

УНИВЕРЗИТЕТ У КРАГУЈЕВЦУ
ФАКУЛТЕТ ЗА ХОТЕЛИЈЕРСТВО И ТУРИЗАМ



CURRICULUM VITAE

Academic title, first and last name, title	Assistant Professor Marija Mandaric, PhD
Scientific field	Marketing
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Phone	+ 381 64 259 00 99
Biography	<p>Marija Mandaric was born 12-20-1976 in Kragujevac. Elementary school "Svetozar Markovic", the First Grammar school and undergraduate level Faculty of Economics is finished in Kragujevac. Diploma thesis was entitled: Stock shares as a capital market instrument and a form of financing enterprise is defended with the mark 10. Postgraduate studies completed at the University of Belgrade, Department of Trade Management and examinations prescribed by the curriculum were passed with an average score of 9.55. Master's thesis was entitled: The global dimension of electronic commerce in the function of development of B2B marketing model defended on 06th February in 2007 at the University of Belgrade. PhD thesis entitled: Strategic brand management as a factor in the competitiveness of companies, defended on 07th November in 2012 at the Faculty of Economics, University of Belgrade.</p> <p>For the professor assistant, scientific field of Marketing was elected 06-12-20113 at the University of Kragujevac. Marija Mandaric has many years experience in corporate and academic institutions. Besides the master's and PhD's thesis, it is published 28 scientific and professional papers. Narrower field of scientific interests are marketing management, market reearch, brand management and consumer behavior. Member of the Serbian Association for Marketing (SEMA).</p>
Courses taught	<ul style="list-style-type: none"> • Tourism market research • Brand Management
Publications	<ul style="list-style-type: none"> • Mandarić, M., Sekulić, D. (2014). <i>Brand management in tourism education: Role of development and building of strong brand for a higher education institution in tourism</i>, I International Conference „Higher Education in Function of Sustainable Development of Tourism in Serbia and Western Balkans“, october 2014., Business and Technical College of Vocational Studies, Užice, Serbia, (Ed. Đuričić Milutin, Jovanović Miloš), pp. 199-210. (ISBN 978-86-83573-44-8, COBISS.SR-ID 209980940) • Sekulić, D., Mandarić, M. (2014). Models for Measuring Services Quality and Customer Satisfaction in Hotel Industry, <i>Actual Problems of Economics</i>, 8(158), pp. 480-487. (ISSN 1993-6788) • Mandarić, M., Milovanović, V., Sekulić, D. (2013). Contribution of Brand Performance to Business Performances of Serbian Companies. <i>Metalurgia International</i>, Vol. XVIII, Special Issue No. 4, pp. 72-77. (ISSN 1585-2214) • Milićević, S., Milovanović, V., Mandarić, M. (2013). The potential of Serbia as medical tourism destination at the international tourism market. <i>Actual Problems of Economics</i>, No. 04., pp. 397-405. (ISSN 1993-6788) • Mandaric, M., Sekulic, D., Pantic, N. (2012). <i>Empirical Investigation of Brand</i>

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	<p><i>Orientation in the Non-Profit Sector</i>. Scientific Conference: "Contemporary Issues in Economics, Business and Management", Faculty of Economics – Kragujevac, December, paper will be published in Conference Proceedings titled "Contemporary issues in economics, business and management", pp. 227-237. (ISBN 978-86-6091-037-2)</p>
Projects	<ul style="list-style-type: none"> • Tempus project: „Modernization and harmonization of Tourism study programs in Serbia“ 2013-2016; • Tourism Development Strategy of the City of Kragujevac, 2015-2020; • Tourism Development Strategy of municipality of Raca, 2014; • "MigrGainTools-Tools for promoting sustainable forms of circular migration and international labor mobility," IAL Fruli Venezia Giulia, 2008; • "L'Acquis Communautaire nelle Municipalities of Balcani" IAL Fruli Venezia Giulia, 2008; • "Performance Management at local level in Serbia / France", Council of Europe with the European Agency for Reconstruction (EUR), Standing Conference of Cities and Municipalities, 2008; • "Territorial Marketing", Local Democracy Agency (LDA), SCTM, 2007; • Projects in cooperation with the South Moravian region of the Czech Republic; • Exchange program, SCTM, 2005 – 2007; • Local Plans of Action (LPA), UNICEF, 2005;
Training abroad	<ul style="list-style-type: none"> • University of Roma "La Sapienza", Faculty of Economics (Marketing) • University of Roma "Roma 3", Faculty of Economics Marketing) • University of Padua, Faculty of Economics (Marketing) • University of Perugia, Faculty of Economics (Marketing) • SDOA, Vietri Sul Mare (SA) (Marketing and Tourism) • University of Economics, Wirtschaft, Institute for International Marketing and Management, Vienna (Marketing) • University of Greenwich (Improving the quality of higher education)
Participation in the work of management and professional bodies	<ul style="list-style-type: none"> • Head of the Department for Business Economics (2013 -) • Erasmus + coordinator (2015-) • Member of the Quality Assurance Committee of the University (2014 -)