

**M.Sc. Ivana Radojević****PERSONAL INFORMATION**

Date of Birth:                Aprile 14, 1981  
Place of Birth:             Belgrade, Serbia  
Marital Status:            Married, two sons  
Nationality:                Serbian

**Languages:**

- English (writing-excellent, reading-excellent, speaking-excellent), passed University of Cambridge's First Certificate in English, with B (Jun 2000.) Successfully finished advanced level of Business English at the Institute for foreign languages (in Gospodar Jovanova street, Belgrade) with the highest possible grade (February 2007.);
- Russian (writing- good, reading-very good, speaking- good)
- Serbian (mother language)

**Contact Address:**

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**EDUCATION**

- At 2010. She started PhD studies at Faculty of Informational Technologies – Marketing management
- Finished Master studies on Faculty of Organizational Sciences - Management department (field of study: Organizational changes), April 2008.
- Graduated on University of Belgrade, Faculty of Organizational Sciences-Management department (specialization: Organization of special events), March 2006.

**EMPLOYMENT HISTORY**

- From October 2008. Until now she works at Metropolitan University – Faculty of Management. Previously Faculty of Informational Technologies as teaching assistant (main field: Principles of Marketing, Principles of Management, Integrated Marketing Communications, Human Resource Management, Strategic Marketing, Marketing Research). She gained highest marks from students during previous years. In 2010. she published 2 books: Media, PR and Brand tendencies with Nenad Perić and Nevena Krasulja and Financial Analyzes of business with Petar Bojović and group of authors. During 2009. she enrolled International Conference at Palic with work Business Systems between bodybuilding and liposuction. She teaches courses that cover topics in management science, marketing management, integrated marketing communications, and human resource management. In her research, she examines the organizational changes, corporate culture and motivation of employees. Currently, she has been investigating Millennial generation, differences between generations, social media and networking, mobile media and their impact on communication in society (B2B, B2C).
- From January 2008. Until October 2008. she worked for company „BIGZ Publishing“Bulevar vojvode Mišića 17, Belgrade as expert associate in marketing department. Main engagements: organization of promotional activities, work on marketing campaigns, presentations of new products and commercial program, planning, tracking and reporting about marketing activities and about their realization on the field, two-way communication with management, editors and commercial department, direct contact with end users and market research. Developing of strategic marketing plan, coordination of work on the field and work in office.

- From August until November 2007. in NIP Obrazovni informator (Belgrade) as Manager of business organization (she was general organizer of Business training for directors and manager of public (budget) institutions).

Other engagements: monitoring realization of company's business plan, assisting general manager in reorganization, developing new systematization, politics of valuing and rewarding of employees. Communication and implementation of cooperation with Ministries and other public institutions.

- Worked in Invej from June until August 2007. as a Manager of business organization.
- From March 2007. until June, same year she worked in one of Invej's member factories, „Ratar AD“ - Pančevo, in Marketing department as marketing manager. In April same year she was on a special business trip to Czech Republic and she visited several important mills where she constitutes business correspondence with their management. Ivana prepared and hosted fair exhibition of „Ratar AD“ at the International Agricultural Fair (12th to 19th May, Novi Sad).
- From July, 10th 2006. until March 2007. worked in “Invej” Aleksandra Dubčeka 14, Zemun - Project department, as assistant of commercial director (a project of building confectionery factory). Actual engagements: market research of confectionery market for Investing study, making Marketing plan, defining marketing tactics for accession of confectionery products on Serbian and foreign market, defining strategy of prices, making selling plan and projection of selling and gross income during the next 20 years), study of competition and their ways of acting on market. Withal she worked on supplying of packing materials and packages (calling producers of packaging materials and packages and getting their offers). Other engagements: overlook of market trends and competition, Serbian and foreign trade conventions, statistics of export and import in our country, overlook of fairs and conventions in our country and abroad, communication with Embassies and Chambers of economy in our country. Interviewing and selection of candidates for new positions within the scope of Commercial part of Project department. Engagements on another three projects: coffee and instant drinks factory, toffee and chewing gum factory and ice-cream factory. Also she worked as consultant to other Invej factories („Vital“-Vrbas, „Albus“-Novi Sad, „Rubin“-Kruševac, „Ratar“-Pančevo, „Pekara-Pančevo“, „Milan Blagojević-Smederevac“-Smederevo, „Košava“-Belgrade) for marketing and organization.

### **ADITIONAL RESPONSIBILITIES**

2015-now **Organizing Committee Chair & Programme Board vice-chair at International Conference ICSD 2016**, International Conference Innovation, Competitiveness and Sustainable Development - ICSD 2016.

- Selection of the organizing committee members.
- Selection of location and dates.
- Defining conference title and sub-themes, and planning a scientific program and updates.
- Nominating local and international members to the international program committee and sending invitations to them.
- Preparing the project timeline and coordinating the work of all committee's members (technical, organizational and program).
- Preparing and managing conference website.
- Defining guidelines for authors.
- Coordination of the conference announcements and public relations (before, during and after conference).
- Proposing conference budget and guest speakers.
- Tracking all contact with guest speakers, participants, institutions and sponsors.
- Coordinating abstract submission, evaluation procedures and notification of authors (acceptance/rejection and further communication).
- Planning social program.

2011-2015 **Organizing Committee member for: BISEC 2011, BISEC 2013, BISEC 2015.**

2016- now **Focus Group Moderator.**

- Conducting qualitative marketing research: Exploring student expectations and potential improvements of experience and their achievement.
- Defining qualitative research purpose and objectives.
- Recruiting the suitable respondents for the group.
- Using advanced moderating techniques (projective techniques, laddering) in order to draw out respondent's perceptions, opinions, attitudes, feelings and beliefs that underlie and influence behavior.
- Analyzing and writing report.

## **ACTIVITIES AT UNIVERSITIES**

### **Teaching Activity**

Preparation of presentations for lectures, deliver lectures and teach courses (planning lessons and assignments, developing interesting examples and discussions; update and expand study materials, improving course activities and teaching responsibilities, creating syllabuses, answer keys and supplementary notes; scheduling, grading, student concerns).

Interactions and corresponding with students, tutor and mentor students, advice students how to achieve their goals, work with students to improve their knowledge and career skills.

Hand out assignments and grade papers, tests and other work. Record grades and inform students of their final grades.

Writing original research and analysis to advance knowledge in the field and publishing them in books and academic journals. Following recent changes and innovations in the field.

Working with professors to develop or modify course plans - syllabus.

**Belgrade Metropolitan University, Belgrade, Serbia** (Subjects taught since 2008 to date):

#### Bachelor study programs:

- MK100 Principles of Marketing
- MK120 Integrated Marketing Communications
- MK150 Foundations of Management
- MK210 Marketing Research
- MK220 Consumer Behaviour
- MK230 Brand Management
- MK340 Marketing Management
- MK425 Strategic Management
- OM230 Human Resources Management

#### Master study programs:

- MK410 Marketing Management – advanced level
- MK420 Strategic Marketing
- MK450 Marketing Research – advanced level
- MK510 Strategic Management – advanced level
- MK520 Brand Management – advanced level

## **AWARDS AND RECOGNITIONS**

**PUBLISHED BOOKS**

1. PERIĆ, Nenad, KRASULJA, Nevena D., RADOJEVIĆ, Ivana. Medijske, PR i brend tendencije. 2. dopunjeno izd. Beograd: Synopsis: Čigoja štampa, 2011. 164 str., ilustr. ISBN 978-86-7558-815-3. [COBISS.SR-ID 184038668]
2. PERIĆ, Nenad (аутор, издавач), KRASULJA, Nevena D. (аутор, издавач), GUJANICA, Ivana (аутор, издавач). Medijske, PR i brend tendencije. Beograd: Čigoja štampa: N. Perić: N. Krasulja: I. Gujanica, 2010. 142 str., ilustr. ISBN 978-86-7558-752-1. [COBISS.SR-ID 176667916]
3. BOJOVIĆ, Petar (аутор, уредник), ŠIKANJIĆ, Branko, AVAKUMOVIĆ, Julija, KRASULJA, Nevena D., GUJANICA, Ivana, SENIĆ, Vesna, RUJAN, Zorel, GREBOVIĆ, Sreten, MILETIĆ, Mićo, AVAKUMOVIĆ, Jelena. Финансијска анализа пословања. Београд: Ј. Авакумовић [итд.], 2010. 209 стр., граф. прикази, табеле. ISBN 978-86-904787-8-1. [COBISS.SR-ID

**PUBLISHED PAPERS**

1. KRASULJA, Nevena, ZUBOVIĆ, Jovan, RADOJEVIĆ, Ivana. Work-from-Home Impact on Income Satisfaction. Industrija, ISSN 0350-0373, 2014, vol. 42, no. 3, str. 129-140, tabele, doi: 10.5937/industrija42-7074. [COBISS.SR-ID 211488780]
2. KRASULJA, Nevena D., RADOJEVIĆ, Ivana, RATKOVIĆ, Milijanka C., TASIĆ, Svetlana, RADOSAVLJEVIĆ, Dragana D. Adjustment of corporate culture to (on) the Serbian market. Metalurgia internacional, ISSN 1582-2214, 2013, vol 17, br. 6, str. 169-175. [COBISS.SR-ID 512291485]
3. KRASULJA, Nevena D., RADOJEVIĆ, Ivana, JANJUŠIĆ, Dragan, VUJIĆ, Nenad. Multigeneracijska radna snaga - prednost ili nedostatak za suvremene organizacije. Praktični menadžment, ISSN 1847-8107, 2015, vol. 6, br. 1, str. 59-68. [COBISS.SR-ID 512369821]
4. KRASULJA, Nevena D., RADOJEVIĆ, Ivana, VASILJEVIĆ-BLAGOJEVIĆ, Milica, JANJUŠIĆ, Dragan. Novi trendovi u području razvoja psihološkog ugovora. Praktični menadžment, ISSN 1849-0689, 2013, br. 2, str. 60-66. [COBISS.SR-ID 512274333]
5. KRASULJA, Nevena D., GUJANICA RADOJEVIĆ, Ivana, CVETANOVIĆ, Dušan. Uticaj nacionalnih kultura na stil liderstva u internacionalnim organizacijama = Impact of national culture on leadership style in international organizations. Економика, ISSN 0350-137X, 2011, br. 3, str. 33-47. [COBISS.SR-ID 512244381]
6. KRASULJA, Nevena D., VASILJEVIĆ-BLAGOJEVIĆ, Milica, RADOJEVIĆ, Ivana. Working from home as alternative for achieving work-life balance = Рад од куће као алтернатива за постизање пословно - породичног баланса. Економика, ISSN 0350-137X, 2015, god 13, br. april-jun, str. 131-142. [COBISS.SR-ID 512370077]
7. VASILJEVIĆ BLAGOJEVIĆ, Milica, KRASULJA, Nevena D., RADOJEVIĆ, Ivana. Managing students' vocational training at the medical college of professional studies as a method of gaining skills. Y: MARKOVIĆ, Aleksandar (ur.), BARJAKTAROVIĆ RAKOČEVIĆ, Slađana (ur.). New Business Models and Sustainable Competitiveness : symposium proceedings. Belgrade: Faculty of organizational sciences, 2014, str. 311-317. [COBISS.SR-ID 512291997]
8. RADOJEVIĆ, Ivana, KRASULJA, Nevena D., VASILJEVIĆ BLAGOJEVIĆ, Milica. The expectations from studies among members of millennial generation. Y: RADOSAVLJEVIĆ, Života (ur.). Proceedings. Vol. 2. Belgrade: Faculty of Business Studies and Law: = Fakultet za poslovne studije i pravo - FPSP: Faculty for Strategic and Operational Management: = Fakultet za strateški i operativni menadžment - FSOM, 2014, str. 793-799. [COBISS.SR-ID 512263069]
9. Stamatović, M., Perčić, K., Radojević, I., Vukajlović, Đ.: „Mentorski rad u funkciji zadovoljstva studenata“, Међународна научно-стручна конференција Kako do kvalitetnijeg života?, Univerzitet Privredna akademija u Novom Sadu, Fakultet za primenjeni menadžment, ekonomiju i finansije MEF, Beograd... (i dr.), 12. maj 2016, Beograd, Srbija, str. 213-223, ISBN 978-86-84531-25-6, COBISS.SR-ID 223256076
10. Radojević, I., Stamatović, M., Perčić, K., Stamatović, Lj.: „Psihološki aspekti procesa doktoriranja“, Међународна научно-стручна конференција Kako do kvalitetnijeg života?, Univerzitet Privredna akademija u

Novom Sadu, Fakultet za primenjeni menadžment, ekonomiju i finansije MEF, Beograd... (i dr.), 12. maj 2016, Beograd, Srbija, str. 331-338, ISBN 978-86-84531-25-6, COBISS.SR-ID 223256076

11. GUJANICA RADOJEVIĆ, Ivana, KRASULJA, Nevena D. Coping with job stress. Y: LOŠONC, Alpar (ur.). Proceedings. Novi Sad: Faculty of Technical Sciences, 2012, str. 283-291. [COBISS.SR-ID 512291229]

12. KRASULJA, Nevena D., RADOJEVIĆ, Ivana. Motivacioni aspekti korporativne kulture u međunarodnom menadžmentu = Motivational Aspects of Corporate Culture in International Management. Management, ISSN 0354-8635. Srpsko izd., 2011, god. 16, br. 60, str. 77-85. [COBISS.SR-ID 186514188]

13. Nikolić, T.S.; Strak, M.; Gujanica, I.: Business System Between "Liposuction" and "Bodybuilding"; International Journal of Strategic management and Decision Support Systems in Strategic Management, Vol.14, No4, p.33-38;

### **Miscellaneous**

- Like jazz-ballet, yoga, traveling
- B category driving license.