAA's 16<sup>th</sup> International Conference on Research in Advertising (ICORIA), *Challenges of Disengagement*, Ljubljana, Slovenia, June 30 - July 2, Conference Program, 14.
  22. Arslanagic-Kalajdzic, M. and Zabkar, V. (2016). The effect of marketing accountability on business performance. *Proceedings of the European Marketing Academy (EMAC) 45th Annual Conference Marketing in the age of data*, p. 136, May 24-27, 2016, Norwegian Business School (BI Norway), Oslo, Norway, Editor: Klemens Knoeferle, ISBN 978-82-8247-284-5.
  23. Kadic-Maglajlic, S. and Arslanagic-Kalajdzic, M. (2016). Moderated mediation approach for improving WOM and customer perceived value: Is there a trade-off between flexibility and information sharing? (Poster session) *Proceedings of the European Marketing Academy (EMAC) 45th Annual Conference Marketing in the age of data*, p. 150, May 24-27, 2016, Norwegian Business School (BI Norway), Oslo, Norway, Editor: Klemens Knoeferle, ISBN 978-82-8247-284-5.
  24. Diamantopoulos, A., Arslanagic-Kalajdzic, M. & Obradovic, J. (2016). Does Brand Globalness Consistently Result in Superior Brand Evaluations? Experimental Evidence. In the *Proceedings of the 2016 WINTER MARKETING ACADEMIC CONFERENCE What Happens in Marketing, Stays Digital: Rethinking Marketing in the Era of Unlimited Data*. February 26-28, 2016, Las Vegas, NV. Eds: Henning-Thurau, T. & Hofacker, C. F., Vol. 27, p. F18-F19. Chicago: American Marketing Association. ISSN: 1054-0806, ISBN: 0-87757-361-1
  25. Turulja, L., Arslanagic-Kalajdzic, M., Miokovic, T. & Čičić, M. (2015). The Impact of Market Orientation on Different Types of Firms' Innovation. In the *Proceedings of the 8th Annual Conference of the EuroMed Academy of Business Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment*. Organized by EuroMed Research Business Institute, on September 16-18, 2015, in Verona, Italy. pp. 2735-2738. ISBN: 978-9963-711-37-6
  26. Zabkar, V. and Arslanagic-Kalajdzic, M. (2015). Reputation or responsibility for client-perceived value? The moderating role of strategic orientation. *Proceedings of the 3<sup>rd</sup> International CSR Communication Conference*, September 17-19, 2015, Faculty of Social Sciences, University of Ljubljana, Ljubljana, Slovenia, Editors: Urša Golob, Klement Podnar, Anne-Elleup Nielsen, Christa Thomsen, and Wim Elving, p. 278-286. ISBN: 978-961-235-743-6
  27. Arslanagic-Kalajdzic, M. and Zabkar, V. (2015). Customer Perceived Value And Outcomes In Business Relationships: Are Service Clients Different? *Proceedings of the 6th EMAC Regional Conference "Convergence and Divergence in the New Europe: Marketing Challenges and Issues"*, September 16-18, 2015, Vienna University of Economics and Business (WU Vienna), Vienna, Austria, Editors: Adamantios Diamantopoulos, Bodo B. Schlegelmilch, Arnold Schuh and Udo Wagner. ISBN 978-3-200-04265-0.
  28. Kadic-Maglajlic, S., Arslanagic-Kalajdzic, M. and Micevski, M. (2015). Multilevel Approach To The Role Of Sales Manager's Facilitating Of Emotions In Salesperson Orientation And Team Performance. *Proceedings of the 6th EMAC Regional Conference "Convergence and Divergence in the New Europe: Marketing Challenges and Issues"*, September 16-18, 2015, Vienna University of Economics and Business (WU Vienna), Vienna, Austria, Editors: Adamantios Diamantopoulos, Bodo B. Schlegelmilch, Arnold Schuh and Udo Wagner. ISBN 978-3-200-04265-0.
  29. Arslanagic-Kalajdzic, M. and Zabkar V. (2015). Advertising accountability: The role of campaign metrics. Proceedings of the EAA's 14<sup>th</sup> International Conference on Research in Advertising (ICORIA), *Bridging the Gap*, London, UK, July 2-4, Conference Program, 46.
  30. Zabkar, V. and Arslanagic-Kalajdzic, M. (2015). Developing a multidimensional self-reported instrument for measuring marketing accountability of a firm. Proceedings of the *European Marketing Academy (EMAC) 44th Annual Conference Collaboration in Research*, p. 154, May 26-23, 2015, KU Leuven, Luven, Belgium, ISBN: 978-90-823-8330-0.
  31. Arslanagic-Kalajdzic, M. and Zabkar, V. (2015). Unveiling client's repurchase intentions in business relationships: the role of provider's marketing accountability and client's perceived value. Proceedings of the *European Marketing Academy (EMAC) 44th Annual Conference Collaboration in Research*, p. 163, May 26-23, 2015, KU Leuven, Luven, Belgium, ISBN: 978-90-823-8330-0.

32. Arslanagic-Kalajdzic, M. and Zabkar, V. (2015). What a Provider's Marketing Accountability has to do with Customer Perceived Value in Business Relationships: a Dyadic Perspective, poster. 2015 Winter Marketing Educators Conference, organized by American Marketing Association, February 13-15, 2015, San Antonio, USA.
33. Raskovic, M., Kadic-Maglajlic, S., Arslanagic-Kalajdzic, M., Cater, B., & Zabkar, V. (2014, November). Exploratory Analysis of Young-Adult Consumer Decision-Making Styles in the Western Balkans: Same Same But Different?. at the 3rd Annual Conference of the Economic and Business Review (EBR), organized by Faculty of Economics in University of Ljubljana, November 28, 2014, Ljubljana, Slovenia.
34. Arslanagić-Kalajdžić M., Kadić-Maglajlić S., Čičić M. (2014) The Importance of National Identity and Religiosity for Customer Based Brand Equity at the 3rd Annual Conference of the Economic and Business Review (EBR), organized by Faculty of Economics in University of Ljubljana, November 28, 2014, Ljubljana, Slovenia.
35. Zabkar, V. and Arslanagic-Kalajdzic, M. (2014). Long-term strategic orientation in marketing-driven organizations: The role of marketing analytics. *2014 Global Marketing Conference at Singapore "Bridging Asia and the World: Globalization of Marketing & Management Theory and Practice"*, July 15-18, 2014, Singapore.
36. Arslanagić-Kalajdžić, M., Žabkar, V. and Pfajfar, G. (2014). Conceptualising Marketing Accountability: Bibliometric Co-Citation Analysis. *7th International Conference of the School of Economics and Business Sarajevo*, 13 - 14 October 2014, Sarajevo, B&H. Conference Proceedings, p. 225, ISBN 978-9958-25-093-4.
37. Arslanagić-Kalajdžić, M., Čater, B. and Čater, T. (2014). Value Outcomes in Business Relationships: Explaining Word of Mouth and the Search for Alternatives *7th International Conference of the School of Economics and Business Sarajevo*, 13 - 14 October 2014, Sarajevo, B&H. Conference Proceedings, p. 223, ISBN 978-9958-25-093-4.
38. Arslanagić-Kalajdžić, M., Babić-Hodović, V., and Mehić, E. (2014). Service Companies' Corporate Reputation: Employees Perspective. *7th International Conference of the School of Economics and Business Sarajevo*, 13 - 14 October 2014, Sarajevo, B&H. Conference Proceedings, p. 224, ISBN 978-9958-25-093-4.
39. Arslanagić-Kalajdžić, M., Peštek, A., and Mijanović, J. (2014). Service Influence of Customer Satisfaction and Loyalty on Word of Mouth. *7th International Conference of the School of Economics and Business Sarajevo*, 13 - 14 October 2014, Sarajevo, B&H. Conference Proceedings, p. 222, ISBN 978-9958-25-093-4.
40. Arslanagić-Kalajdžić, M. & Žabkar, V. (2014). Conceptualizing marketing accountability off he firm. *5th EMAC Regional Conference*, Katowice, Poland, *September 24-26, 2014*, Conference program, Abstract, 19.
41. Arslanagić-Kalajdžić, M. & Žabkar, V. (2014). Understanding agency-client relationships better through clients' perceptions of value and value antecedents. *EAA's 13th International Conference on Research in Advertising*, Amsterdam, the Netherlands, *June 26-28, 2014*, Conference program, Abstract, 45.
42. Čičić, M., Peštek, A., Arslanagić-Kalajdžić, M. & Mioković, T. (2014). Promotion of the sustainable tourism destination through innovative small business networks approach. *4th International Conference Entrepreneurship and Innovations as Precondition for Economic Development*. June 17, 2014, Podgorica, Montenegro. The book of abstracts, 14, ISBN 978-86-80133-70-6, and proceedings book ISBN 978-86-80133-71-3, p. 60-70.
43. Arslanagić, M., Kadić-Maglajlić, S. & Čičić, M. (2013). Service Quality in Business Schools: Role of Faculty and Administrative Staff in Quality Perceptions. *10th International Conference on Challenges of Europe: The Quest for new Competitiveness*. May 8-10, 2013. Split, Croatia. Conference proceedings, 275-285, ISSN: 1847-4497.
44. Arslanagić, M., Peštek, A. & Kadić-Maglajlić, S. (2013). Understanding the perception of healthy food packaging information: do men and women perceive differently? *2. World Conference on Business Economics and Management*. April 25-28 2013, Antalya, Turkey. Book of abstracts.
45. Mehić, E, Babić-Hodović, V., Arslanagić, M. and Alić, A. (2012). Impact of environmental regulation on export in transition countries. *Trade perspectives 2012, Trade in the context of sustainable development, Proceedings off he international conference*, Zagreb, Croatia November 21-22, 2012, p. 14. ISBN: 978-953-6025-62-6.
46. Arslanagić, M., Babić-Hodović, V. and Mehić, E. (2012). Customer perceived value as a mediator between corporate reputation and word of mouth in business markets. *1st International M-Sphere Conference for Multidisciplinarity in Business and Science*. Dubrovnik, Croatia, October 4-6, 2012. Book of Abstracts, p. 36, ISBN 978-953-99762-9-1.
47. Babić-Hodović, V., Arslanagić, M. and Mehić, E. (2012). Word of Mouth Stimuli in Commercial Banking Services: Importance of Customer Perceived Value and Reputation. *3rd EMAC Regional Conference "Marketing Theory and Challenges in Emerging Societies"*, September 12-14, 2012, Belgrade, Serbia, pp. 13-19, ISBN 978-86-403-1240-0.
48. Arslanagić, M., Peštek, A. and Delić, Z. (2012). Customer Purchase Preferences as Basis for Marketing Strategy Creation: An Example of Bosnia and Herzegovina. *3rd International Conference "Vallis Aurea - focus*

- on: Regional Development”, September 12 2012, Požega, Croatia. pp. 0019-0025, ISSN 1847-8204; ISBN 978-3-901509-78-0.
49. Babić-Hodović, V., Arslanagić, M. and Mehić, E. (2012). Importance of Internal Marketing for Service Companies Corporate Reputation and Customer Satisfaction. 6th International Conference of the School of Economics and Business Sarajevo, “Beyond the Economics Crisis: Lessons Learned and Challenges Ahead”. Proceedings, book of extended abstracts and USB, , pp. 996-1012; 12 - 13 October 2012, Sarajevo, B&H. ISBN 978-9958-25-077-4.
  50. Mehić, E., Babić-Hodović, V., Arslanagić, M. and Alić, A. (2012). Governance Infrastructure and Foreign Direct Investment in Southeast Europe. EuroConference 2012: “Global Economic and Financial Systems: Crisis or Change?”, CD, July, 12-14 , 2012, Portoroz, Slovenia.
  51. Babić-Hodović, V., Arslanagić, M. and Mehić, E. (2012) How Intangible Aspects of Banks’ B2B Relationships Influence Creation of Customer Value. Eurasia *Business and Economics Society Conference EBES Istanbul*. Istanbul: Eurasia Business and Economics Society, CD, May 24-26, 2012, Istanbul, Turkey. ISBN: 978-605-61069-5-8
  52. Mehić, E., Babić-Hodović, V. and Arslanagić, M. (2012). Foreign Investment Location and Governance Infrastructure in Southeast Europe, Eurasia Business and Economics Society Conference EBES Istanbul. Istanbul: Eurasia Business and Economics Society, CD, May 24-26, 2012, Istanbul, Turkey. ISBN: 978-605-61069-5-8
  53. Kadić-Maglajlić, S., Husić-Mehmedović, M., Arslanagić, M., Marković, S. and Raspor, S. (2012) Application Of A Modified DINESERV Methodology in Bosnia and Herzegovina. Proceedings of the European Marketing Academy (EMAC) 41st Annual Conference, p. 411, ICTE Business School, Lisabon, May 22-25, 2012, Portugal, ISBN: 978-989-732-004-0
  54. Arslanagić, M., Peštek, A. and Matic, M. (2012) Managing Mass Media Influence on Consumer Buying Behavior; Proocedings of the Interdisciplinary Management Research VII Conference, organized by Josip Juar Strossmayer University in Osijek, Faculty of Economics in Osijek, pp. 41-51, Opatija, May 11-13, 2012 Croatia, ISSN 1847-0408; ISBN 978-953-253-105-3
  55. Babić-Hodović, V., Mehić, E. and Arslanagić, M. (2011) Influence Of Banks’ Corporate Reputation On Organizational Buyers Perceived Value; on 7th INTERNATIONAL STRATEGIC MANAGEMENT CONFERENCE *Investigating Strategies of Recovery from the Recession*, pp. 357-365, June 30-July2, 2011, Paris-France, ISBN 978-605-60771-3-5
  56. Husić-Mehmedović M., Arslanagić M. and Kadić S. (2011) Impact of Reference Groups on the Decision-Making Process in Buying a First Real Estate Property; on 2nd EMAC Regional Conference, A.I. CUZA University (AICU) of Iași - Romania, 21-23 Septembar, 2011, ISBN 978-973-640-681-2, 128-135
  57. Babić-Hodović, V., Kramo Čaluk, A. and Arslanagić, M. (2011). Corporate Responsibility - Role and Influences of Media in Creating Responsible Customers (developed vs. developing countries). *Eurasia Business and Economics Society Conference EBES Istanbul*. Istanbul: Eurasia Business and Economics Society, pp. 105, June 1-3, 2011, Istanbul, Turkey.
  58. Kadić, S., Arslanagić, M. and Čičić, M. (2011). Traditional travel agencies are not beaten by e-commerce! (2011). *1st International Scientific Conference "Tourism in Southern and Eastern Europe"*. Faculty of Tourism and Hospitality Management Opatija, University of Rijeka. Opatija, Hrvatska, May 4-7, 2011, Opatija, Croatia. p. 159-169, ISSN 1848-4050
  59. Husić-Mehmedović, M., Arslanagić, M., Kadić, S. and Čičić, M. (2011). Decision making in real estate purchase the case of Bosnia and Herzegovina. *The ninth international conference: Challenges of Europe: Growth and Competitiveness – Reversing the Trends*, Ekonomski fakultet Split, April 25-28, 2011, Bol, Brač, Croatia, ISSN 1847-4497
  60. Babić-Hodović V., Mehić E. and Arslanagić M. (2011). The influence of Quality Practices on BH Companies' Business Performance. *8th International Conference For Marketing, Management, Finance, Consumer Behaviour, Tourism and Retailing Research, CIRCLE Dubrovnik*. April 27-29, Dubrovnik: Hosted University of Dubrovnik, Organized by: Faculty of Economics and Business University of Zagreb, Croatia. ISBN 978-953-6025-40-4
  61. Husić-Mehmedović, M., Kadić, S., Arslanagić, M. and Poprženović, A. (2011). Choosing the Undergraduate Program in the Economic Downturn. *5th International Scientific Conference "Entrepreneurship and Macroeconomic Management: Reflections on the World in Turmoil"*. The Department of Economics and Tourism “Dr. Mijo Mirković, March 24-26, 2011, Pula, Croatia. Conference Proceedings, Volume 1, ISBN 978-953-7498-42-9 (sv. 1), pp. 303-322
  62. Babić-Hodović V., Mehić E. and Arslanagić M. (2010). The Role of Employees on the Service Companies' Business Performance. *Fifth International Conference of the School of Economics and Business Sarajevo*,

"Economic Development Perspectives of SEE Region in Global Recession Context". Sarajevo: School of Economics and Business. Proceedings, book of extended abstracts and USB, ISBN 978-9958-25-046-0, October 14-15, 2010, Sarajevo, B&H

63. Husić, M., Kadić, S. and Arslanagić, M. (2010), Tourists' Satisfaction with Croatia as a Holiday Destination. *20th Biennial International Congress 2010 "Tourism and Hospitality Industry: New Trends in Tourism and Hospitality Management"*, May, 06-08, 2010, Opatija, Croatia, Book of Abstracts (pp. 48) + CD (pp. 360-372), ISBN 978-953-6198-78-8.

#### **Radovi u stručnim časopisima**

1. Peštek, A., Arslanagić-Kalajdžić, M., & Džudža, A. (2015). Ljekarnička praksa u promoviranju zdravlja: Uloga zaposlenih u ljekarnama kao osoba "prve linije". *Vaša Ljekarna, Specijalizirani časopis za ljekarnike*. 2, 10-12. ISSN: 1849-5575

#### **Domaći i inostrani istraživački projekti**

1. Bilateral project BIH – SLO in 2016. and 2017. – Ekonomski fakultet u Sarajevu (lead doc. dr Selma Kadić-Maglajlić) and Ekonomski fakultet u Ljubljani (lead prof. dr Irena Vida) on the topic "Salesperson Behavior and Performance in SMEs in Bosnia and Herzegovina and Slovenia".
2. Bilateral project BIH – SLO in 2016. and 2017. – Ekonomski fakultet u Sarajevu (lead prof. dr Muris Čičić) and Ekonomski fakultet u Ljubljani (lead prof. dr Tomaž Kolar) on the topic "Postcrisis Consumption in Slovenia and Bosnia and Herzegovina: Dynamics, Determinants and Marketing Implications"
3. Razvoj regionalnog strateškog plana i operativnog plana koji će predstaviti nove turističke tematske proizvode i načine smanjenja sezonalnosti turizma, povećanje pristupa i vidljivosti turističkim resursima i privlačenje turista (vodeći ekspert prof. dr Vesna Babić-Hodović), za SERDA-u, projekat "Jadranska ruta za tematski turizam", Adriatic Route, 2014
4. Predstavljanje BIH u projektu IMPACT: "Alternative perspectives on the relationship between merit pay raises and employee outcomes: A cross-cultural comparison" led by Dr. Jason D. Shaw, Chair Professor and the Co-director of the Center for Leadership and Innovation, at The Hong Kong Polytechnic University.
5. Bilateralni projekti BIH – SLO za 2014. i 2015. godinu – Ekonomski fakultet u Sarajevu (vodeći ekspert prof. dr Muris Čičić) i Ekonomski fakultet u Ljubljani (vodeći ekspert prof. dr Barbara Čater) na temu „Marketinški odnosi na međuorganizacijskom tržištu u Bosni i Hercegovini: posebnosti kod razvoja izvozne ekonomije“
6. Finansijska podrška Federalnog ministarstva za obrazovanje, 2011. godina za projekat "Utjecaj korporativne reputacije banaka na percipiranu vrijednost organizacijskih kupaca", sa Vesna Babić-Hodović i Eldin Mehić
7. Finansijska podrška Federalnog ministarstva za obrazovanje, 2001. godina za projekat "Utjecaj ekonomske krize na izbor programa I ciklusa studija i daljnje usmjeravanje", sa Melika Husić-Mehmedović i Selma Kadić-Maglajlić
8. Priručnik za navođenje izvora u naučnim i stručnim radovima, Izmjenjeno i dopunjeno izdanje, Ekonomski fakultet u Sarajevu i USAID, 2011. (sa Selma Kadić-Maglajlić), ISBN 978-9958-25-063-7
9. Priručnik za navođenje izvora u naučnim i stručnim radovima, Ekonomski fakultet u Sarajevu i USAID, 2010. (sa Selma Kadić)
10. Ekonomski fakultet u Sarajevu i Kanton Sarajevo, studija na temu "Zadovoljstvo turista turističkom destinacijom, na primjeru Kantona Sarajevo", 2007.
11. Ekonomski fakultet u Sarajevu i VW, studentski istraživački projekt: Investiranje u Bosnu i Hercegovinu, 2006.