




Milica Vukcevic


Date of birth: 25/04/1993

Nationality: Montenegrin

CONTACT

 Jovana Tomaševića, 37
81000 Podgorica,
Montenegro (**Work**)

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WORK EXPERIENCE

09/2020 – CURRENT

University teaching assistant Faculty of Economics,
University of Montenegro

Subjects:

- Corporate Governance
- Corporate Valuation
- Corporate analysis and control
- Accounting information system
- Evaluation of investment projects

10/2017 – CURRENT

University teaching assistant Faculty of Economics,
University of Montenegro

Subjects:

- Financial Statement Analysis
- Business Analysis
- Management Accounting
- Cost Accounting

09/2019 – 09/2020

University teaching assistant Faculty of Economics,
University of Montenegro

Subject:

- Introduction to Business

01/2017 – 09/2017

Trainee (Teaching Assistant) Faculty of Economics,
University of Montenegro

Subjects:

- Statistics
- Business Statistics
- Business Analysis

10/2016 – 01/2017

Part-time assistant Faculty of Economics of the University
of Montenegro

Subject:

- Operational research

01/2023 – 01/2024

Consultant for socio-economic analysis Institute for
socio-economic analysis (ISEA)

EDUCATION AND TRAINING

2019 – CURRENT

PhD in Economics Faculty of Economics, University of
Montenegro

Field of study Finance and Accounting

2016 – 2019

Master of Economic Sciences Faculty of Economics, University of Montenegro

Field of study Marketing and Business | **Final grade** 9.88 | **Type of credits** ECTS | **Number of credits** 60 | **Thesis** "Assessment of the brand value of banks on the Montenegrin market using the Interbrand methodology"

2012 – 2016

Bachelor in Economics (240 ECTS) Faculty of Economics, University of Montenegro

Field of study Quantitative Economics | **Final grade** 9.69 | **Thesis** "Ranking of banks in the Montenegrin market using the Analytical Hierarchy Process Model"

2008 – 2012

High School Gymnazium "Slobodan Škerović"

05/2023 Alba Iulia, Romania

Erasmus + Training Mobility "1 December 1918" University of Alba Iulia

06/2022 Alba Iulia, Romania

Erasmus + Training Mobility "1 December 1918" University of Alba Iulia

Address Alba Iulia, Romania, Alba Iulia, Romania

05/2022

Erasmus + Teaching Mobility University of Applied Sciences in Nysa

Lectures from the field of Finance and Accounting related to analysis of financial statements.

Address Nysa, Poland

04/2019 Nysa, Poland

Erasmus + Teaching Mobility University of Applied Sciences in Nysa

Lectures from the field of Finance and Accounting related to the analysis of financial statements, as well as Cost Volume Profit analysis.

LANGUAGE SKILLS

MOTHER TONGUE(S): Montenegrin

Other language(s):

English

Listening C1

Reading C1

Writing C1

Spoken production C1

Spoken interaction C1

Russian

Listening B1

Reading B1

Writing B1

Spoken production B1

Spoken interaction B1

Italian

Listening A1

Reading A1

Writing A1

Spoken production A1

Spoken interaction A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

ADDITIONAL INFORMATION

Publications

Books

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

Papers published in journals (SCI list)

- 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*, 22(7), 92-120.
 - 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*, 25(11), 175-202.
-

Chapters in a Book

- 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.
 - 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.
-

Papers at conferences, congresses and symposiums

- **Vukčević, M.** & Ćirović, D. (2023). Novi trendovi u računovodstvenoj profesiji – koliko je akademska zajednica u Crnoj Gori spremna? Računovodstveni naučni skup: Računovodstvena znanja kao činilac ekonomskog i društvenog napretka. Ekonomski fakultet Univerziteta u Kragujevcu, Kragujevac, Srbija, jun 2023, ISBN 978-86-6091-137-9.
 - Lakićević M. & **Vukčević, M.** (2023). Financial distress prediction: empirical evidence from Montenegrin electric power companies, 1 Montenegrin International Conference on Economics & Business, Faculty of Economics, University of Montenegro, 25th - 27th May 2023, Budva Montenegro
 - Laković, T. & **Vukčević, M.** (2023). Audit firms and non-financial information assurance: Evidence from Montenegro, 1 Montenegrin International Conference on Economics & Business, Faculty of Economics, University of Montenegro, 25th - 27th May 2023, Budva Montenegro
 - Melović, B., Ćirović, D., **Vukčević, M.**, Mitrović Veljković, S. & Nikolić, D. (2023). Prilagođavanje obrazovnog sistema u Crnoj Gori kroz dualno visoko obrazovanje – studija slučaja Ekonomskog fakulteta u Podgorici, XXIX Skup TRENDOVI R
 - 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.
 - Melović, B., Ćirović, D. & **Vukčević, M.**, (2022), Dual Higher Education In Montenegro - Opportunities and Challenges, 7th Conference „MAINTENANCE 2022“, Budva, Montenegro, September 12 - 16.
 - **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.
 - 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.
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Papers at conferences, congresses and symposiums

- 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.
- 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.

- 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
- Melovic, B., **Vukcevic, M.**, & Cirovic, D. (2020). MARKETING METRICS: KNOWLEDGE 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](http://doi.org/10.47063/EBTSF.2020.0039)
- 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
- Muhadinović M., Đurišić V. & **Vukčević M.**, (2018). SEE-6 Economic Outlook – Montenegro, Vol. 4, 20-25, SEEA, Institute of Economic Sciences Belgrade, /e-ISSN 1849-8884/ ISSN1849-8817
- **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.

Papers published in national journal

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

Conferences and seminars

Conferences

- 2023 May-1st Montenegrin International Conference on Economics & Business, 25th - 27th May 2023, Budva
- 2023 May - International Conference on Management, Economics and Accounting 15th Edition- ISMEA 2023 - "1 December 1918" the University of Alba Iulia
- 2023 April - Western Balkan ESG Summit
- 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 March - Jahorina Business Forum 2018, VII scientific conference with international participation

Projects

Scientific projects:

- Horizon 2021.-2027. *European Excellence Initiative*. CROSS-disciplinary network for research excellence in Regenerative Economy Innovation eco-Systems - project member
- Zeleno računovodstvo u funkciji doseganja uravnoteženega gospodarskega razvoja – primjeralni pregled v Sloveniji in Črni Gori [2023 – 2024] - Cooperation between Montenegro and the Republic of Slovenia - program of scientific and technological cooperation between the Governments of Montenegro and the Republic of Slovenia for 2023-2024. - project member
- Generation Z and modern technologies in higher education - a comparative study of Montenegro and Slovenia in the function of the development of Smart Education [2023 – 2024] - Cooperation between Montenegro and the Republic of Slovenia - program of scientific and technological cooperation between the Governments of Montenegro and the Republic of Slovenia for 2023-2024. - member of the project
- 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 of Serbia - project member, (University of Montenegro, University of Novi Sad), 2019-2021.

Comercial projects:

- Projekat: Registar rizika „Luka Bar“ AD [2024]
- Mišljenje o pravnom osnovu za donošenje odluke o smanjenju kapitala privrednog društva "REP-Real Estate Project" d.o.o Herceg Novi [2024]
- Economic and financial feasibility study of the construction of the Pljevlja cement factory for the needs of Chayton Capital LLP [2023]
- Proposal for an optimal model of the organizational, ownership, and business relationship between Chayton Capital LLP and Elektroprivreda Crne Gore in the construction project of the Pljevlja cement factory [2023]
- Corporate governance in the function of improving the operations of state-owned companies in Montenegro [2023] - The Faculty of Economics implemented the project in cooperation with the Ministry of Economic Development and Tourism. The project aimed to develop knowledge and skills in corporate governance, accounting, auditing, and finance and it was intended for members of management and supervisory bodies in majority state-owned companies.
- Feasibility study of the merger of the company Maintenance of Railway Vehicles Podgorica to the company Railway Transport of Montenegro AD Podgorica [2023]

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

Skills

Skills

Organisational skills
 Presentation skills
 Ability to team work
 Research

Driving Licence

Driving Licence: B