

First and last name			Maja S. Cogoljević		
Title			Full 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 01.10. 2010.		
Narrow scientific or artistic field			Management, Marketing and Entrepreneurship		
Academic career					
Elections to positions	Year	Institution	Scientific or artistic field	Narrow scientific, artistic or professional field	
Full professor	2022.	Faculty of Business Economics and Entrepreneurship	Management and business	Management, Marketing and Entrepreneurship	
Associate Professor	2018.	Faculty of Business Economics and Entrepreneurship	Management and business	Marketing, Management and Entrepreneurship	
Assistant professor	2014.	Faculty of Business Economics and Entrepreneurship	Management and business	Management	
Doctorate	2013	Faculty of Economics, University of Business Engineering and Management Banja Luka	Management and business	Marketing	
Master's degree	2011.	Faculty of Tourism and Hospitality, University "St. Kliment Ohridski", Macedonia	Management and business	Management	
Undergraduate	2008.	Faculty of Economics, University of Belgrade	Management and business	Marketing	
List of subjects for which the teacher is accredited at the first or second level of studies					
R.B. 1,2,3....	Item tag	Subject name	Type of teaching	Name of study program	Type of study (OAS,MAS)
1.		Market research	lectures	PE, PE Niš, PEP Loznica. Jagodina	BAS
3.		Marketing	lectures	PE Niš	BAS
4.		Environmental management	lectures	PEP Loznica ; Jagodina, PE Niš	BAS
5.		Strategic marketing	lectures	PEP	MAS
Representative references (minimum 5, no more than 10)					
1.	Pesic Jenackovic, D., Cogoljevic, M. , Cogoljevic, V. (2025). Application of the In-Depth Interview Method in Researching Consumer Confidence in Electronic Shopping, Trends in Business, Year XIII, Number 26, Volume 2/2025, ISSN 2334-816X, pp.134-144. https://www.trendovi.vsepep.edu.rs/index.php/tp/issue/view/42/6				
2.	Cogoljević M. , Njegić K., Cogoljević V. (2024): CURRENT STATE AND PERSPECTIVES OF DIGITAL MARKETING IN THE ERA OF ARTIFICIAL INTELLIGENCE, XIII International conference "Employment, Education and Entrepreneurship", Belgrade, Volume 2, ISBN: 978-86-6069-225-4, p. 396-403 https://eee-conference.com/wp-content/uploads/2025/01/Zbornik-radova_EEE2024_FINALE_sajt.pdf				
3.	Vujicic, S. Cogoljevic, M. , Nikitovic, Z. (2022). The Development of Ecological Awareness in the Republic of Serbia. International Review 1-2/2022, ISSN 2560-3353, pp. 59-68. https://www.international-review.com/index.php/ir/issue/view/irb20221112/2				
4.	Jovanić, T., Cogoljević, M. , Pejović, D. (2018): "Buy National" Campaigns and Food Country of Origin Labeling - EU Legal Framework and its Relevance for Serbia", <i>Economics of Agriculture</i> , v. 65, n. 3, p. 1289-1302, ISSN 2334-8453. http://ea.bg.ac.rs/index.php/EA/article/view/898				
5.	Milenković, N., Cogoljević, M. , Jovanović, D., Petrović, V., Stanković, M. (2019): "The Correlation and Interaction of the Sustainability and Global Innovation in Transition Countries", <i>Applied Ecology and Environmental Research</i> , ISSN 1589-1623, p. 1499-1516. http://www.aloki.hu/pdf/1702_14991516.pdf				
6.	Cogoljević, M. , Dimitrijević, Lj., Cogoljević, V. (2017): "Research on the Influence Integrated Marketing Communications at Enterprisesbusiness in The Republic of Serbia", Vol 37, No. 2, p. 22-33, <i>EuroEconomica</i> , Danibus University of Galati, Romania, ISSN: 1582-8859. http://journals.univ-danubius.ro/index.php/euroeconomica/article/view/4078				
7.	Pešić Jenačković, D., Cogoljević M. (2021): "The Importance of Applying Qualitative Methods in Researching Consumer Behavior and Satisfaction", <i>International Review</i> - paper accepted for publication in December 2021.				
8.	Cogoljević, M. , Cogoljević, V., Dimitrijević, Lj. (2020): "Integrating personal selling and other marketing communication tools", Fourth National Scientific and Professional Conference "Trends in Business", University of Business School Prof. Dr. Radomir Bojković, Kruševac, pp. 87-95, ISBN-978-86-7566-053-8 http://visokaposlovnaskola.edu.rs/wp-content/uploads/2020/09/Zbornik-radova-TuP-2020cip.pdf				

9.	Ignjatović, D., Cogoljević, M. (2019): "The Importance of Modern Pharmacy Marketing to Conquer new Markets Through Electronic Pharmacy", <i>International Review</i> , Belgrade, ISSN 2217-9739, pp. 133-137., No. 3-4. https://vspep.edu.rs/fileadmin/3-4-2019-InternationalReview.pdf
10.	Cogoljević, M. , Tošović, Stevanović, A., Nikitović, Z. (2019): "Internationalization of Marketing Activities In Global Business Environment", 41st International Scientific Conference - ESD, 23-24, ISSN 1849-7535, p. 56-64 https://www.zbw.eu/econis-archiv/bitstream/11159/3082/1/Book_of_Proceedings_esdBelgrade2019_Online.pdf
11.	Cogoljević, M. , Vesić, T., Dimitrijević, Lj. (2018): "Marketing Trends and Perspectives on the Bank Market", Second International Scientific Conference - ITEMA, ISBN: 978-86-80194-13-4, p. 628-632 https://doi.org/10.31410/ITEMA.2018.464
12.	Nikolić, M., Vesić, T., Cogoljević, M. , Ilić, B. (2018): "Knowledge Management as a Solution to the Ecological Crisis", <i>Ecologica</i> Vol. 25, No. 89,1/3-2, ISSN-0354-3285, COBISS.SR – ID 80263175, p. 82-86. http://www.ecologica.org.rs/wp-content/uploads/2018/06/SADRZAJ_BROJ_89_2018.pdf
13.	Cogoljević, M. , Dimitrijević, Lj. (2014): "The Potential of the Internet as Marketing Media in Serbia", The third international conference EEE, October 15th-17th Belgrade, ISBN 978-86-6069-105-9, p. 272-286. http://www.eee-conference.com/img/arhiva/2015/eee_2014_book_iv.pdf
14.	Cogoljević, M. , Dimitrijević, Lj., Đuričić, Z. (2013): "IMC Concept - as a Necessary Precondition for Market Success Of SMEs", The second international conference EEE, October 16th-18th Belgrade. ISBN 978-86-6069-095-3, Proceedings Volume 2, pp. 272-288. http://www.eee-conference.com/img/arhiva/2014/vol2eee2013.pdf

15.	Dimitrijević Lj., Cogoljević M. (2017): <i>Marketing</i> , University of Business Economics and Entrepreneurship, Belgrade,. year., ISBN 978-86-6069-122-6, COBISS.SR-ID245232652	
16.	Stošić-Mihajlović Lj., Nikolić M., Cogoljević M. (2018): <i>Marketing Research in the Modern Economy</i> , ISBN 978-866069-148-6.	
17.	Cogoljević M. , Dimitrijević Lj., Ravić N. (2019): <i>Strategic Marketing</i> , ISBN 978-86-6069-164-6.	
Summary data on the scientific, or artistic and professional activities of teachers		
Total number of citations		182 (Google Scholar Citations)
Total number of papers from the SCI (SSCI) list		9
Current participation in projects		Domestic International:
Trainings		
Other information you may find relevant: Member of the scientific committee of the international scientific conference "Employment, Education and Entrepreneurship", the national scientific and professional conference with international participation "Trends in Business", the international scientific conference Infotech 2020 and the national conference with international participation ITOP21, FTN Čačak. She is also part of the editorial board of the journals "International Review", "Trends in Business" and "Acta Periodica" Edutus University, Hungary. She is a member of the Belgrade Society of Economists.		