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УНИВЕРЗИТЕТ У КРАГУЈЕВЦУ  
Број 17.01-520  
Датум 20-06-2022  
КРАГУЈЕВАЦ

УНИВЕРЗИТЕТ У КРАГУЈЕВЦУ

ул. Јована Цвијића 66  
34000 КРАГУЈЕВАЦ

**ПРЕДМЕТ:** Достава одлуке о избору гостујућег професора на давање сагласности

Поштовани,

У складу са чланом 4. Правилника о условима и начину ангажовања гостујућег професора на Универзитету у Крагујевцу, у прилогу овог дописа достављамо вам одлуку Наставно – научног већа Факултета за хотелијерство и туризам у Врњачкој Бањи о избору **проф. др Владимира Ценопољца** у звање гостујући професор.

Молимо да се достављена одлука проследи Сенату Универзитета у Крагујевцу ради давање сагласности на одлуку о избору и ангажовању гостујућег професора на Факултету за хотелијерство и туризам у Врњачкој Бањи.

С поштовањем,

ДЕКАН ФАКУЛТЕТА  
  
проф. др Драго Цвијановић  


На основу члана 77. Закона о високом образовању („Сл. гласник РС”, бр. 88/2017, 73/2018, 27/2018 - др. закон, 67/2019, 6/2020 - др. закони, 11/2021 - аутентично тумачење, 67/2021 и 67/2021 - др. закон), члана 84. и члана 153. Статута Факултета за хотелијерство и туризам у Врњачкој Бањи (пречишћен текст, бр. 1540 од 14.08.2020.г.) и члана 4. Правилника о условима и начину ангажовања гостујућег професора на Универзитету у Крагујевцу (бр. III-01-262/8 од 28.03.2019.г.), Наставно-научно веће Факултета за хотелијерство и туризам у Врњачкој Бањи, на седници одржаној дана 17.06.2022. године, доноси

## **О Д Л У К У** **о избору гостујућег професора**

**I БИРА СЕ др Владимир Ценопољац**, ванредни професор за ужу научну област Менаџмент и пословна економија на College of Business and Economics, United Arab Emirates University, UAE, у звање **гостујући професор**, за ужу научну област Пословна економија.

**II** Ову Одлуку доставити Сенату Универзитета у Крагујевцу ради давања сагласности.

### **Образложење**

Чланом 77. Закона о високом образовању („Сл. гласник РС”, бр. 88/2017, 73/2018, 27/2018 - др. закон, 67/2019, 6/2020 - др. закони, 11/2021 - аутентично тумачење, 67/2021 и 67/2021 - др. закон), предвиђено је да високошколска установа без расписивања конкурса може да ангажује наставника из друге самосталне високошколске установе ван територије Републике, у звању гостујућег професора.

Чланом 4. став 2. Правилника о условима и начину ангажовања гостујућег професора на Универзитету у Крагујевцу (бр. III-01-262/8 од 28.03.2019.г.), предвиђено је да одлуку о избору у звање гостујући професор доноси наставно-научно веће или други надлежни орган факултета на основу образложења предлагача, већином гласова од укупног броја чланова.

Катедра за менаџмент утврдила је потребу за ангажовање др Владимира Ценопољца, ванредног професора за ужу научну област Менаџмент и пословна економија на College of Business and Economics, United Arab Emirates University, UAE, као гостујућег професора на Факултету за хотелијерство и туризам у Врњачкој Бањи на наставном предмету Управљање интелектуалним капиталом у хотелијерству и туризму, студијског програма докторских академских студија Менаџмент у хотелијерству и туризму.

Наставно – научно веће Факултета за хотелијерство и туризам у Врњачкој Бањи, на седници одржаној 17.06.2022. године разматрало је предлог надлежне катедре и једногласно донело одлуку о избору проф. др Владимира Ценопољца у звање гостујући професор.

На основу напред наведеног донета је ова Одлука.

**НАСТАВНО-НАУЧНО ВЕЋЕ**  
**ФАКУЛТЕТ ЗА ХОТЕЛИЈЕРСТВО И ТУРИЗАМ У ВРЊАЧКОЈ БАЊИ**  
Број 1419 дана 17.06.2022. год.

**ПРЕДСЕДНИК**  
**НАСТАВНО-НАУЧНОГ ВЕЋА**

  
проф. др Драго Цвијановић



## PERSONAL DETAILS

First name: **Vladimir**  
Family name: **Dzenopoljac**  
Date of birth: April 5<sup>th</sup>, 1978  
Nationality: Serbian  
Civil status: Married, two children



## CONTACT INFORMATION

### **Home**

Address: MREIFA Compound, C363, Al Ain, United Arab Emirates  
Cell phone: + 971 54 33 27 290 (WhatsApp, Viber, Telegram, iMessage)  
Personal email: [vladimir.dzenopoljac@gmail.com](mailto:vladimir.dzenopoljac@gmail.com)

### **Work**

Address: United Arab Emirates University, P.O. Box 15551, Al Ain, Abu Dhabi, UAE  
Work email: [vdzenopoljac@uaeu.ac.ae](mailto:vdzenopoljac@uaeu.ac.ae)  
Web address: [CBE Faculty Page](#)

## EDUCATION

### **PhD in Strategic Management**

Institution: Faculty of Economics, University of Kragujevac, Serbia  
Date: from – to (month/year) January 2010 – December 2013  
PhD thesis title: *The impact of firms' intangible assets on value creation process*  
Description: The thesis investigated the impact of companies' intangible assets on financial and market performance of the biggest listed companies in Serbia.

### **Master of Science in Strategic Management**

Institution: Faculty of Economics, University of Kragujevac, Serbia  
Date: from – to (month/year) January 2003 – October 2009  
Master thesis title: *Formulation, valuation and implementation of merger & acquisition strategy*  
Description: The thesis analyzed the strategic management process within M&A deals, considering strategic, managerial, financial, and valuation perspectives.

### **Bachelor of Science in International Management**

Institution: Faculty of Economics, University of Kragujevac, Serbia  
Date: from – to (month/year) October 1997 – December 2002  
Final paper title: *Preparation and writing a business plan: Business plan for soft drinks manufacturing within the company "Miloduh" from Kragujevac*  
Description: The work produced a holistic view on business plan preparation, with assessing the positive and negative sides of existing business plan preparation practice.

**EMPLOYMENT OVERVIEW****College of Business and Economics, United Arab Emirates University, UAE***August 2021 – present*

- Associate Professor of Strategic Management within the Leadership and Organizational Agility department
- Engaged as a lecturer in Management Development Program, which is an integrated development program for junior and middle managers
- Member of the Strategic Planning Council at College of Business and Economics; assisting the Dean regarding revising the College strategic plan for 2021 – 2026
- Member of the Curriculum Content and Evaluation Committee, which is the principal body for all academic, organizational, and administrative matters concerning the degree programs of the Leadership and Organizational Agility, and for the teaching and learning activities, approaches, and policies
- Member of the team that is designated to propose the marketing strategy for the University
- From January 2022, engaged in a team from the College that will be cooperating with UAE Prime Minister's Office in government service studies analysis and improvement
- In January 2022, appointed by the College Council to develop guidelines for the development and delivery of micro-credentials within the College of Business and Economics
- Became a member of Entrepreneurship Research Center in January 2022
- From February 2022, teaching Strategic Management in Dynamic Environment within the College's MBA program in Abu Dhabi
- In May 2022, selected to be a member of the "Performance Review Committee" of the Leadership and Organizational Agility Department

**School of Business, Prague City University, Czech Republic***September 2021 – present*

- Associate Professor and visiting scholar at the School of Business from September 2021
- Teaching Strategic Management in the Global Environment and Leadership at undergraduate level
- Lead Researcher in Leadership and Strategic Management at Centre for Research and Interdisciplinary Studies (CRIS), starting September 2021
- Participated as a speaker at TUIBS Research Seminar Series 2021-2022, which is a collaboration between Teesside University International School (TUIBS) and Prague City University (PCU), November 29, 2021
- Actively engaged in preparing the research vision for PCU and School of Business vision, mission, and strategic goals for period 2021-2026

**School of Business, Wittenborg University of Applied Science, The Netherlands***September 2021 – present*

- Associate Professor and visiting scholar at the School of Business from September 2021
- Entrusted with teaching Corporate Entrepreneurship and Financial & Strategic Management, for undergraduate and MBA levels
- Member of the Research Center from January 2022

### College of Business Administration, American University of the Middle East, Kuwait

January 2016 – May 2021

#### College level engagement

- Since January 2016 Vladimir was engaged as Assistant, Associate Professor (as of December 2020) and scholarly academic at the College. At undergraduate level he was teaching Strategic Management, Business Organization & Management, and Introduction to Leadership. At graduate level Vladimir taught Strategic Management, Managing Organizations, Competency Planning and Assessment, and New Ventures Final Graduation Project
- Director of the MBA Program since March 2017. As the MBA director, managed, oversaw, and improved the MBA program at College of Business Administration. In this capacity, Vladimir was heavily involved in analyzing, restructuring, and proposing the new model of the MBA. Additionally, Vladimir was involved in negotiations with renowned business schools to initiate the joint MBA degree (HEC Montreal)
- From October 2018, Vladimir was appointed as Business Consulting Center Coordinator. The Center serves to students and industry in fields of professional management consulting. Additionally, the Center is closely collaborating with the University's Entrepreneurship Club that assists students in their pursue for starting up a new venture
- Actively involved in accreditation process as AACSB accreditation representative, and a head of Strategic Planning Taskforce for College of Business Administration
- Member of AACSB accreditation team responsible for getting this prestigious accreditation for College of Business Administration in February 2021
- As of September 2018, member of important committees at College level: Academic Affairs Committee, AACSB Accreditation Committee, and Assurance of Learning Committee (starting September 2019)
- Assigned as a Faculty Advisor for AUM students' team participating at the CFA Institute Research Challenges in 2016-2017 and 2017-2018. During his engagement in 2016-2017, AUM team won second place at national level and qualified for the regional competition
- Involved as a coach for case study competition, where his team won the competition

#### University level engagement

- Supported the President's Office regarding strategic planning, international affairs, and quality assurance
- In this capacity he was leading the University strategic planning team for preparing the strategic plan of the University for period 2021-2026
- Member of important University level bodies from Fall 2019: Academic Council and Admission Committee
- In 2021, engaged in formulating new research policy for the University

### Faculty of Economics, University of Kragujevac, Serbia

May 2003 – January 2016

- Assistant Professor and researcher at the school. During his tenure, Vladimir was teaching Strategic Management, Business Planning and Policy, and Innovation and Entrepreneurship, at undergraduate level. Within the school's master's program, Vladimir was teaching Business Strategy and Intellectual Capital Management, while at PhD level he was teaching Change Management and Competitive Advantage

- Master and PhD theses' supervisor and committee member
- Organizer of the international conference *Contemporary Issues in Economics, Business, and Management (EBM)* in Serbia
- Member of the marketing team of the school
- Deputy director of the Centre for Economic Research

### **BizMark Consulting, Kragujevac, Serbia**

March 2011 – January 2014

- The owner of a business and management consulting agency
- Engaged as external consultant for strategic planning for local companies
- Organized and implemented professional education seminars in areas of strategic and business planning

### **KEY QUALIFICATIONS**

- Strategic Management
- Intellectual Capital (Intangible Assets)
- Business Planning
- Knowledge Management
- Mergers & Acquisitions
- Innovation & Entrepreneurship
- Business Organization & Management
- Leadership
- Balanced Scorecard & Strategy Maps
- Financial and Accounting Analysis

### **LANGUAGE SKILLS**

Language*	Reading	Speaking	Writing
• Serbian (native)	5	5	5
• English	5	5	5
• German	4	2	3
• Russian	3	1	1

\*5 – excellent; 1 – basic

### **OTHER SKILLS**

- Excellent knowledge of computers and standard software, with focus on software for statistical analyses and databases (SPSS and Stata)
- Extensive knowledge of contemporary information and communication technologies
- The candidate was the author and administrator of web page [www.strategijskimenadzment.com](http://www.strategijskimenadzment.com) for more than ten years, which served as a hub for students to exchange ideas, share suggestions, get informed and the like
- Driver's license, "B" category, issued in Serbia and UAE

### **FOREIGN COUNTRIES EXPERIENCES**

- European Week Eindhoven 2001, International student seminar held in Eindhoven, The Netherlands from April 1-6, 2001
- Personal English language skills improvement, self-organized, in London, United Kingdom, from April 7 – June 28, 2001

### **ACADEMIC ENGAGEMENT**

- Visiting professor of Strategic Management at Faculty of Economics, University of Belgrade, Serbia, from April 2021
- Actively engaged as the member of editorial boards in following peer-reviewed scientific journals:
- From April 2020 Management: Journal of Sustainable Business and Management Solutions in Emerging Economies, a well-positioned growing scientific journal
- Member of Editorial Advisory Board for the journal Hotel and Tourism Management since March 2020
- In January 2019, elected as the member of Editorial Board of highly ranked Serbian business and management journal, SAE Journal of Business Economics and Management (Ekonomika preduzeća)
- Actively involved as a **reviewer** for the following international peer-review journals and publishers:
  - *European Journal of Operational Research, Elsevier*
  - *Management Decision, Emerald*
  - *Applied Economics, Taylor & Francis*
  - *International Journal of Finance and Accounting, Scientific & Academic Publishing*
  - *American Journal of Economics, Scientific & Academic Publishing*
  - *Eastern European Economics, Taylor & Francis*
  - *Intangible Capital, Omnia Science*
  - *Higher Education, Skills and Work-Based Learning, Emerald*
  - *International Journal of Learning and Intellectual Capital, Inderscience Publishers*
  - *International Journal of Business and Systems Research, Inderscience Publishers*
  - *Journal of Hospitality and Tourism Insights, Emerald*
- Project reviewer for **Kuwait Foundation for the Advancement of Sciences (KFAS)**, starting June 2020
- Peer reviewer for research projects seeking funding from **Science Fund of the Republic of Serbia**, starting from September 2019
- As of March 2019, active member of **Academy of Management**, preeminent professional association for management and organization scholars
- From 2017, active member of the **Association for Information Systems (AIS)**, the premier professional association for individuals and organizations who lead the research, teaching, practice, and study of information systems worldwide
- In February 2015 became active member of **Strategic Management Society**, which brings together academics, business practitioners, and consultants, and focuses on the development and dissemination of insights on the strategic management process, as well as on fostering contacts and interchange around the world
- Since 2004, member of the association “Technology and Society”, which organizes scientific conference with the title “Technology, culture and development”, together with Faculty of Economics from Subotica, Centre for Science and Technology Research – “Mihajlo Pupin” Institute from Belgrade and Electro-technical faculty from Podgorica

## PROFESSIONAL ENGAGEMENT

- In 2016 elected as the president of board of directors of Regional Clinical Center in Kragujevac, Serbia.
- From April till July 2014, enrolled as the president of supervisory board of Serbian company “Autosaobraćaj” in restructuring.
- Since 2006, member of the Health-Care Managers Association of Serbia. Position within the organization is vice-president and was one of the founders of the Association.

## AWARDS

- Recipient of The Faculty Award for Outstanding Research and Innovation for academic year 2016-2017 at College of Business Administration, American University of the Middle East
- In 2003 proclaimed as valedictorian for overall achievements during the undergraduate studies at the Faculty of Economics, University of Kragujevac, Serbia, University of Kragujevac
- Reward for being one of the best final-year students of the Faculty of Economics in 2001
- In 2001 was the recipient of the Norwegian government scholarship
- Awarded by the Serbian Department of Education with the scholarship on the second year of undergraduate studies
- Award for being the best student of the first year of undergraduate studies at the Faculty of Economics, University of Kragujevac

## PUBLICATIONS

### Research in progress

1. Abidi, O., **Dzenopoljac, V.**, and Safi, M. (2022), "Online meeting tools, tacit knowledge sharing and entrepreneurial behaviours among knowledge workers during COVID-19", *Knowledge Management Research & Practice*, in review.
2. Ognjanovic, J., **Dzenopoljac, V.**, and Cavagnetto, S. (2022), "Relative importance of intellectual capital and tangible assets for hotel performance prior and during COVID-19 pandemic: the case of Serbia", *Journal of Contemporary Hospitality Management*, in review.
3. **Dzenopoljac, V.**, Senic, V., Gherissi Labben, T., and Koseoglu, M. (2022), "Intellectual capital research in the hospitality industry: A bibliometric analysis", *International Journal of Hospitality Management*, in review.
4. **Dzenopoljac, V.**, Abidi, O., and Rauf, A. (2022), "Managerial tacit knowledge transfer: A potential outcome of cross-border mergers and acquisitions in GCC banking sector", *Economic Horizons*.
5. **Dzenopoljac, V.**, Georgievski, B., Cavagnetto, S., and Abidi, O. (2022), "National intellectual capital: a comparative longitudinal study", *Ekonomika preduzeća*, in review.
6. Ramadani, V., Zainal, M., **Dzenopoljac, V.**, and Dzenopoljac, A. (2022), "Family business in Kuwait", chapter in *Family Business in Gulf Cooperation Council Countries*, Springer, in review.
7. **Dzenopoljac, V.**, Abidi, O., and Safi, M. (2022), "Media sharing tools: do they affect the entrepreneurial behaviors of managers in the hospitality industry in Kuwait?", *Journal of Knowledge Management*, writeup stage.
8. **Dzenopoljac, V.**, Georgievski, B., and Dzenopoljac, A. (2022), "Intellectual capital in professional sports: analysis of European listed football clubs", *Intangible Capital*, writeup stage.

### Published research

1. **Dzenopoljac, V.**, Gerguri-Rashiti, S., Ramadani, V., and Dana, L. P. (2022), "The context for business in Kuwait", in *Understanding Contexts of Business in Western Asia*, World Scientific Publishing Company, Volume 4, pp. 259-275.
2. Gerguri-Rashiti, S., Ramadani, V., Chiabrishvili, M., and **Dzenopoljac, V.** (2022), "The context for business in Armenia", in *Understanding Contexts of Business in Western Asia*, World Scientific Publishing Company, Volume 4, pp. 93-116.
3. Yahchouchy, G. and **Dzenopoljac, V.** (2022), "Entrepreneurship and Social Entrepreneurship: A Trend or a Real Factor for a Prosperous Future? In: Azoury N., Hafsi T. (eds) Entrepreneurship and Social Entrepreneurship in the MENA Region. Palgrave Macmillan, Cham.  
[https://doi.org/10.1007/978-3-030-88447-5\\_3](https://doi.org/10.1007/978-3-030-88447-5_3)

4. Gunay, S., **Dzenopoljac, V.**, and Bontis, N. (2022), "Social media as a proxy for relational capital: the case of Twitter posts in cryptocurrency market", *International Journal of Web Based Communities*, Vol. 18, No. 1, 10.1504/IJWBC.2022.10044703.
5. Kwiatek, P., **Dzenopoljac, V.**, Rauf, A. (2021), "Loyalty program value: give me more or treat me better?", *Hotel and Tourism Management*, Vol. 9, No. 2, pp. 11-23, <https://doi.org/10.5937/menhottur2102011K%20>
6. **Dzenopoljac, V.**, Kwiatek, P., Dzenopoljac, A., and Bontis, N. (2021), "Intellectual capital as a longitudinal predictor of company performance in a developing economy", *Knowledge and Process Management*, pp. 1-17, <https://doi.org/10.1002/kpm.1696>
7. Abidi, O., **Dzenopoljac, V.**, and Dzenopoljac, A. (2021), "Discussing the role of entrepreneurial universities in COVID-19 era in the Middle East", *Management: Journal of Sustainable Business and Management Solutions in Emerging Economies*, Vol. 26, No. 2, pp. 55-66, <https://doi.org/10.7595/management.fon.2021.0014>
8. Gerguri-Rashiti, S., Palalic, R., Zeqiri, J., and **Dzenopoljac, V.** (Eds) (2021), Entrepreneurship Activities Among the Gulf Cooperation Council (GCC) Enterprising Communities, Call for papers for: *Journal of Enterprising Communities: People and Places in the Global Economy*, available at <https://www.emeraldgrouppublishing.com/journal/jec/entrepreneurship-activities-among-gulf-cooperation-council-gcc-enterprising-communities>
9. Youssef, D., Abidi, O., Zaim, H., Keceli, Y., and **Dzenopoljac, V.** (2020), "Impact of diversity management on citizenship behavior: the mediating role of human resources management", *International Journal of Learning and Intellectual Capital*, Vol. 17, No. 4, pp. 384-409, <https://www.inderscienceonline.com/doi/abs/10.1504/IJLIC.2020.113154>
10. Alasadi, R., Muhammed, S., Abidi, O., and **Dzenopoljac, V.** (2019), "Impact of servant leadership on intrinsic and extrinsic job satisfaction", *Leadership & Organization Development Journal*, Vol. 40, No. 4, pp. 472-484, <https://doi.org/10.1108/LODJ-09-2018-0337>
11. **Dzenopoljac, V.**, Muhammed, S., and Janošević, S. (2019), "Intangibles and performance in oil and gas industry," *Management Decision*, Vol. 57, No. 5, pp. 1267-1285, <https://doi.org/10.1108/MD-11-2017-1139>
12. Ozkan, S., Yaacoub, C., Elkanj, N., and **Dzenopoljac, V.** (2019), "The effect of IFRS adoption on corporate cash holdings: evidence from MENA countries", *Emerging Markets Finance and Trade*, <https://doi.org/10.1080/1540496X.2019.1693361>
13. **Dzenopoljac, V.**, Alasadi, R., Zaim, H., and Bontis, N. (2018), "Impact of knowledge management processes on business performance: evidence from Kuwait", *Knowledge and Process Management*, Vol. 25 No. 2, pp. 77-87, <https://doi.org/10.1002/kpm.1562>
14. Abidi, O., Antoun, R., Habibniya, H., and **Dzenopoljac, V.** (2018), "Firm-specific determinants of FDI from GCC to MENA countries," *Journal of International Studies*, Vol. 11 No. 4, pp. 9-21, <https://doi.org/10.14254/2071-8330.2018/11-4/1>
15. Abidi, O., **Dzenopoljac, V.**, and Janošević, S. (2017), "A reflective analysis of firm-level determinants of binary investments between MENA countries" *Ekonomika preduzeća*, Vol. 65 No. 7-8, pp. 427-435, <https://doi.org/10.5937/EKOPRE1708427A>
16. **Dzenopoljac, V.**, Yaacoub, C., Elkanj, N. and Bontis, N. (2017), "Impact of intellectual capital on corporate performance: evidence from the Arab region", *Journal of Intellectual Capital*, Vol. 18 No. 4, pp. 884-903, <https://doi.org/10.1108/JIC-01-2017-0014>
17. Singh, B., Elkanj, N., Yaacoub, C. and **Dzenopoljac, V.** (2017), "Impact of financial crisis on banking sector efficiency in the Arab world", *International Journal of Development and Conflict*, Vol. 7 No. 1, pp. 49-64, <http://www.ijdc.org.in/uploads/1/7/5/7/17570463/june2017art4v3.pdf>

18. **Dzenopoljac, V.** and Muhammad, S. (2017), "Assessing the intellectual and knowledge based assets of organizations: case of global oil and gas operations firms", 23<sup>rd</sup> Americas Conference on Information Systems (AMCIS 2017), August 10-12, Boston, Massachusetts, United States of America, <https://aisel.aisnet.org/amcis2017/StrategicIT/Presentations/7/>
19. Janošević, S. and **Dzenopoljac, V.** (2017), "Empirijsko istraživanje uticaja intelektualnog kapitala na poslovne performanse preduzeća u industriji informaciono-komunikacionih tehnologija", in Veselinović, P., Makojević, N. and Slavković, M (eds), *Uticaj globalizacije na poslovno upravljanje i ekonomski razvoj Šumadije i Pomoravlja*, Ekonomski fakultet u Kragujevcu, Kragujevac, pp. 183-196.
20. **Dzenopoljac, V.**, Janošević, S. and Bontis, N. (2016), "Intellectual capital and financial performance in the Serbian ICT industry", *Journal of Intellectual Capital*, Vol. 17 No. 2, pp. 373-396, <https://doi.org/10.1108/JIC-07-2015-0068>
21. Janošević, S. and **Dzenopoljac, V.** (2016), "Inovativnost kao komponenta intelektualnog kapitala", in Marinković, V., Janjić, V., and Mičić, V. (eds), *Unapređenje konkurentnosti privrede Republike Srbije*, Ekonomski fakultet u Kragujevcu, Kragujevac, pp. 187-203, <https://www.ekfak.kg.ac.rs/images/Nir/ProjekatFakulteta/Zbornik2016-Unapređenje%20konkurentnosti%20privrede%20Republike%20Srbije.pdf>
22. Đuričin, D., Janošević, S., and Kaličanin, Đ. (2016), *Management and strategy*, University of Belgrade, Faculty of Economics, Belgrade; textbook for Strategic management and Management courses at majority of universities in Serbia – acted as the writer of practical case studies included in the textbook.
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## PROJECTS AND CONSULTING

1. January 2022 – onwards: Engaged as a lecturer for General Management and Business Planning within Management Development Program (MDP) at College of Business and Economics, United Arab Emirates University. This integrated development program for junior and middle managers of UAE companies.
2. November – December 2021: Acted as the lecturer in two online workshops entitled "Building Sustainable Partnerships in the Higher Education (Advanced)", organized by Orient Management Consulting & Training from Abu Dhabi, UAE. The participants were academics and professionals in from Higher Colleges of Technology in the UAE.
3. October 2021: Vladimir held a seminar on Leadership, within the College of Engineering Graduation Projects Seminars, within United Arab Emirates University.
4. July 2021: Acted as the lecturer in an online seminar for quality assurance within higher education institutions, organized by Orient Management Consulting & Training from Abu Dhabi, UAE. The participants were academics and professionals in the quality management area from Higher Colleges of Technology in the UAE.
5. October 2018 – May 2021: acts as the coordinator for Business Consulting Center at College of Business Administration, within American University of the Middle East. The main activities of the Center include management consulting to students with viable business ideas, as well as to wider business community in Kuwait who seek these services.
6. January 2015 - January 2016: acted as a researcher on a project "Macroeconomic study on net effects of import substitution of fossil fuels with biomass", prepared for Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, project DKTI- Development of a Sustainable Bioenergy Market in Serbia.
7. July 2015 – December 2015: acted as the consultant for preparing investment study on the project involving building shopping mall and hotel in Živinice, Bosnia and Herzegovina. The project's estimated worth was 6 million Euros.
8. February 2015 – December 2015: acted as the financial consultant for the company Belkal Han from Gadzin Han in Serbia, which was engaged in investing in calcite mining and extraction project.
9. July 2014 - September 2014: acted as the lecturer on "Management of Small and Medium-sized Enterprises", within the project "Youth Entrepreneurship Development", in cooperation with NGO SPARK from The Netherlands and Business Service Centre from Štrpce, Kosovo.
10. January 2011 – July 2014: engaged as the highly ranked researcher (A1) within the project of basic research "Strategic and tactical measures for overcoming competitive crisis in the real sector of Serbian economy", project no. 179050, 2011-2014, funded by the Serbian Ministry of Education, Science, and Technological Development.
11. September 2011 – April 2012: conducted training on essential finance in SMEs, within the project "Youth entrepreneurship - partnership of public and civil sector"; in cooperation with Business Start-up Center from Kragujevac and NGO "Sunce" from Kragujevac.

12. June 2011 – December 2011: acted as an instructor at the specialists' seminar "*The road to successful entrepreneur*", advanced level, within the project of National employment agency on the territory of Serbia, with cooperation of Center for entrepreneurship from Kragujevac.
13. July 2011: acted as the head lecturer for the topics: How to become a successful entrepreneur, SMEs management, and Business plan writing, within the *Entrepreneurship summer school* in Štrpce and Ranilug, Kosovo.
14. June 2011 – February 2013: acted as the expert for preparing the drafts for strategy for SMEs development on the territory of Štrpce, Klokot, and Parteš municipalities, Kosovo.
15. April 2011: participated as the instructor for project management, entrepreneurship, and business planning, and business skills development, within the project of European Union support for regional development in Kosovo, Štrpce and Klokot.
16. April 2011 - June 2011: within the USAID agribusiness project, in cooperation with Regional agency for economic development of Šumadija and Pomoravlje, implemented the course entitled "*Strategic and business plan development*", at ten different cities in Serbia.
17. March 2011: during the Specialists' seminar for the purposes of expert skills improvement of employees at National employment agency of Republic of Serbia acted as the trainer on topics
  - Economic motivation for entrepreneurship
  - Marketing for entrepreneurs
  - Management skills
  - Business plan evaluation
  - Business ideas analysis
  - Business plan writing
18. December 2010: acted as the lecturer within the specialists' seminar "*Key aspects of business*", within the project of National employment agency, covering the territory of entire Serbia, in collaboration with Center for entrepreneurship from Kragujevac.
19. May 2010 – April 2010: acted as a consultant for the Italian trucking company *Tecnokar* and performed the analysis of Serbian market potential, for the purposes of entering this market.
20. December 2007 – March 2010: acted as the consultant for Business Start-Up Center in Kragujevac as well as for Serbian Development Fund, and as such prepared business plans for several start-ups in the following industries: furniture industry, retail industry, manufacturing industry, car services industry, hospitality industry, taxi services industry, renewable energy production, construction industry, food industry, and management consultancy industry.
21. August 2009 – September 2009: acted as the consultant for local company EMA Knic, where he was hired in order to prepare analysis of air blasting and vehicle painting market analysis on the territory of Serbia and Montenegro.
22. November 2007 – September 2009: acted as the lecturer for various training modules for future entrepreneurs within *Business Skills Trainings* organized by the Business Start-Up Center from Kragujevac. The training modules included the modules: Strategy of My Business, Change Management, and Innovation Management.
23. May 2008: participated in the Local enterprise development and entrepreneurship project in Kraljevo as the trainer for the module Innovation Management. This project was implemented in partnership with the SCOPES program, financed by the United States Agency for International Development (USAID), co-financed by Center for Entrepreneurship.
24. April 2008 – May 2008: acted as the consultant for local small aircraft manufacturing company in order to prepare the business plan with title "*Business plan for Aero-East-Europe from Kraljevo (2008 to 2010)*". The business plan in question was positively ranked and the firm received 135.000 Euros in terms of financial support from Serbia Investment and Export Promotion Agency (SIEPA).

- Later, was frequently consulted by the company's management on various business planning and strategy issues.
25. August 2007: acted as a trainer for financial planning session for the *Business Plan Competition Winners Financial Training*, a project under USAID, implemented by the NGO SCOPES and Entrepreneurship Centre Kragujevac on Kopaonik, Serbia.
  26. January 2007 – January 2008: acted as the consultant for preparation and production of microcredit applicants' business plans, as well as for monitoring the implementation of entrepreneurs' business activities, within the project *Microcredit scheme for start-up activities for young entrepreneurs in South East Europe*, funded by Norway and Bank of the Council of Europe, implemented in cooperation with Local Democracy Center and Banca Intesa.
  27. October 2005 – November 2005: acted as the instructor at the training seminar *Young Entrepreneurs* – within the project “The promotion of local economic development in the western Balkan countries: Education of young people”, in Kragujevac, organized by Local Democracy Agency.
  28. December 2004: acted as the demonstrator at *Managers' Training Program* – under OEBS, conducted by the Regional Agency for Development of SMEs.
  29. September 2004 – November 2004: participated in the study for the purposes of market analysis for *Metalac* Company. The study was entitled *Analysis of Domestic Cookware Market*, administered by prof. Stevo Janošević, full professor at the Faculty of Economics, University of Kragujevac.

***Vladimir Dzenopoljac, short biography***

Vladimir Dzenopoljac is the associate professor of Strategic Management at College of Business and Economics, United Arab Emirates University. Previously, he was engaged as the associate professor, director of the MBA program, and Business Consulting Center coordinator at the College of Business Administration, American University of the Middle East, Kuwait. He received his PhD Degree from the University of Kragujevac, Serbia, in the field of impact of intellectual capital on value creation in contemporary enterprises. Alongside his academic career, Vladimir was providing business consultancy services in the fields of strategy development and execution, business planning, financial planning and analysis, and leadership. He has published a significant number of research papers in his field of professional expertise and has been involved in implementation of several projects for small, medium, and big companies. His areas of professional interest are strategy development and execution and intellectual capital management in contemporary organizations.