



DR LEPOSAVA JOVANOVIĆ

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Office hours: Tuesday and Thursday 11.00-13.00

RESUME & PUBLISHED WORK

<i>Name and surname</i>	Leposava Jovanović
<i>Academic title</i>	Assistant with PhD
<i>Specific scientific area</i>	Marketing
<i>Birth date, place, country</i>	30.11.1960., Donji Dusnik, Serbia

Academic career	Year	Institution	Topic (Area)
<i>Bachelor's degree</i>	1984	Faculty of Economics in Niš	Management
<i>Master's degree Magister's degree</i>	2002	Faculty of Economics in Niš	Marketing
<i>Doctoral degree</i>	2018	Faculty of Management in Zaječar	Marketing
<i>Last academic promotion</i>	2019	Faculty of Management in Zaječar	Marketing

Foreign languages	English - basic
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List of courses held in the current academic year

<i>Course title</i>	<i>Study programmes</i>
Entrepreneurship	Undrgraduate studies

IMPORTANT PUBLICATIONS (Books, Monographs, Projects studies, Scientific papers)

Scientific papers:

- *Leposava Jovanović, Ivana Avramović, "National strategy of economy development of Republic of Serbia 2006-2012.: In the shadow of world economic crisis", Press Release printed as a whole at the 18th International Scientific Conference: Regional Development and Demographic Flows of the Countries of Southeast Europe, Faculty of Economics, Niš, 21.06.2013. pages 715-725, ISBN 978-86-6139-067-8*
- *Leposava Jovanović, Ilić Biljana, "CONTRIBUTION TO GREEN AND SUSTAINABLE ECONOMY BY REDUCING GAS EMISSIONS". In Proceedings: Fourth International Symposium on Natural Resources Management, Zaječar, Megatrend University Belgrade. Zaječar: Faculty of Management, 2014. Pages 43-50. ISBN 978-86-84763-04-6.*
- *Leposava Jovanović, Marina Malenović, Ivana Avramović. "CORPORATE INCOME TAX INCENTIVES". In Proceedings: Fourth International Symposium on Natural Resources Management, Zaječar, 31 May-1 June 2014; Faculty of Management Zaječar, Megatrend*

University Belgrade. Zaječar: Faculty of Management, 2014. Pages 133-136. ISBN 978-86-84763-04-6.

- Lepasava Jovanović, Biljana ilić, Mladen Jovanović. "THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY AND GREEN MARKETING IN CONTEMPORARY ECONOMY". In *Proceedings: Fourth International Symposium on Natural Resources Management, Zaječar, 31 May-1 June 2014; Faculty of Management Zaječar, Megatrend University Belgrade. Zaječar: Faculty of Management, 2014. Pages 137-141. ISBN 978-86-84763-04-6.*
- Lepasava Jovanović, Mladen Jovanović, Ivana Avramović, "A STEP AHEAD OF THE COMPETITION BY CREATING A UNIQUE SALES OFFER". In *Proceedings: Fourth International Symposium on Natural Resources Management, Zaječar, 31 May-1 June 2014; Faculty of Management Zaječar, Megatrend University Belgrade. Zaječar: Faculty of Management, 2014. Pages 161-166. ISBN 978-86-84763-04-6.*
- Lepasava Jovanović, "CORPORATE SOCIAL RESPONSIBILITY I CREATING DATABASE LOYAL CUSTOMERS AND SATISFACTIONS". In *5th international Symposium on Natural Resources Management, Zaječar, 23 May-2015 (organizer) Faculty of Management Zaječar, Megatrend University, Belgrade, Zaječar: Faculty of Management, 2015. pages 265-271. ISBN: 978-86-7747-530-7.*
- Lepasava Jovanović, Mladen Jovanović, Ivana Avramović, "SOCIAL RESPONSIBLE BUSSINES OPERATIONS OF THE COMPANY IN FUNCTIONS OF SUSTAINABLE COMPETITIVE ADVANTAGES". In *6th international Symposium on Natural Resources Management, Zaječar, 25-26 June-2016(organizer) Faculty of Management Zaječar, Megatrend University, Belgrade, Zaječar: Faculty of Management, 2016. pages 313-320. ISBN:978-86-7747-542-0.*
- Lepasava Jovanović, Biljana ilić, Aleksandra Pavlović, "SOCIAL RESPONSIBLE BUSINESS AS A BASIS OF THE SUSTAINABLE GROWTH AND PROFITABILITY STRATEGY OF THE COMPANY". In *7th International Symposium on Faculty of Management Zaječar, Megatrend University Belgrade, Zaječar: Faculty of Management, pages 415-420. ISBN: 978-86-7747-566-6*
- Lepasava Jovanović, Biljana Ilić, Dejan Riznić, "CREATING SUSTAINABLE COMPETITIVE ADVANTAGES OF APATINSKA BEVERAGES BY THE PRORTERS OF GENERIC STRATEGIES", *Magazine ENERGETIKA, energy, economy, ecology, No.3-4, Year 2017, March 19th - pages 258-265, UCD 620.9 ISSN 0354-8651.*
- Lepasava Jovanović, Igor Trandafilović, Dejan Riznić, "ANALYSIS OF PREFERENCES AND CONSUMERS OF BEER CONSUMERS IN SERBIA". *Magazine ENERGETIKA, energy, economy, ecology V-2016, XVIII UCD 620.9 ISSN 0354-8651.*

OTHER RELEVANT DATA

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