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|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------|--------------------------------------------|-------------------------|
| <b>First and last name</b>                                                                          |                                                                                                                                                                                        | <b>Ljiljana S. Dimitrijević</b>                                                             |                              |                                            |                         |
| <b>Title</b>                                                                                        |                                                                                                                                                                                        | Full professor                                                                              |                              |                                            |                         |
| <b>Name of the institution where the teacher works full-time or part-time and since when</b>        |                                                                                                                                                                                        | Faculty of Business Economics and Entrepreneurship<br>Belgrade, full-time since 01.10.2010. |                              |                                            |                         |
| <b>Narrow scientific or artistic field</b>                                                          |                                                                                                                                                                                        | Management, Marketing and Entrepreneurship                                                  |                              |                                            |                         |
| <b>Academic career</b>                                                                              |                                                                                                                                                                                        |                                                                                             |                              |                                            |                         |
| Elections to positions                                                                              | Year                                                                                                                                                                                   | Institution                                                                                 | Scientific or artistic field | Narrow scientific field                    |                         |
| Full professor                                                                                      | 2024,                                                                                                                                                                                  | Faculty of Business Economics and Entrepreneurship                                          | Management and business      | Management, Marketing and Entrepreneurship |                         |
| Associate Professor                                                                                 | 2019.                                                                                                                                                                                  |                                                                                             | Management and business      | Marketing, Management and Entrepreneurship |                         |
| Associate Professor - re-election                                                                   | 2017.                                                                                                                                                                                  |                                                                                             | Management and business      | Management                                 |                         |
| Assistant professor                                                                                 | 2012                                                                                                                                                                                   |                                                                                             | Management and business      | Marketing                                  |                         |
| Doctorate                                                                                           | 2011.                                                                                                                                                                                  | Slobomir University, Faculty of Business Economics and Management                           | Management and business      | Economics and Management                   |                         |
| Master's degree                                                                                     | 1999.                                                                                                                                                                                  | University of Belgrade, Faculty of Economics, Belgrade                                      | Management and business      | Business management                        |                         |
| Undergraduate                                                                                       | 1994.                                                                                                                                                                                  | University of Belgrade, Faculty of Economics, Belgrade                                      | Management and business      | Marketing                                  |                         |
| <b>List of subjects for which the teacher is accredited at the first or second level of studies</b> |                                                                                                                                                                                        |                                                                                             |                              |                                            |                         |
| R.B. 1,2,3...                                                                                       | Item tag                                                                                                                                                                               | Subject name                                                                                | Type of teaching             | Name of study program                      | Type of study (BAS,MAS) |
| 1.                                                                                                  |                                                                                                                                                                                        | Marketing                                                                                   | lectures                     | PE                                         | BAS                     |
| 2.                                                                                                  |                                                                                                                                                                                        | Marketing services                                                                          | lectures and exercises       | PE                                         | BAS                     |
| 3.                                                                                                  |                                                                                                                                                                                        | Strategic management                                                                        | lectures                     | PE                                         | BA                      |
| 4.                                                                                                  |                                                                                                                                                                                        | Market research                                                                             | lectures                     | PE, PE Niš                                 | BAS                     |
| 5.                                                                                                  |                                                                                                                                                                                        | Company growth and development strategy                                                     | lectures and exercises       | PEP                                        | MAS                     |
| <b>Representative references (minimum 5, no more than 10)</b>                                       |                                                                                                                                                                                        |                                                                                             |                              |                                            |                         |
| 1.                                                                                                  | <b>Dimitrijević, Lj.</b> , Cogoljević, M. (2017): <i>Marketing</i> , University of Business Economics and Entrepreneurship, Belgrade, ISBN: 97886-6069-122-6.                          |                                                                                             |                              |                                            |                         |
| 2.                                                                                                  | Cogoljević, M., <b>Dimitrijević, Lj .</b> , Ravić, N. (2018): <i>Strategic Marketing</i> , University of Business Economics and Entrepreneurship, Belgrade, ISBN: 978-86-6069-164-6    |                                                                                             |                              |                                            |                         |
| 3.                                                                                                  | <b>Dimitrijević, Lj.</b> (2006): Marketing Management, Polytechnic School, Belgrade, <a href="https://www.politehnika.edu.rs/biblioteka">https://www.politehnika.edu.rs/biblioteka</a> |                                                                                             |                              |                                            |                         |
| 4.                                                                                                  | <b>Dimitrijević, Lj</b> , Cogoljević, M., Cogoljević, V., , GREEN MARKETING – A CONCEPT PREFERRED BY THE MODERN CONSUMER, EEE 2023 Conference.                                         |                                                                                             |                              |                                            |                         |

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| 5.  | <b>Dimitrijević, Lj.</b> , Cogoljević, M. (2018): "Key references in the realization of marketing strategy in sports - strategic control and audit", <i>International monograph "In the spirit of olympism, research interdisciplinary project"</i> , Belgrade, No. FP DH/IMT/0616-0618/20162018.                                                                                                                                                                                                                                   |
| 6.  | <b>Dimitrijević Lj.</b> , Cogoljević M., Cogoljević V., Marketing aspects of socially responsible business in the function of creating and improving the competitiveness of enterprises, monograph "SOCIAL ENTERPRISES FOR THE DEVELOPMENT OF YOUTH POTENTIAL", IPA project, March 2022                                                                                                                                                                                                                                             |
| 7.  | Nedeljković M., Bajagić M., <b>Dimitrijević Lj.</b> , "SELECTION OF THE LOCATION OF A DISTRIBUTION CENTER FOR AGRICULTURAL PRODUCTS" AGRICULTURAL ECONOMICS, 4/23 <a href="http://www.ea.bg.ac.rs/index.php/EA/article/view/2257">http://www.ea.bg.ac.rs/index.php/EA/article/view/2257</a>                                                                                                                                                                                                                                         |
| 8.  | Vukadinović, P., Damjanović, A., <b>Dimitrijević, Lj.</b> (2017): "Analysis of sales and income between different categories of agricultural products ", <i>Economics of Agriculture</i> , pp. 157-170, book LXIV, ISBN 0352-3462 <a href="http://bsaae.bg.ac.rs/images/Ekonomika%20kompletan/2017/EP%201%202017%20lg.pdf">http://bsaae.bg.ac.rs/images/Ekonomika%20kompletan/2017/EP%201%202017%20lg.pdf</a>                                                                                                                       |
| 9.  | Cogoljević, M., Cogoljević, V., <b>Dimitrijević, Lj.</b> (2020): "Integrating personal selling and other marketing communication tools", Proceedings of the Fourth National Scientific and Professional Conference Trends in Business, University of Belgrade, Prof. Dr. Radomir Bojković, pp. 87-95, ISBN-978-86-7566-053-8. <a href="http://visokaposlovnaskola.edu.rs/wp-content/uploads/2020/09/Zbornik-radova-TuP-2020cip.pdf">http://visokaposlovnaskola.edu.rs/wp-content/uploads/2020/09/Zbornik-radova-TuP-2020cip.pdf</a> |
| 10. | <b>Dimitrijević, Lj.</b> , Vukadinović, S. (2015): "Marketing Strategy - Managing concept of enterprises, Conference "Leadership and organization development", University edition "St. Kliment Ohridski", Kitan, Bulgaria, June p.1037-1046, ISBN 978-954-07-3946-5 <a href="https://www.scribd.com/document/319102094/Sbornik-Kiten-2015-full-Book-pdf">https://www.scribd.com/document/319102094/Sbornik-Kiten-2015-full-Book-pdf</a>                                                                                            |

**Summary data on the scientific, or artistic and professional activities of teachers**

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------|
| Total number of citations                                                                                                                                                                       | 38 (Google Scholar) |               |
| Total number of papers from the SCI (SSCI) list                                                                                                                                                 |                     |               |
| Current participation in projects                                                                                                                                                               | Domestic            | International |
| Trainings                                                                                                                                                                                       |                     |               |
| Other information you consider relevant                                                                                                                                                         |                     |               |
| This data should be provided for each teacher, or, using the same form, a book of all teachers in the institution, which is included in the appendix. This table should not exceed one A4 page. |                     |               |