

Dr. Selma Kadić–Maglajlić

Associate Professor

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Personal details:

Born: September 22, 1984
Nationality: Bosnian

INTERESTS

Marketing Research, Marketing and Communication Strategy, PR

EDUCATIONAL BACKGROUND

Name of institution	Date	Qualification achieved
Faculty of Economics, University of Ljubljana, Slovenia (AACSB and EQUIS Accredited)	2013	Ph.D.; Dissertation: The role of moral judgment and emotional intelligence in salesperson behavior and performance supervised by Professor Irena Vida.
Graduate School of Economics and Business, University of Zagreb, Croatia	2010	MBA; Average grade: 4.9 out of 5 Master thesis title: Improving the sales effectiveness by atmosphere at the point of sale
School of Economic and Business, University of Sarajevo, Bosnia and Herzegovina	2007	Bachelor of Science in Economics Diploma paper title: Influence of political marketing on voters' decision making

ACADEMIC POSITIONS

From 2017	Associate Professor of Marketing School of Economics and Business, University of Sarajevo
2014 - 2017	Assistant Professor of Marketing School of Economics and Business, University of Sarajevo
2010 - 2014	Teaching Assistant at Department of Marketing School of Economics and Business, University of Sarajevo
Courses:¹	Marketing, Strategic Marketing Management, B2B Marketing; Sales Management (in Bosnian and English language, in groups ranging from 25 -120 students)

NON-ACADEMIC FULL TIME POSITIONS

Organization	Dates	Position
School of Economics and Business, University of Sarajevo (SEBS)	2008 – 2010	Head of the Career Centre
ASA PVA d.o.o. Sarajevo	2007 – 2008	Marketing Specialist for VW and Audi brands
Foundation for Development of Culture and Civil Society Kriterion	2005 – 2008	PR Executive

AWARDS & SCHOLARSHIPS

1. **IMU Research for practice Award 2015** - Award for a scientifically and methodologically excellent sales doctoral dissertation, Institute for Market-Oriented Management, University of Mannheim (Professor Christian Homburg, and Professor Sabine Kuester) and Coty Germany GmbH.
2. **Inovativna Shema, 2013; 2014**; PhD Funding, University of Ljubljana, Slovenia
3. **British Scholarship Trust Award 2011** - Study visit Award, School of Business and Economics | Loughborough University hosted by professor John W. Cadogan
4. Erasmus Mundus External Cooperation Window Project Basileus exchange scholar for the Doctorate program at the Faculty of Economics Ljubljana, from September 2010 – February 2011
5. Erasmus Mundus External Cooperation Window Project Basileus scholar, on the MBA degree program, Graduate School of Economics and Business Zagreb, 2008 – 2010
6. 2nd place; Award for the best undergraduate thesis in Marketing, School of Economics and Business, Sarajevo 2007
7. 1st place; Student team case competition for development of the best marketing communication plan, School of Economic and Business Sarajevo and client company Sarajevski kiseljak; January 2007

¹ For more detailed information please see Teaching Portfolio

8. 3rd place Regional Winner Europe IAA; Dentsu InterAd XI, International student advertising competition, United Nations Millennium Campaign Competition, 2006-2007

FUNDED PROJECTS

TOTAL AMOUNT GRANTED: ABOVE 3.000.000,00 EUR

(Role - Source of funding- Project title – Duration – Total value)

1. **Researcher & core SEBS staff team member:** 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. **Researcher & core SEBS staff team member:** 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. **Lead researcher / project application drafting** with Milena Micevski from University of Vienna: Fund for Scientific & Technological Cooperation of AUSTRIA, BOSNIA AND HERZEGOVINA of Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH): Taking fingerprints of successful salespeople (2019-2020) (Total budget: 10.000,00 EUR)*
4. **Researcher & participating in project application drafting:** Danube Interreg Transitional program-IPA: WOMEN IN BUSINESS: Fostering the Young Women Entrepreneurship in the Danube Region (2018-2021) (Overall budget: 2.021.050,00 EUR) <http://www.interreg-danube.eu/approved-projects/women-in-business>*
5. **Project Partner manager / participating in project application drafting:** Danube Interreg Transitional program IPA - Excellence-in-ReSTI – Excellence in research, social and technological innovation project management - DTP1-450-1 (2017-2019) (Total Budget: 1.893.211,18 EUR) Web: <http://www.interreg-danube.eu/approved-projects/excellence-in-resti>*
6. **Researcher:** H2020 - 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, (2017 –2018) (Total budget 13.045 EUR) <https://cordis.europa.eu/project/rcn/211161/factsheet/en>
7. **Researcher & core team member of the University of Sarajevo:** 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, (2017 –2018). (Total budget 220.496,00 EUR)
8. **Lead researcher / participating in project application drafting:** Bilateral project of cooperation between Slovenia and Bosnia and Herzegovina in 2016/2017: School of Economics and Business, University of Sarajevo (Lead expert Selma Kadić-Maglajlić) with Faculty of Economics, University of Ljubljana (Lead expert Irena Vida): Salesperson Behavior and Performance in SMEs in Bosnia and Herzegovina and Slovenia (Total Budget: 4.500 EUR)*
9. **Researcher:** IPA Adriatic CBC Programme, Strategic Call: PACINNO project - Platform for trans-Academic Cooperation in INNOvation, 2013-2016, (1°STR/0003) (Total budget: 5.865.690,05 EUR)
10. **Researcher:** University of Rijeka, Republic of Croatia: Strategic marketing - Creating the Identity of a Competitive Economy, Project code: 081-1151212-1454 (2013-2014) (Total budget 18.400,00 EUR) https://www.efri.uniri.hr/hr/strateski_marketing_stvaranje_identiteta_konkurentnog_gospodarstva_profdpsc_bruno_grbac/236/110
11. **Researcher:** Bilateral project of cooperation between Slovenia and Bosnia and Herzegovina in 2014/2015: School of Economics and Business, University of Sarajevo (Lead expert Muris Čičić) with Faculty of Economics, university of Ljubljana (Lead expert Barbara Čater): Relationship marketing in B2B market in Bosnia and Herzegovina (Total Budget: 4.500 EUR)
12. **Researcher:** Ministry of Education of FBiH 2011: The role of downturn on undergraduate program selection, (2011) (Total Budget: 6.000 EUR)

In preparation:

3rd Call Danube Transnational Programme 2014-2020, Programme priority: 1. Innovative and socially responsible Danube region; Specific objective 1.1: Improve framework conditions for innovation. Project title – SILA: **SERVICE INNOVATION LIVING LABS IN DANUBE REGION** (Total Budget: > 1.000.000, 00 EUR)

ACADEMIC COMMUNITY CONTRIBUTIONS

SPECIAL ENGAGEMENTS

1. **Panel speaker** at the 2018 AMA Faculty Sales Consortium - New Horizons in Selling and Sales Management, Future Research Directions—Lightning Session, August, 2018, Boston, Massachusetts, USA
2. **Coordinator** of the Organizing Committee at Economic Forum of Bosnia and Herzegovina: 2017; 2018; Member of the Organizing Committee in 2019 (Event that hosts top level governmental officials, including the Prime Minister and the President of the country, together with about 500 CEOs. Characterized as the event of high security risk)
3. **Key note speaker** at ToSEE Conference - TOURISM AND CREATIVE INDUSTRIES: TRENDS AND CHALLENGES, 4 – 6 May 2017, Opatija, CROATIA, Organized by University of Rijeka
4. **Member** of Council for Economics, Social Science Department, Academy of Science and Arts of Bosnia and Herzegovina, from 2016
5. **Conference chair** at 7th EMAC Regional Conference: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe, Sarajevo, September 14-16, 2016
6. **Member** of Organizing Committee at 23rd CROMAR CONGRESS: Marketing in a dynamic environment – academic and practical insights (Lovran Croatia, October 2013)

EDITORSHIPS

1. **Guest Editor of Journal of Business Research**, Vol. 80 (November 2017) Special section "Where the East Kisses the West": Marketing Convergence and Divergence in the New Europe"
2. Member of **Editorial board** of South East European Journal of Economics and Business (in-house journal of School of Economics and Business, University of Sarajevo) from 2016

REVIEW SERVICE

Journals

1. Industrial Marketing Management
2. Journal of Business Research
3. Journal of Personal Selling & Sales Management
4. Tourism and Hospitality Management
5. Market/Tržište, reviewer from 2012

Conferences

1. MS World Marketing Congress, from 2018
2. 4th AIB-CEE Chapter, from 2017
3. EMAC Annual Conference, from 2012
4. EMAC Regional Conference, from 2015
5. AMA Winter Academic Conference, from 2013
6. GSSI - Global Sales Science Institute, in 2013

MEMBERSHIPS

1. BETA GAMMA SIGMA, from 2015
2. American Marketing Association, from 2013
3. European Marketing Academy, from 2012
4. International Advertising Association, BH Chapter; from 2006

RESEARCH SEMINAR PRESENTATIONS

1. Copenhagen Business School, Denmark, September 2018
2. Chair of International Marketing at the University of Vienna, Austria, June 2017
3. Faculty of Economics University of Ljubljana, April 2017
4. Institute for Market-Oriented Management, University of Mannheim, November 2015

MANAGEMENT, COLABORATION AND CONSULTING

MANAGEMENT AND COORDINATION EXPERIENCE

1. Project Coordinator: AACSB – Accreditations Process, School of Economics and Business, University of Sarajevo, from 2009 - 2013
2. Project Coordinator: EPAS – Accreditations Process, School of Economics and Business, University of Sarajevo, from 2009-2012
3. Joint Master Programme in Public Sector and Environmental Economics, School of Economics and Business Sarajevo and Faculty of Economics Ljubljana, from 2008 – 2010
4. Joint Undergraduate program: Sarajevo Business School, School of Economics and Business Sarajevo and Griffith College Dublin, from 2008-2010

INDUSTRY/NGO COLLABORATION

1. United Nations Development Program (September-December 2018)
2. Friedrich-Ebert-Stiftung BiH, (Training on Digital transformation, June 2018)
3. People in Need (Consultancy project 2017)
4. Research Agency VoCare and Raiffeisen bank BH (from 2016)
5. Porsche Sarajevo (Consultancy project 2017-2018)
6. Canton Sarajevo Chamber of Commerce (Executive Education, 2016)
7. Phoenix Pharma (Executive Education, 2016)
8. ENOVA Consulting (Consultancy project in 2016)
9. GRAWE Insurance (Consultancy project in 2015)
10. MITA Group – Advertising Agency (Consultancy project on product global launch, 2015)

TEACHING AND SUPERVISION

INTERNATIONAL TEACHING EXPERIENCE

1. Rijeka, Croatia: University of Rijeka, Faculty of Tourism and Hospitality Management in Croatia: PhD workshop: Challenges to scientific publishing; May 2017
2. Vienna, Austria: Vienna University of Economics and Business; UG courses: Consumer behavior; May 2017; Marketing Strategies for Central and Eastern Europe; May-June 2014
3. Ljubljana, Slovenia: Faculty of Economics, University of Ljubljana: UG/G Course: Sales Management; 2016
4. Haugesund, Norway: Stord/Haugesund University College, September 2014

SUPERVISED AND EXAMINED DISSERTATIONS: PhD Thesis (5 students)

Kees Caspers: The role of trust and generativity in establishing consumer social responsibility in the water sector

School of Economics and Business, University of Sarajevo

Role: Supervisor; Expected end date: 2020

Tatjana Perić: Development and Construction of a Sales Grit scale

School of Economics and Business, University of Sarajevo

Role: Supervisor; Expected end date: 2021

Ivana Jadrić: Quality of higher educational institution and decision on enrolment: Conceptual model and empirical testing

Faculty of Economics, University of Rijeka (Rijeka, Croatia)

Role: co-Supervisor; Expected end date: 2021

Azra Pašić: The relationship of Self-efficacy and its antecedents with entrepreneurial (intentions and) behavior

School of Economics and Business, University of Sarajevo

Role: President of PhD Examination Committee; Expected end date: 2020

Alisa Mujkić: The role of intrapersonal characteristics in the assessment of managers' performance

School of Economics and Business, University of Sarajevo

Role: President of PhD Examination Committee; 2018

SUPERVISED AND EXAMINED DISSERTATIONS: Master thesis (10 students)

Asim Hajdar: Internal marketing and job commitment of the first line sales employees

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2017

Hana Sarić: Gender sensitivity of medical doctors on personal characteristics of Pharma sales professionals

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2017

Tea Gašpar: The role of salespersons characteristics in customer satisfaction

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2017

Lejla Balić: The role of emotional intelligence in health behavior of patients

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2018

Amra Nišić: The role of corporate social responsibility (CSR) in organizational trust and job satisfaction in public sector companies: the case of BH Telecom

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2018

Ida Sokoljak: Salesperson behavior and performance

School of Economics and Business, University of Sarajevo; Role: Supervisor; Expected end: 2019

Enela Škaljić: Managing incentives for B2B salespeople

School of Economics and Business, University of Sarajevo; Role: Supervisor; Expected end: 2019

Adis Krdžalić: The role of social media in B2B sales

School of Economics and Business, University of Sarajevo; Role: Supervisor; Expected end: 2019

Vedad Kučuković: Ethics and Religion in Sales

School of Economics and Business, University of Sarajevo; Role: Supervisor; Expected end: 2019

Timur Krnić: Cross-cultural issues in international sales

School of Economics and Business, University of Sarajevo; Role: Supervisor; Expected end: 2019

SUPERVISED AND EXAMINED DISSERTATIONS: Diploma papers (8 students)

Amar Jajetović: Juice bar Froothie: business plan

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2014

Adi Mulahasanović: Bon appetite: business plan

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2014

Aida Selmanović: Customer Satisfaction with express courier services in Bosnia and Herzegovina

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2015

Anela Semić: The Role of Emotional Intelligence in Examining Quality of Relationship between Doctors and Patients

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2015

Tanita Zukanović: Tanita: web delivery of fruits and vegetables: business plan

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2016

Senida Ćeman: The role of salespeople in purchase decisions in fashion retail

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2016

Naida Nuhić: Do users have different attitudes toward Facebook and Instagram ads?

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2017

Kenan Mahmić: Business plan: Sit n eat;

School of Economics and Business, University of Sarajevo; Role: Supervisor; 2017

Neira Hadžiedhemović: Seven steps of Selling

School of Economics and Business, University of Sarajevo; Role: Supervisor; In the progress

ADDITIONAL EDUCATION

1. IMP3rove consultant – IMP3rove Guide - 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.
2. AMA Faculty Consortium in Selling and Sales Management, 2013, Co-Chairs: Bill Cron, Nick Lee, Greg Marshall and Bill Moncrief; Forth Worth, Texas, USA
3. Applied quantitative Research: Selected Methods and Techniques, Centre for Teaching Staff Development, School of Economics and Business, University of Sarajevo, May 2012
4. Grammar, Punctuation and Proofreading. Staff Development Center, Loughborough University, November 2011
5. Creating and Measuring your Bibliometric Impact and PGRs. Library and Staff Development Center, Loughborough University, November 2011
6. Marketing with new media, Zagreb School of Economics and Management & Mate. Lecturer: Dominik Mahr, PhD. Sarajevo, September 2010.
7. New Faculty Orientation Program, Centre for Teaching Staff Development, School of Economics and Business, University of Sarajevo, September 2010

8. Global Accreditation-Getting Started, AACSB International, Lecturer: Jerry E. Trapnell, Singapore, May 2010
9. Wirtschaftsuniversität Wien, Vienna, Austria 2007: 18th International WU Summer University, Strategic Management and Organizational Behaviour, Certificate obtained
10. Wirtschaftsuniversität Wien Trogir, Croatia 2006: International Summer University Alpen Adria 2006, International Human Resource Management, Certificate obtained
11. Georgetown University and Charles University, Prague, Czech Republic, 2006: The American Institute on Political and Economic Systems (AIPES 2006), Certificate obtained
12. Training: How To Position Your Brand Uniquely, Philip Kotler and School of Economic and Business, University of Sarajevo October, 2006
13. Wirtschaftsuniversität Wien, Vienna, Austria 2007: 18th International WU Summer University, Strategic Management and Organizational Behaviour, Certificate obtained
14. Wirtschaftsuniversität Wien Trogir, Croatia 2006: International Summer University Alpen Adria 2006, International Human Resource Management, Certificate obtained

IT LITERACY	LISREL, SPSS, SmartPLS, ZOTERO; Qualtrics; Lime Survey
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PUBLICATIONS IN REFEREED JOURNALS

	AJG 2018 Ranking	Impact Factor 2017
1. *Kadic-Maglajlic S. Arslanagic-Kalajdzic M., Micevski M., Dlacic J., Zabkar V. Being Engaged is a Good Thing: Understanding Sustainable Consumption Behavior among Young Adults, Journal of Business Research, 2019, (forthcoming).	3	2.509
2. Micevski M., Dewsnap B., Cadogan J. W., Kadic-Maglajlic S. and Boso N. (2019) Sales Intra-Functional Flexibility: Its Relationship to Performance and Moderating Effects on Role Stressors", Journal of Business Research, (forthcoming) https://doi.org/10.1016/j.jbusres.2018.12.021	3	2.509
3. Bodlaj, M., Kadic-Maglajlic, S., & Vida, I. (2018). Disentangling the impact of different innovation types, financial constraints and geographic diversification on SMEs' export growth. Journal of Business Research. https://doi.org/10.1016/j.jbusres.2018.10.043	3	2.509
4. Espinosa A. and Kadic -Maglajlic S (2018) The Mediating Role of Health Consciousness in the Relation Between Emotional Intelligence and Health Behaviors. Frontiers in Psychology 9:2161. https://doi.org/10.3389/fpsyg.2018.02161		2.089 Q2
5. 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, 35(2), pp. 215–235. https://doi.org/10.1108/IMR-11-2015-0258	3	2.600
6. Kadic-Maglajlic, S., Boso, N., & Micevski, M. (2018). How internal marketing drive customer satisfaction in matured and maturing European markets? Journal of Business Research, 86, pp. 291-299, https://doi.org/10.1016/j.jbusres.2017.09.024	3	2.509
7. 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, pp. 141–144. https://doi.org/10.1016/j.jbusres.2017.08.009	3	2.509
8. *Micevski M., Kadic-Maglajlic S., Banerjee S., Cadogan J., Lee N. (2017).	3	2.509

- Is it better to be both Nice and Nasty? Investigating the Co-Occurrence of Sales Manager Aggressiveness and Caring, *Journal of Business Research*, 80, pp 266-276, <https://doi.org/10.1016/j.jbusres.2017.05.018>
9. *Kadic-Maglajlic S., Micevski M., Lee N., Boso N. Vida I. (2017). Three Levels of Ethical Influences on Selling Behavior and Performance: Synergies and Tensions, *Journal of Business Ethics*, 3 FT50 2.917
<https://doi.org/10.1007/s10551-017-3588-1>
 10. *Kadic-Maglajlic S., Micevski M., Arslanagic-Kalajdzic M. (2017). Customer and selling orientations of retail salespeople and sales manager's ability-to-perceive-emotions: A multi-level approach, *Journal of Business Research*, 80, pp. 53-62, <http://dx.doi.org/10.1016/j.jbusres.2017.06.023> 3 2.509
 11. *Kadić-Maglajlić S., Arslanagić-Kalajdžić M., Micevski M. Michaelidou N. Nemkova K. (2017). Controversial advert perceptions in SNS advertising: the role of ethical judgement and religious commitment, *Journal of Business Ethics*, 141(2), pp. 249-265, <https://doi.org/10.1007/s10551-015-2755-5> 3 FT50 2.917
 12. Husic-Mehmedovic M., Arslanagic-Kalajdzic M., Kadic-Maglajlic S., Z. Vajnberger, (2017) Live. Eat. Love: life equilibrium as a driver of organic food purchase, *British Food Journal*, 119(7), pp. 1410-1422, <https://doi.org/10.1108/BFJ-07-2016-0343> 1 1.289
 13. Arslanagic-Kalajdzic, M., Balboni, B., Kadic-Maglajlic, S. & Bortoluzzi, G. (2017). Product innovation capability, export scope and export experience: quadratic and moderating effects in firms from developing countries. *European Business Review*, 29(6), pp.680-696 <https://doi.org/10.1108/EBR-12-2015-0180> 2 0.59
 14. Kadić-Maglajlić S., Vida I., Obadia C. & Plank R. (2016). Clarifying the influence of emotional intelligence on salesperson performance. *Journal of Business & Industrial Marketing*, 31(7), pp. 877 – 888; <https://doi.org/10.1108/JBIM-09-2015-0168> 2 1.833
 15. Boso N., Story V.M., Cadogan J.W., Annan J., Kadić-Maglajlić S. & Micevski M. (2016) Enhancing the sales benefits of radical product innovativeness in internationalizing small and medium-sized enterprises, *Journal of Business Research*, 69(11), pp. 5040-5045, <https://doi.org/10.1016/j.jbusres.2016.04.077> 3 2.509
 16. Dlačić J., Arslanagić M., Kadić-Maglajlić S., Marković S., Rašpor S. (2014) Exploring Perceived Service Quality, Perceived Value, and Repurchase Intention in Higher Education Using SEM, *Total Quality Management & Business Excellence*, 25(1-2), pp.141-157, <https://doi.org/10.1080/14783363.2013.824713> 2 1.526
 17. Boso N., Story V. Cadogan J.W., Micevski M., Kadić-Maglajlić S. (2013) Firm innovativeness and export performance: environmental, networking and structural contingencies, *Journal of International Marketing*, 21(4), pp. 62-87, <https://doi.org/10.1509/jim.13.0052> 3 3.600

PEER REVIEWED PROCEEDINGS (INTERNATIONAL CONFERENCES)

1. Vida I., Bodlaj M., Kadic-Maglajlic S. (2018) Boundary effects of SMEs export growth driven by innovation, at the **AIB US Southeast Conference** in Nashville, TN. November 1-3, 2018

2. 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 at the **47th EMAC Annual Conference**, Glasgow, UK, May 29-June 1st
3. Makri K. Arslanagic-Kalajdzic M. Kadic-Maglajlic. S. (2018) From perceived advertisement value to word of mouth: the moderating role of users' dominance on facebook advertising at the **47th EMAC Annual Conference**, Glasgow UK, May 29-June 1st
4. Kadic-Maglajlic S., Vida I., Bodlaj M. Obadia C., Mogos Descotes R. (2018) Drivers of marketing innovation for SMEs export growth and performance: the role of financial constraints and geographic diversification at the **2018 AMA Winter Academic Conference**, New Orleans, LA, February 23-25, 2018.
5. Bodlaj M., Kadic-Maglajlic S., Vida I. (2017) An examination of various innovation types on SMEs growth and business performance at the **4th AIB-CEE** chapter, September 27-28 Ljubljana, Slovenia.
6. Micevski M., Kadić–Maglajlić S., Boso N., Dewsnap B. & Cadogan J. (2017). Sales intra-functional flexibility: its relationship to performance and moderating effects of customer orientation and role stressors **8th EMAC Regional**, Timișoara (Romania), September 20-22, 2017, West University of Timișoara. ISBN: 978-973-125-580-4.
7. Zabkar V., Arslanagić-Kalajdžić M., Kadić–Maglajlić S., Micevski M. & Dlačić J. (2017). The role of emotional intelligence in the relationship between consumer engagement and sustainable consumption. **8th EMAC Regional**, Timișoara (Romania), September 20-22, 2017, West University of Timișoara. ISBN: 978-973-125-580-4.
8. Kadic-Maglajlic S., Boso N., Micevski M. (2017) Role of cross-functional goal alignment and emotional labor in linking internal marketing to customer satisfaction at the **47th EMAC 2017 Conference**, Groningen, The Netherlands, from May 24-27, 2017.
9. 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, at 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.
10. Kadic-Maglajlic, S. & Vida, I. (2016). A moderated mediation approach: Can emotional intelligence improve the transfer of training on customer satisfaction via collaboration?, at the **7th EMAC REGIONAL CONFERENCE: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe**, p. 51, September 14-16, 2016, School of Economics and Business, Sarajevo, Bosnia and Herzegovina.
11. Micevski M., Kadic-Maglajlic, S., Lee N. & Cadogan J. (2016). Should Sales Managers Be Nice, Nasty, or Both? at the **7th EMAC REGIONAL CONFERENCE: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe**, p. 66-67, September 14-16, 2016, School of Economics and Business, Sarajevo, Bosnia and Herzegovina.
12. Espinosa A., Kadic-Maglajlic S. (2016) The Moderating effect of emotional intelligence on the relation between health consciousness and health behaviors, at the **28th Association for Psychological Science Annual Convention**, May 26-29, Chicago, IL, USA.
13. Micevski M., Dewsnap B., Kadic-Maglajlic, S. Boso N. and Cadogan J.W. (2016) Performance implications of the interplay between Sales Intra-functional Flexibility, Customer Orientation and Role Ambiguity, Proceedings of **Academy of Marketing Science: Marketing Challenges in a Turbulent and Business Environment: Developments in Marketing Science**, Groza, C.B. Ragland (eds.), DOI 10.1007/978-3-319-19428-8_19, 67-72

14. Kadic-Maglajlic, S., Vida I. and Raskovic (2015) Cultural Antecedents of Selling Behavior: the Mediating Role of Emotional Intelligence, at the **41st EIBA (European International Business Academy) Annual Conference**, Rio de Janeiro, Brazil, December 1-3, 2015
15. Kadic-Maglajlic, S., Arslanagic-Kalajdzic, M. & 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.
16. Kadić-Maglajlić S., Boso N., Micevski M., Lee N., and Vida I. (2015). Industrial ethical climate and moral equity: relevance to the adaptive selling behavior and salesperson performance, (poster) at the **AMA 2015 Winter Marketing Educators Conference**, February 13-15, 2015, San Antonio, USA.
17. Kadic-Maglajlic, S. Vida I., Boso N. and Micevski M. (2014) Moral Equity and Ethical Climate: Relevance to the Relational Selling Behavior and Sales Performance, at the **43rd EMAC 2014 Conference**, Valencia, Spain, from June 3-6, 2014.
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