

First and last name	Katarina D. Njegić
Title	Associate Professor
Name of the institution where the teacher works full-time or part-time and since when	Faculty of Business Economics and Entrepreneurship, Belgrade, full-time since 1 October 2010
Narrow scientific or artistic field	Management, Marketing and Entrepreneurship

Academic career

Election to a position	Year	Institution	Scientific or artistic field	Narrow scientific, artistic or professional field
Associate Professor	2022.	Faculty of Business Economics and Entrepreneurship, Belgrade	Management and business	Management, Marketing and Entrepreneurship
Assistant professor	2018.		Economic Sciences	Management
Doctorate	2017.	Faculty of Geoeconomics, Megatrend University, Belgrade	Economic Sciences	Marketing
Master	2011.	Faculty of Business Economics and Entrepreneurship, Belgrade	Economic Sciences	Business Economics and Entrepreneurship
Undergrad.	2010.	Faculty of Organizational Sciences, University of Belgrade	Management and business	Financial management

List of subjects for which the teacher is accredited at the first or second level of studies

R.B.	Item tag	Subject name	Type of teaching	Name of study program	Type of study (BAS,MAS)
1.		Corporate communications	Lectures	PE	BAS
2.		Marketing	Lectures and exercises	PEP Jagodina, Loznica, PE Niš	BAS
3.		International business	Lectures and exercises	PE	BAS
4.		Organizational behavior	Lectures and exercises	PEP	MAS

Representative references (minimum 5, no more than 10)

1.	Jovanović, V., Njegić, K. , & Milanović, V. (2023). The effect of internal marketing on employees' organizational commitment through their job satisfaction: The case of healthcare sector in Serbia. <i>International Review</i> , 3, 92-100. Printed edition: ISSN 2217-9739, Electronic edition: ISSN 2560-3353.
2.	Njegić, K. , Milanović, V., & Stankov, B. (2023). The drivers of market orientation and its impact on export performance of Serbian firms. <i>Journal of East European Management Studies</i> , 28(1), 9-42. Print ISSN: 0949-6181, Electronic ISSN: 1862-0019
3.	Njegić, K. , Damjanović, J., & Komnenić, B. (2020). Mediated effect of export assistance on export performance of Serbian manufacturing SMEs. <i>Baltic Journal of Management</i> , 15(5), 649-667. Doi: 10.1108/BJM-03-2020-0084, ISSN: 1746-5265.
4.	Đokić I., Njegić K. (2020): "Digital Communication Strategy", XXV International Scientific Meeting: Strategic Management and Decision Support Systems in Strategic Management, May 19, Subotica, Serbia.
5.	Njegić K. , Đokić I., Milanović V. (2020): "Testing MKTOR Scale Properties in Serbian Exporters' Context", <i>Management: Journal of Sustainable Business & Management Solutions in Emerging Economies</i> , 25(1), 37-46.
6.	Milanović V., Njegić (Radosavljević) K. (2019): "The impact of internal communication and employees' identification with the organization on motivation", <i>Zbornik Matica srpska za sovni nauke</i> , No.170, 213-227.
7.	Đokić I., Njegić K. (2019): "Contemporary Marketing Communications", XXIV International Scientific Symposium: Strategic Management and Decision Support Systems in Strategic Management, May 17, Subotica, Serbia.
8.	Milanović V., Njegić (Radosavljević) K. (2019): "The influence of verbal communication on the satisfaction of employees' social needs and the role of organizational identification", <i>Marketing</i> , 50(2), 111-123.
9.	Njegić K. , Ravić N. (2019): "An investigation of the impact of competitive strategy on export performance: A literature review in the period 1998-2018", <i>School of Business</i> , No.1, 107-129.

10.	Njegić, K., Đokic, I. (2018): "Prerequisites for the adoption of the price adaptation strategy and its impact on the export performance of companies in Serbia", <i>School of Business</i> , no.1, 1-20.		
Summary data on the scientific, or artistic and professional activities of teachers			
Total number of citations		97	
Total number of papers in the SCI (SSCI) list		4	
Current participation in projects		Home 1	International 0
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.			