

**FACULTY OF HOTEL MANAGEMENT AND TOURISM  
UNIVERSITY OF KRAGUJEVAC**



**CURRICULUM VITAE**

**BACKGROUND INFORMATION**

First and last name	Vladimir Senić
Year and place of birth	1977; Trstenik, Serbia
Academic title	Assistant Professor
e-mail / web site	vsenic@yahoo.com
Office phone	+ 381 (0)64 291 8888
University, Faculty	University of Kragujevac, Faculty of Hotel Management and Tourism
Department	Marketing; Management

**EDUCATIONAL BACKGROUND**

<b>UNDERGRADUATE STUDIES</b>	
Year	2000
Place	Salt Lake City, Utah, USA
Institution	David Eccles School of Business, University of Utah
Field	Management
<b>GRADUATE STUDIES</b>	
Year	2002
Place	Salt Lake City, Utah, USA
Institution	David Eccles School of Business, University of Utah
Field	Management
<b>PhD STUDIES</b>	
Year	2006
Place	Kragujevac
Institution	Faculty of Economics, University of Kragujevac
Field	Management

**ACADEMIC CAREER BACKGROUND**

Date of promotion	Academic title
January 12, 2005	Teaching Assistant – promoted at the University of Kragujevac
June 26, 2008	Assistant Professor – promoted at the University of Kragujevac
May 8, 2013	Associate Professor – promoted at the University of Kragujevac

**AWARDS AND HONORS**

Year	Title of award/honor
1999	David Eccles Fellowship

## BIOGRAPHY

Vladimir Senić was born on September 10, 1977 in Trstenik, Serbia. He completed elementary school and the first three years of Gymnasium in Kragujevac. Upon finishing junior year in Gymnasium, he continued his education in the United States where he completed senior year in Dutch Fork High School (Irmo, South Carolina). He continued his education at the University of Utah, Salt Lake City, UT, where he earned B.Sc. in Business Management in December 2000 graduating with Magna cum laude honors. He earned his M.B.A. in International Business also at the University of Utah in 2002. During his undergraduate and graduate studies he was recognized on a number of occasions by the Dean of the David Eccles School of Business, as well as by the President of the University of Utah. He was a recipient of David Eccles Fellowships.

Upon completing his graduate studies he returned to Serbia, where he was employed by the Organization for Security and Cooperation in Europe (OSCE) during 2002 for employee training and preparing reports on implemented activities. Towards the end of 2002 he got employed by Italian consulting firm Eurecna Srl, Venice, which was implementing a project financed by the European Agency for Reconstruction in the Šumadija District.

Since March 2012 he works as an Assistant Professor with the Faculty of Hotel Management and Tourism in Vrnjačka Banja. In a period between 2005 and 2012 he was employed with the Faculty of Economics, University of Kragujevac, where he earned his Ph.D. degree in Economics during 2006. In May 2013 he was promoted to Associate Professor. The scope of his scientific work and interest is related to issues in the domain of management and marketing of service-based organizations.

So far he has published in Serbian academic journals (*Ekonomске teme, Ekonomika preduzeća and Marketing*), as well as in international journals (*Total Quality Management & Business Excellence, International Journal of Tourism Research, International Journal of Consumer Studies*). In 2008 he coauthored a book titled *Management and Marketing of Services* and in 2014 a book titled *Marketing Management in Tourism*. Currently, he is engaged in a project implemented by the Serbian Ministry of Education and Science, PIBAS – contract number 41010.

At last, but not least important, during 2006 and 2007 he participated as a mentor to teams of students who took part in Management Student Competition in case study, comprehension quiz and public debate.

<b>INDEX OF SCIENTIFIC COMPETENCE (TOTAL M)</b>	94
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<b>SCIENTIFIC CITATION INDEX (without self-citations)</b>	
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## RESULTS OF SCIENTIFIC RESEARCH

### Monographs, monographic studies, thematic proceedings – M10

<b>List of results for M14 Monographic study/chapter in M12 book or paper in thematic proceeding of international significance (4 M)</b>	<b>No. 2</b>	<b>Total M 8</b>
1. Marinković, V., Mandarić, M. & Senić, V. (2010). <i>Investigating Drivers of Repurchase and Word-of-mouth: an Empirical Study of Mobile Operators in Serbia</i> . Scientific Conference: "Contemporary Issues in Economics, Business and Management", Faculty of Economics – Kragujevac, December, published in Conference Proceedings titled "Contemporary issues in economics, business and management", pp. 273-282. (ISBN 978-86-6091-018-1)		
2. Marinković, V. & Senić, V. (2011). <i>Patient Satisfaction: a Case of Serbian Student Polyclinics</i> . The 12 <sup>th</sup> International Research Symposium on Service Excellence in Management, Cornell University, School of Hotel Administration, Ithaca, New York, USA, June, published in Conference Proceedings titled "Advances in Service Quality, Innovation and Excellence", pp. 720-729. (ISBN 978-0-578-08457-2)		

## Papers published in scientific journals of international significance – M20

List of results for M23 Paper in an international journal (4 M)	No. 9	Total M 36
1. Grandov, Z., Vujičić, M. & Senić, V. (2012). Consumer Protection in Serbia and Western Balkan Countries in Relation to the EU. <i>Actual Problems of Economics</i> , 8 (134), pp. 382 – 393. [ISSN 1993-6788]		
2. Marinković, V., Senić, V., Obradović, S. & Šapić, S. (2012). Understanding antecedents of customer satisfaction and word-of-mouth communication: Evidence from hypermarket chains, <i>African Journal of Business Management</i> , Vol. 6 No. 29, pp. 8515-8524. (ISSN 1993-8233; DOI 10.5897/AJBM11.1455)		
3. Marinković, V. & Senić, V. (2012). Loyalty patterns in corporate banking: insights gained from analysing willingness to recommend and share of wallet concepts, <i>Total Quality Management and Business Excellence</i> , Vol. 23 No. 11-12, pp. 1465-1478. DOI:10.1080/14783363.2012.733265 [IF 0.894; Management 111/174]		
4. Marinković, V., Senić, V., Kocić, M. & Šapić, S. (2013). Investigating the Impact of SERVQUAL Dimensions on Satisfaction and Loyalty: the Lessons Learnt from Serbian Travel Agencies, <i>International Journal of Tourism Research</i> , Vol. 15 No. 2, pp. 184-196. (DOI:10.1002/jtr.884) [IF 0.861; Hospitality, Leisure, Sport & Tourism: 22/35]		
5. Senić, V. & Marinković, V. (2013). Patient care, satisfaction and service quality in health care, <i>International Journal of Consumer Studies</i> , Vol. 37 No. 3, pp. 312-319. (ISSN 1470-6423; DOI: 10.1111/j.1470-6431.2012.01132.x) [IF 0.521; Business 92/116]		
6. Senić, V., Đorđević, A. & Dimitrovski, D. (2013). Identifying the development factors of wine tourism: an empirical study. <i>Actual Problems in Economics</i> , 5 (143), pp. 461-472. (ISSN 1993-6788)		
7. Marinković, V., Senić, V., Ivkov, D., Dimitrovski, D. & Bjelić, M. (2014). The antecedents of satisfaction and revisit intentions for full-service restaurants, <i>Marketing Intelligence and Planning</i> , 32 (3), pp. 311-327. (ISSN 0263-4503; DOI 10.1108/MIP-01-2013-0017)		
8. Senić, V. & Marinković, V. (2014). Examining the Effect of Different Components of Customer Value on Attitudinal Loyalty and Behavioral Intentions. <i>International Journal of Quality and Service Sciences</i> , 6 (2-3), стр. 134-142. (ISSN: 1756-669X)		
9. Marinković, V., Senić, V. & Mimović, P. (2015). Factors affecting choice and image of ethnic restaurants in Serbia. <i>British Food Journal</i> , 117 (7). (ISSN: 0007-070X; DOI: 10.1108/BFJ-09-2014-0313) Awaiting publication.		

List of results for M24 Paper in a national journal with international significance (4 M)	No. 1	Total M 4
1. Marinković, V., Senić, V. & Dimitrovski, D. (2013). Measuring Consumer's Attitudes towards Service Quality in Restaurants, <i>TEME – Journal for Social Sciences</i> , Vol. 37 No. 1, pp. 319-328.		

## Proceedings from international scientific conferences – M30

List of results for M33 Full-length published paper presented at the international conference (1 M)	No. 10	Total M 10
1. Vujičić M., Anđelković S. & Senić V. (2005), <i>Relationship Between Food, Outdoor Recreation and Rural Tourism Development in Serbia</i> . VII International Conference "Contemporary Trends in Tourism", Faculty for Tourism and Hospitality, Ohrid, Macedonia, May 2005, published in Conference Proceedings, pp. 273-277.		
2. Senić V. (2005), <i>Role of Services in the Development of Rural Tourism and Environmental Protection</i> . XI International Conference: "Vlasinski susreti 2005", September 2005, Vlasotince, Vlasinsko jezero, 7 typed pages. (ISBN 86-902797-6-8; COBISS.SR-ID 136525580).		
3. Vujičić M., Pajić L. & Senić V. (2006), <i>SMEs in Food Industry in Rural Areas of Serbia</i> . International Scientific Conference: "The Next Decade Challenges for Business", February 2006, Riseba, Riga, Latvia, published in Conference Proceedings, pp. 337-345. (ISBN 9984-705-20-X)		
4. Senić V. & Janković N. (2006), <i>Directive on Services in the Internal Market: The European Union's Battle for a Unified Market</i> . X International Symposium "Symorg 2006", Zlatibor, June 2006, published in Conference Proceedings (CD format), 10 typed pages.		
5. Senić V. (2007), <i>Location Based Services: A Tool for Adding Value to the Tourist's Experience</i> . VIII International Conference: "Strategic Development of Tourism Industry in the 21 <sup>st</sup> Century", Ohrid, Macedonia, May 2007, published in Conference Proceedings (CD format), 7 typed pages.		
6. Senić V. (2007), <i>Investigating Quality of Services: Framework for Implementing Successful Mystery Shopping Research</i> . International Conference: "Marketing Theory Challenge in Transitional Societies", Faculty for Economy and Business – University of Maribor, September 2007, published in Conference Proceedings, pp. 143-150. (ISBN 978-961-6354-67-7; COBISS.SI-ID 59203841).		
7. Senić V. (2007), <i>Globalization of Service Organizations: Issues in Selling Services in Foreign Markets</i> .		

International Scientific Conference: "Contemporary Challenges of Theory and Practice in Economics", Faculty of Economics – University of Belgrade, published in Conference Proceedings, pp. 351-359. (ISBN 978-86-403-0846-5; COBISS.SR-ID 143294732)

8. Senić V. & Senić A. (2008), *Efficient Resources Management of Local Community through Implementation of Integrated GIS*. XXXV Symposium on Operational Research, Soko Banja, Serbia, September, published in Conference Proceedings, pp. 157-160. (ISBN 978-86-7395-248-2)
9. Senić, V., Marinković, V. & Gordon, E. (2012). *Risk Perception in Choosing a Destination: a Cross-cultural Study Among Israeli and Serbian Tourists*, 2<sup>nd</sup> Scientific Conference: "Contemporary Issues in Economics, Business and Management", Faculty of Economics – Kragujevac, Serbia, December, published in Conference Proceedings titled "Contemporary issues in economics, business and management", pp. 199-207. (ISBN 978-86-6091-042-6)
10. Senić, V. & Marinković, V. (2013). *Examining the Effect of Different Components of Customer Value on Attitudinal Loyalty and Behavioral Intentions*. XVI International Scientific Conference "From Learnability and Innovability to Sustainability", Portorož, Slovenia, September, published in Conference Proceedings, pp. 1621-1629. (ISBN 978-961-232-269-4)

#### National monographs, thematic proceedings – M40

List of results for M42 Monographs of national significance (5 M)	No. 1	Total M 5
1. Senić, R. & Senić, V. (2008), <i>Services management and marketing</i> . Prizma, Kragujevac, pp. xx + 558. (ISBN 978-86-911987-0-1)		
2. Senić, R. & Senić, V. (2014), <i>Marketing Management in Tourism</i> , Faculty of Hotel Management and Tourism in Vrnjačka Banja – University of Kragujevac, Vrnjačka Banja, pp. xx + 688. (ISBN 978-86-89949-00-1)		

#### Journals of national significance – M50

List of results for M51 Paper in a leading journal of national significance (3 M)	No. 4	Total M 12
1. Senić V. (2007), <i>Service Recovery: Protection of Consumer Rights Through Formalized Guarantee and Complaint Systems</i> . <i>Ekonomске teme</i> , 45 (1), pp. 299-310. YU ISSN 0353-8648, pp. 299-310. (YU ISSN 0353-8648)		
2. Senić, R. & Senić, V. (2009). <i>Branding of Service Offer</i> . <i>Ekonomika preduzeća</i> , 57 (5-6), pp. 235 – 248. (YU ISSN 0353-433 X)		
3. Kocić, M. & Senić, V. (2010). <i>Offer as a Creative Foundation of Direct Marketing</i> . <i>Marketing</i> , 41 (2), pp. 86-96. (ISSN 0354-3471 COBISS.SR-ID 749828)		
4. Senić, R. & Senić, V. (2013). <i>Preventing customer defection and stimulating return of the lost customers</i> . <i>Marketing</i> , 44 (4), ctp. 333-342. (ISSN 0354-3471 COBISS.SR-ID 749828)		

List of results for M52 Paper in a journal of national significance (2 M)	No. 4	Total M 8
1. Senić R. & Senić V. (2004), <i>Strategies for Development of Service Companies: Directions and Methods</i> . <i>Ekonomika preduzeća</i> , 52 (11-12), pp. 217 – 226. (YU ISSN 0353-433)		
2. Senić V. (2006), <i>Service Encounters</i> . <i>Ekonomika preduzeća</i> , 54 (3-4), pp. 139 – 146. (YU ISSN 0353-433)		
3. Marinković, V. & Senić, V. (2012). <i>Analysis of Service Quality Elements in Corporate Banking</i> . <i>Ekonomski horizonti</i> , 14 (1), pp. 13 – 22. (ISSN 1450-863X COBISS.SR-ID 158022663 eISSN 2217-9232)		
4. Senić, V., Đorđević, A. & Dimitrovski, D. (2013). <i>Identifying the development factors of wine tourism: an empirical study</i> , <i>Actual Problems in Economics</i> , Vol. 5 No. 143, pp. 461-472. (ISSN 1993-6788)		

#### Proceedings from conferences of national significance – M60

List of results for M63 Full-length published paper presented at the conference of national significance (1 M)	No. 2	Total M 2
1. Kocić, M. & Senić, V. (2010), <i>Improving Image as a Pre-requirement for Improving Competitiveness of Serbian Economy</i> . Scientific Conference: „How to Improve Export and Competitiveness of Serbia's Economy?", Faculty of Economics – Kragujevac, September, published in Conference Proceedings, pp. 203-214. (ISBN 978-86-403-1095-6)		
2. Marinković, V., Senić, V. & Dimitrovski, D. (2013). <i>Investigating Customer Perceptions Regarding the</i>		

*Significance of Different Service Quality Components in Hotel Sector*, XVIII International Scientific Conference SM 2013 “Strategic Management and Decision Support Systems in Strategic Management”, Subotica, Serbia, April, 10 typed pages, Conference Proceedings in print.

#### Master thesis and doctoral dissertation – M70

List of results for M71 Defended doctoral dissertation (6 M)	Број 1	Укупан М 6
1. Senić, V. (2006). <i>Strategic Approach to Services Management</i> . Faculty of Economics, University of Kragujevac.		

List of results for M72 Defended masters thesis (3 M)	Број 1	Укупан М 3
1. Senić, V. (2002). <i>Assessment of Fidelity Investment's Community Involvement Among Key Community Stakeholders in the Salt Lake City/Park City Area</i> . David Eccles School of Business, University of Utah.		

#### INVOLVEMENT IN SCIENTIFIC RESEARCH PROJECTS

List of projects that were financed by the Serbian Ministry of Science					No. 1	
No.	Project title	Project type	Project supervisor(s) and institutions	Project role	Contract no.	Year
1.	Pre-clinic studies of bioactive substances	III	Dr Snežana Marković, Faculty of Science, University of Kragujevac	Researcher	41010	2011-

#### RESULTS OF PEDAGOGICAL ENGAGEMENT

Lecturing	Courses	Year(s)
Home institution	1. Services management 2. Marketing management	2012 – 2012 –
Other	Faculty of Economics, University of Kragujevac 1. Services management (undergraduate) 2. Marketing in tourism and hotel industry (undergraduate) 3. Supply chain management (master)	2005 – 2012 2008 – 2010 2011 – 2012

#### INVOLVEMENT IN DEVELOPMENT OF HIGHER EDUCATION, SCIENTIFIC RESEARCH AND ACTIVITIES RELATED TO ENGAGEMENT IN MANAGERIAL AND SCIENTIFIC BODIES

	Body's name
1. Other	1. Organizing Committee member of International scientific conference EBM 2010 “Contemporary Issues in Economics, Business and Management”, Faculty of Economics, University of Kragujevac, December 13-14, 2010 2. Organizing Committee member of International scientific conference EBM 2012 “Contemporary Issues in Economics, Business and Management”, Faculty of Economics, University of Kragujevac, December 13-14, 2012