

a) Osnovni biografski podaci:

Ime (ime oba roditelja) i prezime:	Mirjana (Nikola, Zora) Milovanović
Datum i mjesto rođenja:	14.02.1978. godine, Bihać
Ustanove u kojima je bio zaposlen:	NRTV Banja Luka, Pink BH Company, Auto Milovanović, d.o.o, Banja Luka College
Radna mjesta:	novinar/voditelj/glavni i odgovorni urednik NRTVBL (1999-2003); novinar/voditelj/producent PinkBH Company (2003-2014); Direktor marketinga Auto Milovanović, d.o.o (2003 do 2023); predavač Banja Luka College (2013 do danas); predavača Univerzitet Metropolitan (2021 do danas)
Članstvo u naučnim i stručnim organizacijama ili udruženjima:	SWOT (Udruženje ekonomista Republike Srpske) SEMA (Serbian Marketing Association), MENSA.

b) Diplome i zvanja:

Osnovne studije:	
Naziv institucije:	Visoka škola Banja Luka College, Banja
Zvanje:	Diplomirani ekonomista
Mjesto i godina završetka:	Banja Luka, 2011. Godine
Prosječna ocjena iz cijelog studija:	9,36
Postdiplomske studije:	
Naziv institucije:	Fakultet za menadžment, Metropolitan univerzitet, Beograd
Zvanje:	Master menadžmenta i biznisa
Mjesto i godina završetka:	Beograd, 2012. Godine
Naslov završnog rada:	Analiza medijske slike i prostora Bosne i Hercegovine u cilju planiranja medija
Naučna/umjetnička oblast (podaci iz diplome):	Menadžment i biznis/Marketing
Prosječna ocjena:	10,00
Doktorske studije/doktorat:	
Naziv institucije:	Fakultet za menadžment, Metropolitan univerzitet, Beograd
Zvanje:	Doktor nauka – menadžment i biznis
Mjesto i godina odbrane doktorske disertacije:	Beograd, 2019
Naziv doktorske disertacije:	Ispitivanje zadovoljstva profesionalnih kupaca, u cilju unapređenja prodaje, na primjeru Bosne i Hercegovine, Republike Srbije i Republike Sjeverne Makedonije.
Naučna/umjetnička oblast (podaci iz diplome):	Ekonomске nauke/Marketing menadžment

c) Naučna/umjetnička djelatnost

Odbranjena doktorska disertacija

Milovanović, M. (2019). *Ispitivanje zadovoljstva profesionalnih kupaca, u cilju unapređenja prodaje, na primjeru Bosne i Hercegovine, Republike Srbije i Republike Sjeverne Makedonije.* Fakultet za menadžment, Metropolitan univerzitet, Beograd.

Kategorizacija: M70 (Odbranjena doktorska disertacija)

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Profil na portalu e-nauka Srbija: <https://enauka.gov.rs/cris/rp/rp17880/dspaceitems.html>

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Radovi u naučnom časopisu

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Naučni radovi na skupovima međunarodnog značaja, štampani u cjelini

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Milovanović, M., Dušanić-Gačić, S., & Agić, Z. (2024, June 14). *Uticaj BDP-a na spoljnu trgovinu Bosne i Hercegovine sa fokusom na robnu razmjenu sa zemljama Evropske Unije*, In 14th International Scientific Conference on economic development and standard of living "EDASOL 2024 - Economic development and Standard of living", Bosnia and Herzegovina, Banja Luka. The Pan-European University „Apeiron“, Banja Luka.

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Mamula Nikolić T., Kralj S, & **Milovanović, M.** (2024, June 6-9). *Blue Ocean Strategy & Sustainable Growth: How to Play to Win*, In STED 2024: 13th International Conference on Social and Technological Development. Bosnia and Herzegovina, Trebinje (xxx-xxx). University PIM, Banja Luka, Republic of Srpska, Bosnia and Herzegovina.

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Milovanović, M. (2014, September 30). *Značaj organizacije kućnog sajma za porodični biznis*. Međunarodna naučno-stručna konferencija – Model za samozapošljavanje u budućnosti, Banja Luka, 30.09/01.10.2014. Zbornik radova, str. 121-141. UDK 658:005.51]:334.772, Pregledni naučni rad.

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Naučni radovi na skupovima nacionalnog značaja, štampani u cjelini

Agić, Z., Dušanić-Gačić, S. & **Milovanović, M.** (2023, September 23). *A Decade of Tourism Changes in the Republic of Srpska*. In MES 2023: 9th International Scientific Conference Media and Economy. Bosnia and Herzegovina, Banja Luka (193-205). Higher Education Institution Banja Luka College, Banja Luka, Republic of Srpska, Bosnia and Herzegovina. UDK 338.48:005.5 (497.6RS) DOI 10.7251/BLCZR0623193A

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Agić, Z., Dušanić-Gačić, S., & **Milovanović, M.** (2023, May 26). *Inflacija kao faktor rizika za nekvalitetne kredite u bankarskom sektoru Bosne i Hercegovine*. In Scientific Conference “Accounting and audit in theory and practice”, Bosnia and Herzegovina, Banja Luka (127-140). Banja Luka College, Banja Luka. DOI 10.7251/ZRRRTP2301127A; UDK 336.748.12:336.71(497.6)

<https://blc.edu.ba/wp-content/uploads/2023/05/Racunovodstvo-i-revizija-u-teoriji-i-praksi-zbornik-2023.pdf>

Perić, N. & **Milovanović, M.** (2022, December 15). *Relationship and Role of Management and Marketing in Culture and Art*. In Conference - Challenges Of The Modern Moment- Where To Go Next? Serbia, Belgrade (11-19). ŠumArt Belgrade, Serbia and Banja Luka College. Banja Luka, Bosnia and Herzegovina. ISBN: 978-86- 904998-0-9. *The project is co-financed by the Ministry of Culture of the Republic of Serbia*

https://www.researchgate.net/publication/366702539_P_R_O_C_E_E_D_I_N_G_S_CONFERENCIE_CHALLENGES_OF_THE_MODERN_MOMENT-_WHERE_TO_GO_NEXT

Dušanić-Gačić, S., & **Milovanović, M.** (2022, December 15). *Censorship in the Media as a Problem of Journalistic Ethics*. In Conference - Challenges Of The Modern Moment- Where To Go Next? Serbia, Belgrade (137-157). ŠumArt Belgrade, Serbia and Banja Luka College. Banja Luka, Bosnia and Herzegovina. ISBN: 978-86- 904998-0-9. *The project is co-financed by the Ministry of Culture of the Republic of Serbia*

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Bovan, A., Perić, N., & **Milovanović, M.** (2015). *New Forms of Political Influence on EU Energy and Climate Change Policies: Expanding Arena for Civil Society Lobbying*. V regionalna konferencija „Industrijska energetika i zaštita životne sredine u zemljama JI Evrope“, Zlatibor, juni 2015. IEEP 2015; V Regional Conference INDUSTRIAL ENERGY AND ENVIRONMENTAL PROTECTION IN SOUTH EASTERN EUROPE
ISBN 978-86-7877-025-8, UDK: 620.9(082)(0.034.2), UDK: 502/504(082)(0.034.2), COBISS.SR-ID 215968268

https://www.researchgate.net/publication/320264887_Energy_and_Climate_change_policies_an_expanding_arena_for_civil_society_lobbying

Stručni projekti

Dragan Čomić, Dragan Ostić (2019). *Društveno preduzetništvo u funkciji razvoja Banjaluke*, Priručnik za društvene preduzetnike. Banja Luka: Inicijativa za kvalitet i održivi razvoj IKOR, 2019. ISBN 978-99976-919-0-3. **Mirjana Milovanović**, saradnik na projektu

https://ikor.ba/wp-content/uploads/2020/07/Prirucnik_drustveno_preduzetnistvo-1.pdf

Pozivna predavanja

Milovanovic, M. (2023, May 8). *Examining Generation Z's Attitudes, Behavior and Awareness Regarding Eco-Products: A Bayesian Approach to Confirmatory Factor Analysis*. Invited lecture for Faculty management, University Metropolitan, Belgrade, Serbia.

<https://blc.edu.ba/wp-content/uploads/2023/06/mirjana.pdf>

Milovanovic, M. (2023, May 17). *Reaching Globalization with International Marketing?* Invited online lecture for Faculty of Finance Plekhanov Russian University of Economics, Moscow, Russia.

<https://pэy.pф/news/28484-o-mejdunarodnom-marketinge-ot-inostrannogo-eksperta-otkryitaya-lektsiya-universiteta-partnra>

<https://blc.edu.ba/wp-content/uploads/2023/06/Письмо-от-19.06.2023.pdf>

Milovanovic, M. (2024, May 15). *Navigating through Globalization: Key concepts in International Marketing*. Invited lecture for Faculty of Economics and Informatics, University of Novo Mesto, Slovenia.

<https://blc.edu.ba/wp-content/uploads/2024/05/Potvrdilo-Mirjana-Univerza-N.Mesto-maj-2024.pdf>

d) Obrazovna djelatnost

Kao predavač izvodi predavanja na osnovnim, master i doktorskim studijama, na predmetima Strateški marketing menadžment, Marketing, Internet marketing, Spoljnotrgovinsko poslovanje, Menadžment osiguranja. U prethodnom desetogodišnjem periodu izvodila je predavanja i na predmetima Međunarodni marketing, Marketing usluga, Marketing menadžment, Integrisane marketinške komunikacije.

Drugi oblici međunarodne saradnje (konferencije, skupovi, radionice, edukacija u inostranstvu):

1. Nexus conference N!BF2018, 14-19. mart 2018, Abu Dabi, UAE
2. Regional Meet up Ferdinand Bilstein, 22-24. novembar 2018, Enepetal, Njemačka
3. Nexus Business Forum "Shaping the future", N!BF2019, 05-10. mart 2019, Abu Dabi, UAE
4. Regional Meet up Total, 08-12. april 2019, Pariz/Lion, Francuska
5. Regional Meet up Ferdinand Bilstein, 02-05. oktobar 2019, Budimpešta, Mađarska
6. Nexus conference N!BF2020, 10 -13. mart 2020, Amsterdam, Holandija

e) Stručna djelatnost kandidata:

Ostale profesionalne aktivnosti na Univerzitetu i van Univerziteta koje doprinose povećanju ugleda Univerziteta:

1. Član programskog odbora Međunarodne naučno-stručne konferencije "Socijalno preduzetništvo – Model za (samo)zapošljavanje u budućnosti".
2. Usavršavanja PRA EDUCA - Poslovna škola za Public Relations, 2003. godine (I i II nivo obrazovanja)
3. Proactive konferencija za odnose s javnošću (kontinuirano učešće od 2005. do 2011. godine)
4. Porodične firme – stub razvoja Republike Srpske (kontinuirano učešće na konferencijama od 2011. do 2017.)
5. Porodične firme – stub razvoja Republike Srbije (član istraživačkog tima 2013.)
6. SAJAM OBRAZOVANJA I ZAPOSŁJAVANJA - naučite, istražite, povežite se, 30. mart 2015, Banja Luka, Bosna i Hercegovina. Prezentacija „Realni sektor - spitivanje zadovoljstva zaposlenih u porodičnoj firmi“
7. DRIVE 2015, Šesta regionalna konferencija upravljanja i vođenja ljudskih potencijala (Get your people inspired) - 01. oktobar, 2015. Sarajevo, Bosna i Hercegovina.
8. Panelista - tema „Zapošljavanje, razvoj i zadržavanje zaposlenika“ - 01. oktobar, 2015, Sarajevo, Bosna i Hercegovina.
9. DRIVE 2016, Sedma regionalna konferencija o liderstvu i talent menadžmentu - 10. novembar 2016, Sarajevo, Bosna i Hercegovina.
10. DRIVE 2017, Konferencija o liderstvu i talent menadžmentu - 9. novembar 2017, Sarajevo, Bosna i Hercegovina.
11. Marketing Meet up 2018, (Ferdinand Bilstein South East Europe), septembar 2018, Beograd, Srbija.
12. Marketing Summit - Be Marketing (R)evolution - 8. novembar 2018, Sarajevo, Bosna i Hercegovina.
13. Marketing Meet up 2020, (Ferdinand Bilstein South East Europe), online, Beograd, Srbija.
14. Marketing Meet up 2021, (Ferdinand Bilstein South East Europe), online, Beograd, Srbija.
15. AD International Marketers meeting, 2 & 3 June, Dubrovnik, Croatia.
16. Summer Vivaldi forum, 15-17. Jun 2022, Mokra Gora, Serbia
17. Marketing Meet up 2022, (Ferdinand Bilstein South East Europe), online, Beograd, Srbija.
18. Član naučnog odbora konferencije: Challenges of the Modern Moment-Where to go Next? 15. decembar 2022. Beograd, Srbija
19. Član naučnog odbora konferencije: The Fourth International Scientific Conference: The importance of media interpretation for the promotion of cultural heritage 30. septembar 2023. Novi Sad, Sremski Karlovci, Srbija
20. Član projektnog tima Erasmus projekta DIGITCRESHE (2022 - 2024)
21. Član projektnog tima Erasmus projekta RURALY EU (2023 - 2025)
22. Recenzent mnogi domaćih i stranih časopisa i zbornika radova.

Aktuelni projekti

- Instituto Politécnico do Porto · 2022-2025 · Digital Transformation of Creative Sectors in Higher Education; EU Grants: Application form (ERASMUS BB and LS Type II): V1.0 – 25.02.2021
- Cluster AgriFood Campania, Raffaele Ris · 2022-2025 · Pathway to EASTern EUrope RURAL living labs as a mean to empower youth at local level

- Visoka škola „Banja Luka College, podržalo MINISTARSTVO ZA NAUČNOTEHNOLOŠKI RAZVOJ I VISOKO OBRAZOVANJE · 2024 · Povećanje efikasnosti preduzetništva kroz implementaciju novih IT komunikacija
- Organisation - SHUMART ASSOCIATION · 2024 · Final ID:101104708; Programme: CREA2027; Type of Action: CREA-PJG
- University of Food Technologies · 2024-2027 · Draft proposal ID: SEP-211028676; Call: ERASMUS-EDU-2024-CBHE; Type of action: ERASMUS-LS; Topic: ERASMUS-EDU-2024-CBHE-STRAND-2
- Rural Labs For Ecological and Social Innovation. Form ID: KA220-VET-E784DFD5. Action: KA220-VET. Call for proposals: 2024
National Agency: IT01 - Agenzia Nazionale - Erasmus+ - INAPP