



Milica Vukcevic

Nationality: Montenegrin **Date of birth:** 25/04/1993 **Gender:** Female

Phone number: (+382) 69910186 **Email address:** milica.v@ucg.ac.me

Home: Grbavci, Street 1, No. 40, 81000 Podgorica (Montenegro)

WORK EXPERIENCE

Teaching Assistant

Faculty of Economics, University of Montenegro [09/2020 – Current]

Name of unit or department: Finance and Accounting

Subjects:

Corporate Governance
Corporate Analysis and Control
Accounting Information System
Evaluation of Investment Projects

Teaching Assistant

Faculty of Economics, University of Montenegro [10/2017 – Current]

Name of unit or department: Finance and Accounting

Subjects:

Financial Statement Analysis
Business analysis
Management accounting
Cost accounting

Teaching assistant

Faculty of Economics, University of Montenegro [09/2017 – 09/2020]

Name of unit or department: Finance and Accounting

Subjects:

Cost Accounting
Budget Accounting

Teaching Assistant

Faculty of Economics, University of Montenegro [09/2019 – 09/2020]

Name of unit or department: Marketing and Management

Subject:

Business

Trainee (Teaching assistant)

Faculty of Economics, University of Montenegro [01/2016 – 10/2017]

Name of unit or department: Quantitative Economics and Finance and Accounting

Subjects:

Statistics

Business Statistics
Business Analysis

Part-time assistant

Faculty of Economics of the University of Montenegro [10/2016 – 01/2017]

Name of unit or department: Quantitative Economics

Subject:

Operational research

EDUCATION AND TRAINING

PhD in Economics

Faculty of Economics, University of Montenegro [2019 – Current]

Field(s) of study: Finance and Accounting

Master of Economic Sciences

Faculty of Economics, University of Montenegro [2016 – 2019]

Field(s) of study: Marketing and Business

Bachelor in Economics (240 ECTS)

Faculty of Economics, University of Montenegro [2012 – 2016]

Field(s) of study: Quantitative Economics

High school "Slobodan Škerović"

[2008 – 2012]

Gymnasium "Slobodan Skerovic", Podgorica

Erasmus + Training Mobility

"1 December 1918" University of Alba Iulia [06/2022]

Address: Alba Iulia, Romania,

Erasmus + Teaching Mobility

University of Applied Sciences in Nysa [05/2022]

Address: Nysa, Poland,

Field(s) of study: Finance and Accounting

Erasmus + Teaching Mobility

University of Applied Sciences in Nysa [04/2019]

Address: Nysa (Poland)

Field(s) of study: Finance and Accounting

LANGUAGE SKILLS

Mother tongue(s): **Montenegrin**

Other language(s):

English

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Russian

LISTENING B1 READING B1 WRITING B1

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

PUBLICATIONS

Na putu od digitalne transformacije do digitalnog totalitarizma - da li će biti mjesta za računovođe kakve poznajemo?

[2022]

Lojpur, A., Lalević Filipović, A. & **Vukčević, M.** (2022). Na putu od digitalne transformacije do digitalnog totalitarizma - da li će biti mjesta za računovođe kakve poznajemo?, 26. Međunarodni kongres računovodstvene i revizorske profesije Republike Srpske: Računovodstvo, revizija i finansije u uslovima nove normalnosti, digitalizacije i „zelene“ tranzicije, Banja Vrućica, BiH, 14-16 septembar. ISBN 978-99976-620-9-5.

Dual Higher Education In Montenegro - Opportunities and Challenges

[2022]

Melović, B., Ćirović, D. & **Vukčević, M.**, (2022), Dual Higher Education In Montenegro - Opportunities and Challenges, *7th Conference „MAINTENANCE 2022“*, Budva, Montenegro, September 12 - 16.

Uloga i značaj društveno-odgovornog poslovanja - percepcija mladih iz Crne Gore

[2022]

Vukčević, M. & Ćirović, D. (2022). Uloga i značaj društveno-odgovornog poslovanja - percepcija mladih iz Crne Gore. Računovodstveni naučni skup: Računovodstvena znanja kao činilac ekonomskog i društvenog napretka. Ekonomski fakultet Univerziteta u Kragujevcu, Kragujevac, Srbija, jun 2022.

Fundamentals of Management Accounting

[2022]

Lalević Filipović, A. & **Vukčević, M.** (2022). Fundamentals of Management Accounting, *University of Montenegro*, Podgorica (publication process).

Marketing na društvenim mrežama - ocjena online nastupa nosilaca ponude agroturizma u Crnoj Gori primjenom FAI metodologije

[2022]

Melović, B., Ćirović, D., **Vukčević, M.** & Veljković, S. M. (2022), Marketing na društvenim mrežama - ocjena online nastupa nosilaca ponude agroturizma u Crnoj Gori primjenom FAI metodologije. XI Scientific Conference With International Participation - Jahorina Business Forum 2022, Jahorina, BiH.

Strategic business decision making: the use and relevance of marketing metrics and knowledge management

[2021]

Melović, B., Dabić, M., **Vukčević, M.**, Ćirović, D. & Backović, T. (2021). Strategic business decision making: the use and relevance of marketing metrics and knowledge management. *Journal of Knowledge Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JKM-10-2020-0764>

Behavior of Older Consumers in the Digital Age and Creating Marketing Strategies: Mature Population as Part of Customer 4.0

[2021]

Melović, B., Ćirović, D., **Vukčević, M.**, & Stojanović, A. J. (2021). Behavior of Older Consumers in the Digital Age and Creating Marketing Strategies: Mature Population as Part of Customer 4.0. In *Handbook of Research on Economic and Social Impacts of Population Aging* (pp. 17-38). IGI Global.

The Midas touch of branding: banks' brand value, intellectual capital and the optimization of the Interbrand methodology

[2021]

Melović, B., **Vukčević, M.**, & Dabić, M. (2021). The Midas touch of branding: banks' brand value, intellectual capital and the optimization of the Interbrand methodology. Journal of Intellectual Capital. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JIC-08-2020-0272>

Financial System in Montenegro

[2021]

Melović, B., **Vukčević, M.**, & Šehović, D. (2021). Financial System in Montenegro In P. Trpeski & M. Djogo (Ed.), Western Balkans Financial Systems Guidelines (323-381). Amazon kdp.

Montenegrin Sport Associations on Social Media – Quality of Performance Assessment

[2021]

Rogić, S., **Vukčević, M.**, Muhadinović, M. & Cerović Smolović, J. (2021). Montenegrin Sport Associations on Social Media – Quality of Performance Assessment. 18 Annual Scientific Conference – Sport Physical Activity and Health: Contemporary Perspectives, Hybrid Conference (Cavtat, Croatia/Online), April 2021.

Analysis of accounting literacy of students in Montenegro

Lalević-Filipović, A. & **Vukčević, M.** (2021). (Analysis of accounting literacy of students in Montenegro) Analiza računovodstvene pismenosti studenata u Crnoj Gori, Naučni skup: Računovodstvena znanja kao činilac ekonomskog i društvenog napretka, Ekonomski fakultet Univerziteta u Kragujevcu, 422-435, ISBN 978-86-6091-118-8, jun 2021, Kragujevac, Srbija.

Ranking of hotels in Mediterranean countries to improve the tourist offer

[2020]

Dragašević, Z. & **Vukčević, M.** (2020). Ranking of hotels in Mediterranean countries to improve the tourist offer, International Interdepartmental Conference "30 Years of Transition – Results, Challenges and Perspectives", Faculty of Economics and Business, University of Zagreb, Proceedings Book, November 19-21, 2020, Zagreb.

Marketing metrics: Knowledge and Implementation by managers in Montenegro

[2020]

Melovic, B., **Vukcevic, M.**, & Cirovic, D. (2020). Marketing Metrics: Kknowledge and Implementation by managers in Montenegro. 1st international scientific conference "Economic and Business Trends Shaping the Future", Faculty of Economics-Skopje, SS. Cyril and Methodius University in Skopje, <http://doi.org/10.47063/EBTSF.2020.0039>

Organska proizvodnja u Crnoj Gori –analiza stanja i mogućnosti u funkciji brendiranja proizvoda

[2019]

Ćirović D., **Vukčević M.**, Melović B. & Mitrović V. S., (2019) "Organska proizvodnja u Crnoj Gori –analiza stanja i mogućnosti u funkciji brendiranja proizvoda" ,VIII naučna konferencija sa međunarodnim učešćem: Jahorina poslovni forum, Tržište, etika i ekonomska politika u svjetlu modernizacije ekonomije i društva 27-29 Mart 2019, ISBN 978-99976-771-0-5, Jahorina, BIH

Application of WAI methodology for analysis of electronic marketing representation of hotels in the Montenegrin market

[2018]

Vukčević.M., Ćirović D. & Muhadinović M., (2018). „Application of WAI methodology for analysis of electronic marketing representation of hotels in the Montenegrin market" Fifth international scientific conference, Bitola, November 2018.

SEE-6 Economic Outlook – Montenegro

[2018]

Muhadinović M., Đurišić V. & **Vukčević M.**, (2018). SEE-6 Economic Outlook – Montenegro, Vol. 4, 20-25, SEEA, Institute of EconomicSciences Belgrade, /e-ISSN 1849-8884/ ISSN1849-8817

Application Model Analytical Hierarchical Process

[2017]

Vukčević M., (2017). "Application Model Analytical Hierarchical Process", Banker, 39: 52-57, Association of Banks of Montenegro. ISSN 1800-7465

CONFERENCES AND SEMINARS

Conferences

- 2022. September - The 17th International Congress of Accountants and Auditors of Montenegro, Ulcinj Montenegro
- 2022. September - 26th International Congress of the Accounting and Auditing Profession of the Republic of Srpska: Accounting, Auditing and Finance in the Conditions of New Normality, Digitalization and "Green" Transition, Banja Vrućica, BiH.
- 2022. September - 7th Conference „MAINTENANCE 2022“, Budva, Montenegro, September 12 - 16.
- 2022. June - Scientific conference: Accounting knowledge as a factor of economic and social of Progress, Kragujevac, Serbia
- 2022. March- XI Scientific Conference With International Participation - Jahorina Business Forum 2022, Jahorina, BiH
- 2021. Oktober -XVI International Congress of Accountants and Auditors of Montenegro: Financial and accounting innovations in the function of reliable financial reporting, Budva, Montenegro
- 2021. June - Scientific conference: Accounting knowledge as a factor of economic and social of Progress, Kragujevac, Serbia
- 2021. April - 18th Annual Scientific Conference – Sport Physical Activity and Health: Contemporary Perspectives, Hybrid Conference (Cavtat, Croatia/Online)
- 2021. March - X Scientific Conference with International Participation "Jahorina Business Forum 2021": Southeast Europe in the whirlwind of crisis 2020, disruptive innovation, policies and measures for sustainable economic growth, Jahorina, Bosnia and Herzegovina
- 2020. November - International Interdepartmental Conference “30 Years of Transition – Results, Challenges and Perspectives”, Zagreb, Croatia
- 2020. November - 1st international scientific conference "Economic and Business Trends Shaping the Future", Skopje, Northern Macedonia
- 2020. March - IX Scientific Conference with International Participation: Jahorina Business Forum, Real and financial sector in the light of new technologies, new world trends and new challenges, Jahorina, Bosnia and Herzegovina
- 2019. October - XIV International Congress of Accountants and Auditors of Montenegro: Accounting Meeting of Taxation and Banking: Corporate Reporting - Quo Vadis ?, Budva, Montenegro
- 2019. March - VIII Scientific Conference with International Participation: Jahorina Business Forum, Market, ethics and economic policy in the light of modernization of economy and society, Jahorina, Bosnia and Herzegovina
- 2018. November - V International Conference "Contemporary Management Challenges and Organizational Sciences", BAS Institute of Management Bitola, Macedonia
- 2018 November - Fifth international scientific conference "Contemporary management challenges and organizational sciences", Bitola
- 2018 October - Economic Conference (The Balkans and European Union; The Berlin process five-year cycle), Budva
- 2018 March - Jahorina business forum 2018, VII scientific conference with international participation
- 2017 May - CEO Conference, Podgorica
- 2016 May - FREI, Miločer, Budva
- 2015 November - CEO Youth Conference "Life changing moments", Podgorica

PROJECTS

Strengthening capacities for the implementation of dual education in Montenegro higher education DUALMON

[2021 – 2024]

International program EPPKA2 - Cooperation for innovation and the exchange of good practices - Capacity Building in higher education - Structural Projects – project member, 2021-2024.

Branding organic food products based on the principles of sustainable development - a comparative study between Montenegro and Serbia

[2019 – 2021]

Bilateral project, the Ministry of Science of Montenegro and the Ministry of Education, Science and Technological Development of the Republic Serbia - project member, (University of Montenegro, University of Novi Sad), 2019-2021.

HONOURS AND AWARDS

Honours and awards

- 2017 May - Award for the achieved overall success after completing the studies, Faculty of Economics Podgorica
- 2017 April - Annual Award of the Central Bank of Montenegro for the best thesis on the topic: "Ranking of banks on the Montenegrin market using the model Analytical hierarchy process"
- 2015 December - A Plaque for exceptional results achieved in the first three years of the Faculty of Economics
- 2014 December - A plaque for exceptional results achieved in the second year of the Faculty of Economics
- 2012 May - diploma "Luča", Gymnasium "Slobodan Skerovic", Podgorica
- 2008 May - diploma "Luča", Primary school "Vlado Milic", Podgorica

ORGANISATIONAL SKILLS

Organisational skills

Organisational skills

Presentation skills

Ability to team work

Research

OTHER SKILLS

Other skills

Hobby: Traditional dance - Folklore

DRIVING LICENCE

Driving Licence: B