



DR MOMČILO MANIĆ

Associate Professor

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Office hours: 10.00-15.00

RESUME & PUBLISHED WORK

<i>Name and surname</i>	Momčilo Manić		
<i>Academic title</i>	Associate Professor		
<i>Specific scientific area</i>	Marketing		
<i>Birth date, place, country</i>	17. XII 1962, Kumanovo, Macedonia		
Academic career	Year	Institution	Topic (Area)
<i>Bachelor's degree</i>	1988.	Faculty of Economics, Belgrade	Marketing
<i>Magister's degree</i>	1995.	Faculty of Economics, Belgrade	Marketing
<i>Doctoral degree</i>	2008.	Faculty of Economics, Belgrade	Marketing
<i>Last academic promotion</i>	2018.	Faculty of Management, Zaječar	Marketing
Foreign languages	Russian and English		

List of courses held in the current academic year

<i>Course title</i>	<i>Study programmes</i>
Marketing management	Basic academic studies
Consumer behavior	Basic academic studies
Marketing research	Master academic studies
Market communication strategies	Basic professional studies
Membership in scientific and professional organizations	
Awards and Recognitions	

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

Books:

Monographs:

Sales strategy in the new era of marketing communication, Faculty of Management Zaječar, 2018.

Scientific papers:

- 1. Role and importance of green marketing in the function of water resources protection of Serbia**, Journal Ecologica, Belgrade, Vol. 24, No.87 / 2017, pp. 313-321; Scientific Society for Environmental Protection of Serbia - Ecologica, Belgrade;
- 2. The essential importance of marketing management in the creation of sports and recreational tourism in Serbia**, - LIMEN 2018. International Scientific - business conference leadership and management: Association of Economists and Managers of the Balkans, Belgrade; 13. dec. 2018. Proceedings in Electronic Forms, p. 471—480; Leadership and Management: Integrated Research and Innovation Policies
- 3. The enterprises Serbia facing the phenomenon of sustainable development in the global environment“**, Megatrend Review, Vol. 9, No 4, 2012., Megatrend University, Belgrade, p. 29-45;
- 4. National Parks of Serbia as an inspirational marketing destination**, 8th International Symposium on Natural Resources Management, Faculty of Management Zaječar, Megatrend univerzitet; Proceedings in electronic form, p. 234-242; May 19, 2018.

5. **Inovative marketing and sales strategies in conditions of the global crisis**, 7th International Scientific Conference: „Dealing with the global economic crisis by companies and economies“, Proceedings, p. 205 – 214., Megatrend University, Belgrade, November 27th, 2009.
6. **Potentials of mountain and forest ecosystems of Eastern Serbia in the development of attractive tourist and other destinations**; Fifth International Symposium on Natural Resources Management, Faculty of Management, Zaječar, Megatrend University, Belgrade, 23 may 2015.,Zaječar;
7. **The story of the Bambi park and the idea for a new entertaining, thematic (children's) park in Pozarevac**, 14. Traditional International Counseling: Proceedings: Sustainable Development of Branicevo District and Energy Complex Kostolac, p. 107-111; International Conference, Kostolac, May 14, 2015. Lecture on Invitation with International Participation;
8. **Modern Methods of Integrated Marketing Communication in the Process of CRM in Appearance to Foreign Market** , Scientific Conference:" New Methods of Management and Marketing in Raising the Competitiveness of Serbian Economy ", Scientific Society of Economists of Serbia, Faculty of Economics, Belgrade and Faculty of Economics, Subotica, Proceedings - CD, rb. 9 (Marketing and Tourism Section), p.517-527; Palić, October 15, 2011
9. **Concept of Creating an Attractive Tourist Brand of the City of Požarevac**, Traditional International Counseling: Sustainable Development of the City of Požarevac and Energy Complex Kostolac, the city of Požarevac; Technical school with the home of the student "Nikola Tesla" in Kostolac; May 18, 2017; Collection of works; p.133-147 (lecture on invitation with international participation);
10. **Concept of Marketing Management in Sport in the Republic of Serbia** , LIMEN 2016.- 2. International Scientific - business conference leadership and management: Integrated politics of research and innovations, Association of Economists and Managers of the Balkans, Belgrade; 15. dec. 2016.

Projects studies:

OTHER RELEVANT DATA