

**DR IGOR TRANDAFILOVIĆ***Full professor***Room:** 20**Phone:** +381 19 430 802**e-mail:** igor.trandafilovic@fmz.edu.rs**Office hours:** Friday 09.00-10.30**RESUME & PUBLISHED WORK**

<i>Name and surname</i>	Igor Trandafilović
<i>Academic title</i>	Full professor
<i>Specific scientific area</i>	Marketing
<i>Birth date, place, country</i>	16.03.1975. Serbia

<b>Academic career</b>	<b>Year</b>	<b>Institution</b>	<b>Topic (Area)</b>
<i>Bachelor's degree</i>	2002.	Faculty of economics Niš	Economics of agronomy
<i>Master's degree</i> <i>Magister's degree</i>	2005.	Faculty of economics Belgrade	Marketing
<i>Doctoral degree</i>	2008.	Faculty of management Zaječar	Marketing
<i>Last academic promotion</i>	2018.	Faculty of management Zaječar	Marketing

<b>Foreign languages</b>	
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**List of courses held in the current academic year**

<i>Course title</i>	<i>Study programmes</i>
Marketing Management	Graduate academic studies
Consumer Behaviour	Graduate academic studies
Market Communications Strategies	Graduate academic studies
Marketing research	Master academic studies
Green marketing	Doctoral academic studies

<b>Membership in scientific and professional organizations</b>	UDEKOM – Association of economists and managers of Balkan
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<b>Awards and Recognitions</b>	
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**IMPORTANT PUBLICATIONS (Books, Monographs, Projects studies, Scientific papers) from 2013.**

<i>1. Books:</i> Trandafilović I., <i>Principi marketinga</i> , Fakultet za menadžment Zaječar, 2013., ISBN 978-86-7747-504-8, 658.8(075.8)
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<i>Monographs:</i>
1. Trandafilović I., Blagojević A., <i>Zeleni marketing</i> , Zadužbina Andrejević, Beograd, 2017., 179 str., ISBN 978-86-525-0317-9, ISSN 1452-242X (M41)
2. Trandafilović I., <i>Marka u savremenoj tržišnoj privredi</i> , Zadužbina Andrejević, Beograd, 2006., 86 str. (M42)
3. Trandafilović I., <i>Brendiranje Srbije – prepreke i preporuke</i> , Zadužbina Andrejević,

*Scientific papers:*

1. Trandafilović I., Blagojević A., Marketing Perspective: Factors Affecting Environmentally Conscious Consumer Behavior, *21th International Conference on Economic and Social Development – ESD*, Book of Proceedings, Varazdin Development and Entrepreneurship agency in cooperation with: John Naisbitt University, University North, Faculty of Management University of Warsaw. Belgrade, 18-19 May, 2017, pp. 159-168, ISSN 1849-7535 ([http://kobson.nb.rs/nauka\\_u\\_srbiji.132.html?autor=Trandafilovic%20Igor&samoar=#.WnmRG7h8pkE](http://kobson.nb.rs/nauka_u_srbiji.132.html?autor=Trandafilovic%20Igor&samoar=#.WnmRG7h8pkE))
2. Trandafilović I., Čulibrk S., Marketing in tourism: the factors of consumer behaviour in Serbia, International thematic monograph: Thematic proceedings „*Modern management tools and economy of tourism sector in present area*“, Associations of Economists and Managers of the Balkans, Belgrade, 2016, p. 24-39 ISBN 978-86-80194-04-2 (M14)
3. Trandafilović I., Blagojević A., Sustainability and Consumer Behavior in Tourism, International thematic monograph: Thematic proceedings „*Modern management tools and economy of tourism sector in present area*“, Associations of Economists and Managers of the Balkans, Belgrade, 2017, p. 615-627, ISBN 978-86-80194-10-3 dostupno na <http://www.udekom.org.rs> (M14)
4. Trandafilović I., Pavlović Dimitrijević A., Digital marketing as a promotion tool for sustainable management by biowaste in ecotourism, International thematic monograph: Thematic proceedings „*Modern management tools and economy of tourism sector in present area*“, Associations of Economists and Managers of the Balkans, Belgrade, 2018, accepted, in press (M14)
5. Trandafilović I., Conić V., Blagojević A., Impact of demographic factors on environmentally conscious purchase behavior, *Ekonomika poljoprivrede*, Naučno društvo agrarnih ekonomista Balkana, , br. 4, 2017., str.1365-1377, ISSN 0352-3462, UDC 338.43:63, UDC na radu 366.12:316.346.3 (M24)
6. Radonjić A., Paunović M., Trandafilović I., Uloga marketing menadžmenta u energetsom sektoru, *Energija, ekonomika, ekologija*, List saveza energetičara, Broj 3-4, godina XVII, Mart 2015. UDC 620.9, ISSN 0354-8651, str. 307-311, UDC: 621.317.38:65.012.3 XXXI Međunarodno savetovanje, Energetika 2015. god., Zlatibor, 24.03.-27.03.2015., Savez energetičara, Energija, ekonomija, ekologija (M51)
7. Ilić B., Trandafilović I., Mihajlović D., Banjski turizam – uticaj klimatskih faktora na ponašanje potrošača Gamzigradske banje, *Ecologica*, Vol 22, No 78, jun, 2015. str. 221-225. na radu UDC:379.845.092:615.838(497.11) ISSN 0354 – 328 na časopisu UDC:502.7 (M51)
8. Trandafilović I., Živković S., Istraživanje stavova studentske populacije o organskoj hrani, *Ecologica*, Vol 22, No 78, jun, 2015. str. 279-284, UDC: 316.334.5:614.31 ISSN 0354 – 3285 na časopisu UDC:502.7 (M51)
9. Pavlović Dimitrijević A., Trandafilović I., Ilić B., Marketing u održivom upravljanju biootpadom u cilju zaštite životne sredine, *Energija, ekonomika, ekologija*, List saveza energetičara, broj 1-2, mart 2016, str. 235-241, UDC 620.9, ISSN 0354-8651, UDC 504.75.062 (M51)
10. Radonjić A., Paunović M., Trandafilović I., Uloga strategije komunikacije na jačanje svesti o neophodnosti većeg korišćenja obnovljivih izvora energije, *Energija*,

*ekonomika, ekologija*, List saveza energetičara, broj 1-2, mart 2016, str. 281-286, ISSN 0354-8651, UDC 620.9.004 (M51)

11. Radonjić A., Paunović M., Trandafilović I., Istraživanje članova nevladinih organizacija o njihovoj ulozi u promovisanju obnovljivih izvora energije, *Energija, ekonomika, ekologija*, List saveza energetičara, broj 3-4, mart 2017, str. 232-237, ISSN 0354-8651, UDC 620.91:334.71.001/.004 (M51)
12. Manić A., Trandafilović I., Radonjić A., Istraživanje stavova korisnika usluga o komunalnoj policiji i paradigma njene ekonomske isplativosti, *Energija, ekonomika, ekologija*, List saveza energetičara, broj 3-4, mart 2017, str. 60-67, ISSN 0354-8651, UDC 620.9, UDC 351.749 (M51)
13. Trandafilović I., Milošević Z., Vujović S., Researching consumer habits regarding food label reading, *Ekonomika poljoprivrede*, Naučno društvo agrarnih ekonomista Balkana, br. 1, 2018. str.33-48 ISSN 0352-3462, UDC 338.43:63, UDC na radu 366.12:[621.798:663/664] dostupno na <http://www.iep.bg.ac.rs> (M51)
14. Backović N., Filipović T., Trandafilović I., Izazovi konzumerizma: između fetiša rasta i novih trendova, *Ekologika*, No.82, Beograd 2016, str. 404-408, ISSN 0354-3285, UDC:502.7 na časopisu UDC:338.439.4/.6 na radu (M52)
15. Ilić B., Mihajlović D., Trandafilović I., Primena MCDM u promociji zaštite prirodne sredine Gamzigradske Banje, *Ekologika*, No.82, Beograd 2016, str. 198-202, ISSN 0354-3285, UDC:502.7 na časopisu UDC:504.75 na radu (M52)
16. Pavlović Dimitrijević A., Trandafilović I., Radonjić A., Zeleni marketing - ispitivanje stavova potrošača o održivom upravljanju biootpadom u cilju zaštite životne sredine, *Ekologika*, Vol.23, No.83, Beograd 2016, str. 549-554, ISSN 0354-3285, UDC:502.7 na časopisu UDC:504.75.055:628.046 na radu (M52)
17. Ilić B., Trandafilović I., Jovanović L., Izgradnja brenda banjskih destinacija Srbije, *Ekologika*, Beograd, Vol. 24, No. 87, septembar 2017, str. 910-914, UDC 379.825:338.486(497.11), ISSN 0354-3285 (M52)
18. Trandafilović I., Pašić V., Nikolić Ž., Istraživanje stavova stanovništva o važnosti rekreativnog bavljenja sportom, *Timočki medicinski glasnik*, prva sveska 38. volumena, 2013., br.1, str.25-29, UDC 316.644:796/799(497.11)“2011“; 613.9(497.11)“2011“, ISSN 0350-2899 (M53)
19. Trandafilović I., Pašić V., Perunović S., *Istraživanje kognitivnog i afektivnog ponašanja prilikom kupovine*, Facta Universitatis, Vol. 10, No 2, 2013, pp. 147 – 164, UDC 366.1 (M53)
20. Trandafilović I., Backović N., Efekat zemlje porekla brenda na ponašanje potrošača u Srbiji: izazovi tržišne komunikacije, *Ekonomski signali*. ISSN 1452-4457. -Vol. 8, br. 2 (2013), str.19-38. UDC 658.8(497.11); 658.62(1-82); 658.626:330.567.22 (M53)
21. Trandafilović I., Radonjić A., Filipović T., Karakteristike i posledice potrošačkog društva, *Ekonomski signali*. Vol. 10, br. 1 (2015), str. 105-114, ISSN 1452-4457. UDC 316.324.7 (M53)
22. Trandafilović I., Micić Batka V., Pavlović A., Green and philanthropic marketing – a consumer attitude survey, *International Scientific and Professional Meeting „Ecological Truth“ Eco-Ist 2013*, Bor Lake, Bor, Serbia, 2013., p.455-461, ISBN 978-86-80987-98-9, 502/504(082) 613(082) (M33)

23. Trandafilović I., Stojković Z., Milosavljević B., Promotion of the ecologically sustainable development of tourism on Stara Planina, *International Scientific and Professional Meeting „Ecological Truth“ Eco-Ist 2013*, Bor Lake, Bor, Serbia, 2013., p.631-636, ISBN 978-86-80987-98-9, 502/504(082) 613(082) (M33)
24. Manić A., Trandafilović I., Miletić D., The role of the municipal police in the ecologically sustainable development of the community, *International Scientific and Professional Meeting „Ecological Truth“ Eco-Ist 2013*, Bor Lake, Bor, Serbia, 2013., p.413-419, ISBN 978-86-80987-98-9, 502/504(082) 613(082) (M33)
25. Trandafilović I., Damljanović S., Istraživanje uticaja sniženja cena na ponašanje potrošača, *Internacionalna majska konferencija o strategijskom menadžmentu*, Tehnički fakultet u Boru, Univerzitet u Beogradu, maj, 2013., p.979-989, ISBN: 978-86-6305-006-8 (M33)
26. Trandafilović I., Mihajlović M., Istraživanje uloga u procesu kupovine i potrošnje, *Internacionalna majska konferencija o strategijskom menadžmentu*, Tehnički fakultet u Boru, Univerzitet u Beogradu, maj, 2013., p.970-978, ISBN: 978-86-6305-006-8 (M33)
27. Trandafilović I., Dončić B., Žikić S., Istraživanje razloga „Odliva mozgova“ kao baza za promociju ostanka u Srbiji, *Treći međunarodni simpozijum o upravljanju prirodnim resursima*, zbornik radova, Fakultet za menadžment Zaječar, Gamzigradska Banja, maj 2013., str.207-216, ISBN 978-86-7747-486-7, 66(082) 62(082) 502/504(082) 330.15(082) (M33)
28. Trandafilović I., Zarkov J., Mirčić Ivana, Promocija verskog turizma istočne Srbije, *Treći međunarodni simpozijum o upravljanju prirodnim resursima*, zbornik radova, Fakultet za menadžment Zaječar, Gamzigradska Banja, maj 2013., str.415-424, ISBN 978-86-7747-486-7, 66(082) 62(082) 502/504(082) 330.15(082)
29. Žikić S., Stojanović I., Trandafilović I., Odnos organizacione i nacionalne kulture na primeru kompanije Holcim srbija d.o.o., *Treći međunarodni simpozijum o upravljanju prirodnim resursima*, zbornik radova, Fakultet za menadžment Zaječar, Gamzigradska Banja, maj 2013., str.243-250, ISBN 978-86-7747-486-7, 66(082) 62(082) 502/504(082) 330.15(082) (M33)
30. Trandafilović I., Paunović M. , Plavšić A. , Jelenković B., Research of social network's importance for creating a network of consumers, *2nd WSEAS International Conference on Economics, Political and Law Science (EPLS13)*, In: Proceedings, Brasov, Romania, June 1-3, 2013., p.216-221, ISSN: 2227-460X, ISBN: 978-1-61804-191-3 (M33)
31. Radonjić A., Paunović M., Trandafilović I., Odnosi sa javnošću u ekomenadžmentu, *Peti međunarodni naučni skup o upravljanju prirodnim resursima*, zbornik radova, Fakultet za menadžment Zaječar, Zaječar, maj 2015., str. 273-279., ISBN: 978-86-7747-530-7 005:330(082) 502.131.1(082) (M33)
32. Backović N., Filipović T., Trandafilović I., Izazovi konzumerizma: u potrazi za novim putevima rasta i razvoja, *Međunarodni naučni skup „Unapređenje konkurentnosti srpske privrede kao okvir i podsticaj investiranja u Srbiji*, organizator Ekonomski fakultet univerziteta u Prištini, Kosovska Mitrovica, zbornik radova, novembar 2015., str.221-244, ISBN 978-86-80127-75-0, UDC: 316.774:316.32
33. Zamuda I., Trandafilović I., Đorđević B., Uticaj ekonomskih faktora na ponašanje potrošača, *Šesti međunarodni simpozijum o upravljanju prirodnim resursima*, zbornik radova, Fakultet za menadžment Zaječar, 25-26. jun 2016., str. 383-390, ISBN 978-86-7747-542-0 (M33)

34. Pavlović Dimitrijević A., Trandafilović I., Miletić D., Primena principa zelenog marketinga u separaciji biootpada, *Šesti međunarodni simpozijum o upravljanju prirodnim resursima*, zbornik radova, Fakultet za menadžment Zaječar, 25-26. jun 2016., str. 369-375, ISBN 978-86-7747-542-0 (M33)
35. Manić M., Riznić D., Trandafilović I., Concept Marketing Management in Sports in Serbia, *Second International Scientific – Business Conference LIMEN 2016, „Leadership & Management: Integrated Politics of Research and Innovations“*, Conference Proceedings, Faculty of Engineering Management Belgrade, Association of Economists and Managers of the Balkans, Belgrade, Serbia, December 15, 2016, p. 665-673, ISBN 978-86-80194-05-9 (M33)
36. Trandafilović I., Manić M., Vučković A. , Research of Dissatisfied Customers Behavior, *Second International Scientific – Business Conference LIMEN 2016, „Leadership & Management: Integrated Politics of Research and Innovations“*, Conference Proceedings, Faculty of Engineering Management Belgrade, Association of Economists and Managers of the Balkans, Belgrade, Serbia, December 15, 2016, p. 497-509, ISBN 978-86-80194-05-9 (M33)
37. Trandafilović I., Blagojević A., Marketing Perspective: Factors Affecting Environmentally Conscious Consumer Behavior, *21th International Conference on Economic and Social Development – ESD*, Book of Proceedings, Varazdin Development and Entrepreneurship agency in cooperation with: John Naisbitt University, University North, Faculty of Management University of Warsaw. Belgrade, 18-19 May, 2017, pp. 159-168, ISSN 1849-7535 (M33)
38. Trandafilović I., Manić M., Blagojević A., History of Green Marketing: The Concept and Development, *Sedmi međunarodni simpozijum o upravljanju prirodnim resursima*, zbornik radova, Fakultet za menadžment Zaječar, 31. maj 2017., str. 260-271, ISBN 978-86-7747-566-6 (M33)
39. Manić M., Trandafilović I., Riznić D., Uloga osmišljene marketing komunikacije u spektru očuvanja biodiverziteta divljih životinja u Srbiji, *Sedmi međunarodni simpozijum o upravljanju prirodnim resursima*, zbornik radova, Fakultet za menadžment Zaječar, 31. maj 2017., str. 313-321, ISBN 978-86-7747-566-6 (M33)
40. Manić M., Trandafilović I., Riznić D., Nacionalni parkovi Srbije kao inspirativne marketing destinacije, *Osmi međunarodni simpozijum o upravljanju prirodnim resursima*, zbornik radova, Fakultet za menadžment Zaječar, 19. maj 2018., str. 234-242, ISBN 978-86-7747-590-1 (M33)
41. Manić M., Trandafilović I., Ratković M., Esencijalni značaj marketing menadžmenta u kreiranju sportsko rekreativnog turizma u Srbiji, *Fourth International Scientific – Business Conference LIMEN 2018, „Leadership & Management: Integrated Politics of Research and Innovations“*, Conference Proceedings, Faculty of Engineering Management Belgrade, Association of Economists and Managers of the Balkans, Belgrade, Serbia, December 13, 2018, ISBN 978-86-80194-05-9 (M33)
42. Ilić B., Trandafilović I., Mihajlović D., Banjski turizam – uticaj klimatskih faktora na ponašanje potrošača Gamzigradske banje, *Međunarodna naučna konferencija „Životna sredina i adaptacija privrede na klimatske promene, knjiga apstrakata*, izdavač – Naučno stručno društvo za zaštitu životne sredine Srbije „Ecologica“, Beograd, 22-24. april 2015., str. 103 (M34)
43. Trandafilović I., Živković S., Istraživanje stavova studentske populacije o organskoj hrani, *Međunarodna naučna konferencija „Životna sredina i adaptacija privrede na*

*klimatske promene, knjiga apstrakata*, izdavač – Naučno stručno društvo za zaštitu životne sredine Srbije „Ecologica“, Beograd, 22-24. april 2015., str. 48 (M34)

44. Trandafilović I., Blagojević A., Marketing Perspective: Factors Affecting Environmentally Conscious Consumer behavior, *21th International Conference on Economic and Social Development – ESD*, Book of Abstracts, Varazdin Development and Entrepreneurship agency in cooperation with: John Naisbitt University, University North, Faculty of Management University of Warsaw. Belgrade, 18-19 May, 2017, p.19, ISSN 1849-7543 (M34)
45. Filipović S., Trandafilović I., Blagojević A., *Merčendajzing u prodaji napitaka*, Megabiznis, Fakultet za menadžment Zaječar, broj 1, 2018, str. 59-72, ISSN 2560-4104, UDK 658.82:339.138

*Projects studies:*

**OTHER RELEVANT DATA**