

## BACKGROUND INFORMATION

First and last name	Vladimir Senić
Year and place of birth	1977; Trstenik, Serbia
Academic title	Full Professor
e-mail / web site	<a href="mailto:vsenic@yahoo.com">vsenic@yahoo.com</a>
Office phone	+ 381 (0)36 515 00 21
University, Faculty	The University of Kragujevac, Faculty of Hotel Management and Tourism
Department	Management and Business

## EDUCATIONAL BACKGROUND

UNDERGRADUATE STUDIES	
Year	2000
Place	Salt Lake City, Utah, USA
Institution	David Eccles School of Business, University of Utah
Field	Management
GRADUATE STUDIES	
Year	2002
Place	Salt Lake City, Utah, USA
Institution	David Eccles School of Business, University of Utah
Field	Management
Ph.D. STUDIES	
Year	2006
Place	Kragujevac
Institution	Faculty of Economics, University of Kragujevac
Field	Economics

## ACADEMIC CAREER BACKGROUND

Date of promotion	Academic title
January 12, 2005	Teaching Assistant
June 26, 2008	Assistant Professor
May 13, 2012	Associate Professor
November 30, 2017	Full Professor

## AWARDS AND HONORS

Year	Title of award/honor
1997, 1998	A two-time recipient of the University of Utah President's Award
1999	David Eccles Fellowship
2000	Graduated Magna Cum Laude

## SCIENTIFIC RESEARCH

<b>h-index (WoS)</b>	4
<b>h-index (Scopus)</b>	6

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

#### List of results for M14

##### Monographic study/chapter in M12 book or paper in thematic proceeding of international significance

1. Marinković, V., Mandarić, M., & Senić, V. (2010). Investigating Drivers of Repurchase and Word-of-mouth: an Empirical Study of Mobile Operators in Serbia. In V. Babić (Ed.), *Contemporary issues in economics, business and management* (pp. 273-282). Kragujevac, Serbia: Faculty of Economics – University of Kragujevac.
2. Marinković, V., & Senić, V. (2011). Patient Satisfaction: a Case of Serbian Student Polyclinics. In B. van der Rhee and L. Victorino (Eds.), *Advances in Service Quality, Innovation and Excellence* (pp. 720-729). Ithaca, New York, USA: Center for Hospitality Research, School of Hotel Administration – Cornell University.

3. Senić, V., Marinković, V., & Gordon, E. (2013). Risk Perception in Choosing a Destination: a Cross Cultural Study Among Israeli and Serbian Tourists. In V. Babić (Ed.), *Contemporary issues in economics, business and management* (pp. 199-208). Kragujevac, Serbia: Faculty of Economics – University of Kragujevac.
4. Senić, V., & Marinković, V., (2013). Examining the Effect of Different Components of Customer Value on Attitudinal Loyalty and Behavioral Intentions. In S. M. Dahlgard-Park, J. J. Dahlgard, & B. Gomišček (Eds.), *From Learnability and Innovability to Sustainability* (pp. 1621-1629). Maribor, Slovenia: University of Maribor.
5. Dimitrovski, D., Marinković, V., & Senić, V. (2015). Staying in Business Hotels – Understanding the Relationship Between Service Quality and Satisfaction Among Business Travelers. In V. Babić (Ed.), *Contemporary issues in economics, business and management* (pp. 261-272). Kragujevac, Serbia: Faculty of Economics – University of Kragujevac.
6. Senić, V., & Marinković, V. (2016). Crisis Communication in Tourism. In D. Cvijanović et al. (Eds.), *Spa Tourism in Serbia and Experiences in Other Countries* (pp. 275-290). Vrnjačka Banja, Serbia: Faculty of Hotel Management and Tourism – University of Kragujevac.
7. Dimitovski, D., & Senić, V. (2019). Examining the Support of the Local Community for the Development of the Sustainable Mining Tourism. In D. Cvijanović et al. (Eds.), *Spa Tourism in Serbia and Experiences in Other Countries* (pp. 450-468). Vrnjačka Banja, Serbia: Faculty of Hotel Management and Tourism – University of Kragujevac.
8. Cvijanović, D., Senić, V., Dimitrovski, D., & Marinković, V. (2020). Gold Panning as a Distinctive Rural Tourism Activity – An Investigation of Triggers Behind Revisit Intentions to River Pek. In S. Aggarwal et al. (Eds.), *Rurality, Ruralism and Rural Tourism* (pp. 33-42). New Delhi, India: Ane Books Pvt. Ltd.

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

List of results for M22	
Paper in an international journal	
1.	Marinković, V., Dimitrovski, D., & Senić, V. (2017). <a href="#">Going for gold as a leisure tourism continuum: clustering motivations for gold panning revisit intention</a> . <i>Leisure Studies</i> , 36(6), 764-777.
2.	Dimitrovski, D., Senić, V., Marić, D., & Marinković, V. (2017). <a href="#">Commemorative events at destination memorials—a dark (heritage) tourism context</a> . <i>International Journal of Heritage Studies</i> , 23(8), 695-708.

List of results for M23	
Paper in an international journal	
1.	Marinković, V., & Senić, V., (2012). <a href="#">Loyalty patterns in corporate banking: insights gained from analysing willingness to recommend and share of wallet concepts</a> . <i>Total Quality Management and Business Excellence</i> , 23(11-12), 1465-1478.
2.	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.
3.	Marinković, V., Senić, V., Kocić, M., & Šapić, S. (2013). <a href="#">Investigating the Impact of SERVQUAL Dimensions on Satisfaction and Loyalty: the Lessons Learnt from Serbian Travel Agencies</a> . <i>International Journal of Tourism Research</i> , 15(2), 184-196.
4.	Marinković, V., Senić, V., Obradović, S., & Šapić, S. (2012). <a href="#">Understanding antecedents of customer satisfaction and word-of-mouth communication: Evidence from hypermarket chains</a> . <i>African Journal of Business Management</i> , 6(29), 8515-8524.
5.	Senić, V., & Marinković, V. (2013). <a href="#">Patient care, satisfaction and service quality in health care</a> . <i>International Journal of Consumer Studies</i> , 37(3), 312-319.
6.	Marinković, V., Senić, V., & Mimović, P. (2015). <a href="#">Factors affecting choice and image of ethnic restaurants in Serbia</a> . <i>British Food Journal</i> , 117(7), 1903-1920.

List of results for M24	
Paper in a national journal of international importance	
1.	Marinković, V., Senić, V., & Dimitrovski, D. (2013). <a href="#">Measuring consumers' attitudes towards service quality in restaurants</a> . <i>TEME</i> , 37(1), 319-328.
2.	Dimitrovski, D., Luković, M. & Senić, V. (2019). <a href="#">Motives, obsession with death and behavioral intentions in dark tourism</a> . <i>TEME</i> , 43(2), 455-473.
3.	Marinković, V., Dimitrovski, D., & Senić, V. (2018). <a href="#">Towards developing a sustainable tourism destination: understanding motives of gold panning on the River Pek</a> . <i>Management: Journal Of Sustainable Business And Management Solutions In Emerging Economies</i> , 25(1), 67-75.

## Proceedings from international scientific conferences – M30

<b>List of results for M33</b> <b>Full-length published paper presented at the international conference</b>
<ol style="list-style-type: none"><li>1. Vujičić M., Anđelković S., &amp; 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.</li><li>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.</li><li>3. Vujičić M., Pajić L., &amp; 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.</li><li>4. Senić V., &amp; 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.</li><li>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.</li><li>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.</li><li>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.</li><li>8. Senić V., &amp; Senić A. (2008), <i>Efficient Resources Management of Local Community through Implementation of Integrated GIS</i>. XXXV Symposium on Operational Research, Soko Banja, Serbia, September 2008, published in Conference Proceedings, pp. 157-160.</li><li>9. Dimitrovski, D., Senić, V., &amp; Marinković, V. (2019). <i>Why Tourists Visit Commemorative Events: Testing Moderation Effect of Age</i>, II Scientific Conference "Challenges and Problems of Contemporary Marketing", Serbian Marketing Association, Zlatibor, Serbia, November 2019., published in Conference Proceedings, pp. 336-344.</li></ol>

## National monographs, thematic proceedings – M40

<b>List of results for M42</b> <b>Monographs of national significance</b>
<ol style="list-style-type: none"><li>1. Senić, R., &amp; Senić, V. (2008), <i>Services management and marketing</i>. Kragujevac, Serbia: Prizma.</li></ol>

<b>List of results for M45</b> <b>Chapter in monography M42 or in thematic proceeding of national significance</b>
<ol style="list-style-type: none"><li>1. Senić, V. (2015), Outsourcing as Model for Developing a Laboratory for Cell and Molecular Biology of the Faculty of Science, University of Kragujevac. In P. Mimović (Ed.), <i>University Spin-off Development – Organizational Framework for Conducting Interdisciplinary Projects</i> (pp. 137-151). Kragujevac, Serbia: Faculty of Economics, University of Kragujevac.</li></ol>

## Journals of national significance – M50

<b>List of results for M51</b> <b>Paper in a leading journal of national significance</b>
<ol style="list-style-type: none"><li>1. Senić V. (2007), Service Recovery: Protection of Consumer Rights Through Formalized Guarantee and Complaint Systems. <i>Ekonomске teme</i>, 45 (1), 299-310.</li><li>2. Senić, R., &amp; Senić, V. (2009). Branding of Service Offer. <i>Ekonomika preduzeća</i>, 57 (5-6), 235-248.</li><li>3. Kocić, M., &amp; Senić, V. (2010). Offer as a Creative Foundation of Direct Marketing. <i>Marketing</i>, 41 (2), 86-96.</li><li>4. Senić, R., &amp; Senić, V. (2013). Preventing Customer Defection and Stimulating Return of the Lost Customers. <i>Marketing</i>, 44(4), 333-342.</li><li>5. Dimitrovski, D., Marinković, V. &amp; Senić, V. (2015). Attitudes of Serbian Urban Population Towards Tourism Development. <i>Facta Universitatis Series: Economics and Organization</i>, 12(2), 143-155.</li><li>6. Senić, R., &amp; Senić, V. (2015). <a href="#">Communication in the State of Crisis</a>. <i>Marketing</i>, 46(3), 155-165.</li><li>7. Senić, V., &amp; Marinković, V. (2016). <a href="#">Factors Driving Behavioural Intentions: Study of Serbian Mobile</a></li></ol>

[Operator Customers](#), *Marketing*, 47(3), 206-216.

8. Senić, V. (2017). [The Use of Geographic Information Systems in Public Services](#). *Ekonomski horizonti*, 19(3), 227-239.

#### List of results for M52

##### Paper in a journal of national significance

1. Senić R., & Senić V. (2004), Strategies for Development of Service Companies: Directions and Methods. *Ekonomika preduzeća*, 52 (11-12), 217-226.
2. Senić V. (2006), Service Encounters: Foundation of Successful Business. *Ekonomika preduzeća*, 54 (3-4), 139-146.
3. Marinković, V., & Senić, V. (2012). Analysis of Service Quality Elements in Corporate Banking. *Ekonomski horizonti*, 14 (1), 13-22.
4. Senić, V., Đorđević, A., & Dimitrovski, D. (2013). Identifying the Development Factors of Wine Tourism: an Empirical Study. *Actual Problems in Economics*, 5(143), 461-472.
5. Marinković, V., Senić, V., Ivokov, D., Dimitrovski, D., & Bjelić, M. (2014). The antecedents of satisfaction and revisit intentions for full-service restaurants. *Marketing Intelligence and Planning*, 32(3), 311-327.
6. Senić, V., & Marinković, V. (2014). Examining the Effect of Different Components of Customer Value on Attitudinal Loyalty and Behavioral Intentions. *International Journal of Quality and Service Sciences*, 6(2-3), 134-142.

#### List of results for M53

##### Paper in a journal of national significance

1. Senić, V., & Manojlović, N. (2017). [Contemporary Tendencies in Tourism](#). *Hotel and Tourism Management*, 5(1), 18-27.

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

#### List of results for M63

##### Full-length published paper presented at the conference of national significance

1. Kocić, M., & Senić, V. (2010), *Improving Image as a Prerequisite for Improving Competitiveness of Serbian Economy*. Scientific Conference: „How to Improve Export and Competitiveness of Serbia's Economy?“, Faculty of Economics – Kragujevac, September, published in Conference Proceedings, pp. 203-214.
2. Marinković, V., Dimitrovski, D., & Senić, V. (2017). Determining Main Motives for Engaging in Gold Panning as a Tourist Activity. In Lj. Stanković & G. Ognjanov (Eds.), *Challenges and Problems of Contemporary Marketing* (стр. 336-344). Belgrade, Serbia: Serbian Marketing Association.

#### Doctoral dissertation – M70

#### List of results for M71

##### Defended doctoral dissertation

1. Senić, V. (2006). *Strategic Approach to Services Management*. Faculty of Economics, University of Kragujevac.

#### Other results of scientific research work

#### Textbooks

1. Senić R., & Senić V. (2015). *Crisis Management in Tourism*. Vrnjačka Banja, Serbia: Faculty of Hotel Management and Tourism – University of Kragujevac.
2. Senić R., & Senić V. (2016). *Marketing Management in Tourism*. Vrnjačka Banja, Serbia: Faculty of Hotel Management and Tourism – University of Kragujevac.
3. Senić R., & Senić V. (2016). *Marketing Management in Tourism (Second Ed.)*. Vrnjačka Banja, Serbia: Faculty of Hotel Management and Tourism – University of Kragujevac.

#### Journal editing list

No.	Journal Title	Role	Years, from - to	Class
1.	<a href="#">Hotel and Tourism Management</a> (ISSN 2620-0279)	Reviewer	2016 -	Domestic
2.	<a href="#">Marketing</a> (ISSN 0354-3471)	Reviewer	2011 -	Domestic
3.	<a href="#">TEME</a> (ISSN 0353-7919)	Reviewer	2012 -	Domestic

4.	<a href="#">Ekonomski horizonti (1450-863X)</a>	Reviewer	2011 -	Domestic
5.	<a href="#">Current Issues in Tourism (1368-3500)</a>	Reviewer	2016 -	International
6.	<a href="#">Economics of Agriculture (0352-3462)</a>	Reviewer	2020 -	International

## INVOLVEMENT IN SCIENTIFIC RESEARCH PROJECTS

List of projects that were financed by the Serbian Ministry of Science						
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, Univeristy of Kragujevac	Researcher	41010	2011-

List of international projects						
No.	Project title	Project type	Project supervisor(s) and institutions	Project role	Contract no.	Year
1.	Modernization and Harmonization of Tourism Study Programmes in Serbia	TEMPUS	Milutin Đuričić, College of Applied Sciences Užice	Team member	European Commission	2014-2017
2.	Ocean Governance for Sustainability - Challenges, Options and the Role of Science	COST	Anna-Katharina Hornidge, Leibniz Center for Tropical Marine Research (ZMT)	Team member	European Commission	2019

## RESULTS OF PEDAGOGICAL ENGAGEMENT

Lecturing	Courses	Year(s)
Home institution	1. Services management (undergraduate) 2. Marketing management (undergraduate) 3. Crisis management in hospitality and tourism (master) 4. Managing tourist resources through GIS (Ph.D.)	2012 – 2012 – 2015 – 2018 –
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

## INOVLVEMENT IN DEVELOPMENT OF HIGHER EDUCATION, SCIENTIFIC RESEARCH AND ACTIVITES RELATED TO ENGAGEMENT IN MANAGERIAL AND SCIENTIFIC BODIES

	Body's name
Home institution	1. Chair of the PhD Committee
	2. Chair of the PhD Study Program
	3. Chair of the Business Economy and Management Department
	4. Member of the team for preparing documentation for accreditation of study programs at the undergraduate, graduate and Ph.D. level
At the University of Kragujevac	1. Member of the Senate
	2. Member of the Professional Ethics Committee
	3. Vice-rector for innovation and development