

First and last name	Vladan D. Cogoljevic				
Title	Associate Professor				
Name of the institution where the teacher works full-time or part time and since when	Faculty for business economy and entrepreneurship , 2016 .				
Narrow scientific or artistic field	Management , marketing and entrepreneurship				
Academic career					
Elections to positions	Year	Institution	Scientific research	Narrow scientific or professional area	
Associate Professor	2025.	Faculty of Business Economics and Entrepreneurship	Management and business	Management, Marketing and Entrepreneurship	
Assistant professor	2021.		Management and business	Management, Marketing and Entrepreneurship	
Doctorate	2020.	Faculty of Economics Agricultural University of Plovdiv, Bulgaria	Management and business	Organization and management	
Master	2013	Faculty of Business Economics and Entrepreneurship	Management and business	Business Economics and Entrepreneurship	
Diploma	2010.	Faculty of Business Economics and Entrepreneurship	Management and business	Business Economics and Entrepreneurship	
List of subjects for which the teacher is accredited first or to another degree study					
R.B.	Tag subject	Name subject	Type classes	Name study program	Type of study
1.		Marketing	lectures	PEP Jagodina, PE	BAS
2.		Marketing services	lectures and exercises	PE	BAS
Representative references (minimum 5, no more than 10)					
1.	Cogoljevic , M., Cogoljević , V., Dimitrijević , Lj., (2020): Integrating personal sales and others tool marketing communication , Fourth national scientific and professional " Business Trends " conference , Visoka business school Prof. Dr. Radomir Bojković , Kruševac . http://visokaposlovnaskola.edu.rs/wp-content/uploads/2020/09/Zbornik-radova-TuP-2020cip.pdf				
2.	Čuruvija , I., Čuruvija , M., Cogoljevic , V. , (2019) : States tourist workers about the importance promotions for development tourism Vojvodina , Collection works with Third national scientific and professional " Business Trends " conference , Visoka business school Prof. Dr. Radomir Bojković , Kruševac , pp. 273-287 http://visokaposlovnaskola.edu.rs/wp-content/uploads/2020/01/Zbornik-radova-TuP-2019.pdf				
3.	Cogoljevic , M., Dimitrijevic , L. , Cogoljević , V., (2017): Research on the impact of integrated marketing communications on the business of companies in the Republic of Serbia, ISSN: 1582-8859, vol. 37, no. 2, EuroEconomica , Danibus University of Galati, Romania . http://journals.univ-danubius.ro/index.php/euroeconomica/article/view/4078				
4.	Cogoljevic , M., Vesic , T., Dimitrijevic , L. , Cogoljević , V. , (2018): The impact of marketing activities on the profitability of commercial banks in the Republic of Serbia. Thematic collection of papers: New business trends, ISBN: 978-1-5323-9957-2 pp. 37-43. The paper is part of New Business Trends project No. IP1-03/07-29/12-2018, interdisciplinary research project, project manager: Prof. Edita Kastratović , PhD. Publisher: Bar Code Graphics, Chicago.				
5.	Cogoljević , V., (2019) : Strategic approach to planning promotional activities. Trends in Business, volume 2, ISSN 2334-816X, pp. 110-116. http://www.trendovi.vsepe.edu.rs/index.php/tp/article/view/192				
6.	Cogoljević , M., Cogoljević , V., Vesić , T. , (2021) : Content analysis on illegal trade in print media in Serbia. Roundtable “Stop Illicit Trade ” , within the project “Combating Illegal Trade Through Research, Education and Awareness”.				
7.	Dimitrijević , Lj., Cogoljević , M., Cogoljević , V., (2019): The importance of measuring a company's main performance for making basic marketing decisions , Eighth International Conference Employment, Education and Entrepreneurship – EEO, Thematic Collection of Papers, ISBN 978-86-6069-173-8, COBISS.SR-ID 280280332, pp. 134-139. http://www.eee-conference.com/img/arhiva/2019/e2019_sa_naslovnom.pdf				
8.	Stošić , Mihajlović , Lj., Cogoljević , V., (2017): The importance of modern information and communication technologies for improving the organizational characteristics of enterprises , Sixth International Conference - Employment, Education and Entrepreneurship - EEO, Economic and Technological Development and Information Technologies, ISBN 978-1-912009-5, pp. 209-223. http://www.eeeconference.com/img/arhiva/2017/eee_2017_economic_and_technological_development_and_informational_technology.pdf				
Summary data on the scientific, or artistic and professional activities of teachers					
Total number of citations					
Total number of papers from the SCI (SSCI) list					
Current participation in projects (number)			Domestic	International	
Trainings					
Other information you consider relevant: Member of the organizing committee of the international scientific conference "Employment, Education and Entrepreneurship". Member of the Belgrade Society of Economists.					