



Europass Curriculum Vitae

Personal data

Surname(s) / Name(s) **Melovic Boban**
Address(es) JovanaTomasevica 37, 81000 Podgorica, Montenegro
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E-mail bobanm@ucg.ac.me
Citizenship Montenegrin
Date of birth 24th July 1980
Sex Male



Working experience

Dates **24.09.2021. – University of Montenegro**
Job position **Full Professor at the University of Montenegro**
Tasks
2022. – Head of the Department of Management and Marketing
2021. – Member of the Scientific Board of the University of Montenegro
2019. – 2022. Vice Dean for International Cooperation
2017. – 2022. Member of the Quality System Management Board at the University of Montenegro
2016. – 2019 Vice Dean for Academic Affairs
2016. – 2019 Chairperson of the Committee for Postgraduate studies
2015. – 2016 Manager of the academic studies at the Faculty of Economics
2013. – 2014 Vice Dean for Academic Affairs
2013. – 2014 Manager of the program *Distance learning*
2013. – now Manager of the Centre for career development at the Faculty of Economics
2013. – 2016. Member of the commission for academic issues at the Faculty of Economics
2013/14.; 2016 Chairperson of the Committee for quality at the Faculty of Economics

Name and the address of the employer **University of Montenegro, Faculty of Economics Podgorica, JovanaTomasevica37, 81000 Podgorica, Montenegro**
www.ucg.ac.me; www.ekonomija.ac.me;

Dates **27.10.2016 – 24.09.2021. 2021**
Associate Professor at the University of Montenegro
02.06.2011 – 27.10.2016.
Job position **Assistant Professor at the University of Montenegro**
Dates **01.02.2004 – 02.06.2011** Faculty of Economics Podgorica, University of Montenegro
Job position **Teaching Assistant**
Dates **01.02.2003 – 01.02.2004** The Faculty of Economics Podgorica, University of Montenegro
Job position **Demonstrator**
Tasks Demonstrator for the subject **Management**

Education and training

Dates	19.03.2007. - 17.12.2009.
The title of the qualification	Doctor of economic science
Major subjects / acquired professional skills	Doctoral dissertation: “Marketing management in the function of brand creation – case study of Montenegro”
Name and type of the organization that offered the education and qualification	University of Montenegro, Faculty of Economics Podgorica www.ekonomija.ac.me
Dates	01.10.2003 - 13.07.2006
The title of the qualification	Master of Economic Science
Major subjects / acquired professional skills	Postgraduate studies – The Faculty of Economics Belgrade Department: International management and marketing He passed 10 exams and defended publicly two seminar papers with the highest grades. Master thesis: „Strategic importance of the international benchmarking for improving management and marketing“
Name and type of the organization that offered the education and qualification	Belgrade University, The Faculty of Economics, Kamenicka, No. 6, 11000 Beograd, Serbia www.ekof.bg.ac.rs
Dates	01.10.1999. - 11.07.2003.
The title of the qualification	Graduated Economist (BA of Economic Science)
Major subjects / acquired professional skills	Average grade during the studies 9.75. Diploma essay: “Role of the management and importance of strategic management in modern business of the companies on the case study of the “Telekom Ltd” Montenegro”
Name and type of the organization that offered the education and qualification	University of Montenegro, Faculty of Economics Podgorica, 81000 Podgorica, Montenegro. www.ekonomija.ac.me
Dates	1995.– 1999.
The title of the qualification	Vocational school Pljevlja
Major subjects / acquired professional skills	Average grade: 5.00. The student of the generation and winner of the diploma “Luca”. Participant of several local and national competitions.
Name and type of the organization that offered the education and qualification	Vocational school Pljevlja, 84210 Pljevlja, Montenegro.
Dates	1987.– 1995.
The title of the qualification	Primary school “Boško Buha“ Pljevlja
Major subjects / acquired professional skills	The student of the generation and winner of the diploma “Luca” Participant of several local and national competitions.
Name and type of the organization that offered the education and qualification	Primary school “Boško Buha“, Pljevlja, 84210 Pljevlja, Montenegro.
Study visits - selected	Prof. Dr Boban Melovic took a few specializations abroad, among which are the following: Jiangnan University China (2014); Catholic University of Portugal, Lisbon (2012); Faculty of Law, ELSA, Istanbul, Turkey, (2011); The Faculty of Economics Sarajevo, B&H, (2010); Colchester English Study Centre, Colchester, Great Britain, (2010); The Faculty of Economics of the University in Ljubljana, Slovenia, (2009); Royal Institute of Technology (KTH), Stocholm, Sweden, (2008); Zagreb School of Economics and Management, Croatia,(2008); RESEGE, Chisinau, Moldova (2005); FNEGE foundation, Ohrid, FYR Macedonia(2004).
Prizes and awards	During his studies he won numerous academic awards, among which the most important are: regular annual awards for the best students of The Faculty of Economics (several times), the Ministry of Education and Science Award (several times), Award of the Municipality Pljevlja, Vojvodina Bank Award, Aluminium Plant Podgorica Award. He received a number of annual scholarships: Scholarships of The Faculty of Economics (several times), Municipal Pljevlja Grants (best student of the municipality), "Scholarships for talented students," from the Ministry of Education and Science of Montenegro (several times). He is also one of the winners of the

prestigious scholarships of The AtlasMont Bank, which is awarded to the best students of the Faculty of Economics. In the third and fourth year of study he was the Award winner of the University of Montenegro.

He is a visiting professor at several faculties and a member of the international editorial office and editorial board of several journals, as well as member of the scientific and organizational committee of a number of scientific conferences. He owns *WorldSkills Europe Expert Certificate*. He is a two-time winner of the Award of the University of Montenegro for the achieved results and special contributions in the development of scientific research work and international positioning of the University (2019, 2020).

Personal characteristics and competences

Mother tongue Montenegrin

Other languages
Self-evaluation

European level

English

Understanding		Speaking				Writing	
Listening		Reading		Speaking interaction		Speaking production	
C1		C1		C1		C1	

(*) *Common European Framework of Reference for Languages*

Russian

Basic knowledge

Classification bibliography

Dr Boban Melovic participated in numerous national and international professional conferences, seminars and meetings from various economic topics. He is the author of a great number of scientific and expert papers which are published in international and national journals.

Books of study nature:

Melović, B., Pavičić, J., Gnjidić, V., & Drašković, N. (2019). **Strategic Marketing**. The Faculty of Economics Podgorica and The Faculty of Economics Zagreb.

Šerić, N., Melović, B., & Perišić, M. (2019). **Upravljanje markom u poduzetništvu**. Redak, Split

Mitrović, S., Melović, B. (2013). "**Principles of Modern Management**". University of Novi Sad, Faculty of Technical Science, Novi Sad, pp. 1-533, ISBN 978-86-7892-487-3 (University textbook which is used both abroad and in our country).

Melović B.(2007). "**International benchmarking**", The Faculty of Economics Podgorica, ISBN 978-86-80133-41-6, p. 184.

Monographs

Melovic, B., & Djuricic, V. (2020). Women's Entrepreneurship in Montenegro, in: Women's Entrepreneurship in Former Yugoslavia, Contributions to Management Science, pp. 83-111, Springer, Cham. ISBN 978-3-030-45252-0.

Melović, B. (2020). Report on ICT in Education in Montenegro, in: Comparative Analysis of ICT in Education Between China and Central and Eastern European Countries, pp. 233-259, Springer, Singapore, ISBN 978-981-15-6878-7.

Melovic, B., Veljkovic, S. M., Cirovic, D., & Radojicic, I. D. (2020), Managerial Decision-Making Process in the Modern Business Conditions in the EU: Importance of Cultural Influence, In Handbook of Research on Social and Economic Development in the European Union, pp. 324-348, IGI Global, ISBN13: 9781799811886.

Melovic, B., (2019), Educational Management and Leadership in Montenegro, in: Educational Leadership in Policy: Challenges and Implementation within Europe, pp. 245-264, Palgrave Macmillan, Cham, ISBN 978-3-319-99676-9.

Melovic, B. (2019), Strategic Benchmarking Analysis of the Higher Education in Montenegro in the Function of Improving the Quality, in Jablonski A: Hybridization in Network Management, pp. 315-335, Nova Science Publishers, January 2019, ISBN: 978-1-53614-407-9.

Mitrović, S., **Melović, B.** (2013) **“Challenges for management engineers in modern business environment”** (Chapter IX), In: Hans-Jörg Bullinger and Dieter Spath (Eds.), Challenges for the Future - Engineering Management, *monograph*, pp. 165-179. ISBN 978-3-902734-01-3. Published by: Faculty of Technical Sciences, (University of Novi Sad); Fraunhofer IAO (Stuttgart, Germany) and DAAAM International (Vienna, Austria).

Mitrović, S., **Melović, B.**, Milisavljević, S. (2014) **“Organizational culture as key determinant of business imparity”** (Section III). In: Lošonc, A. and Ivanišević, A (Eds.), Socio-economic forms of inequality, *monograph*, pp. 171-180. ISBN 978-86-7892-664-8. Published by: Faculty of Technical Sciences (University of Novi Sad); Graphic Center GRID (Novi Sad, Serbia).

Mitrović, S., **Melović, B.**, Milisavljević, S. Kljajić, L.J. (2015) **“Harmonization of institutional knowledge and labor market demands”** (Section II), In: Lošonc, A. and Ivanišević, A (Eds.), Institutional assumptions about socio-economic dynamics in East and Central Europe, *monograph*, pp. 205-216. ISBN 978-86-7892-765-2. Published by: Faculty of Technical Sciences (University of Novi Sad); Graphic Center GRID (Novi Sad, Serbia).

Papers published in journals which are in international databases (SCI list)

Melović, B., Jocović, M., Dabić, M., Vulić, T. B., & Dudic, B. (2020). The impact of digital transformation and digital marketing on the brand promotion, positioning and electronic business in Montenegro, *Technology in Society*, Vol. 63, 101425.

Melovic, B., Cirovic, D., Dudic, B., Vulic, T. B., & Gregus, M. (2020). The Analysis of Marketing Factors Influencing Consumers' Preferences and Acceptance of Organic Food Products—Recommendations for the Optimization of the Offer in a Developing Market, *Foods*, 9(3), 259.

Melovic, B., Rondovic, B., Mitrovic-Veljkovic, S., Ocovaj, S. B., & Dabic, M. (2020). Electronic Customer Relationship Management Assimilation in Southeastern European Companies—Cluster Analysis, *IEEE Transactions on Engineering Management*.

Melović, B., Dabić, M., Rogić, S., Đurišić, V., & Prorok, V. (2020). Food for thought: Identifying the influential factors that affect consumption of organic produce in today's youth, *British Food Journal*, 122(4), 1130-1155.

Melovic, B., Jaksic Stojanovic, A., Vulic, T. B., Dudic, B., & Benova, E. (2020). The Impact of Online Media on Parents' Attitudes toward Vaccination of Children—Social Marketing and Public Health, *International Journal of Environmental Research and Public Health*, 17(16), 5816.

Melović, B., Radević, I., Backović-Vulić, T., & Haček, M. (2020). Social Entrepreneurship and Development of Local Self-Governments—Evidence from Montenegro, *Lex Localis*, 18(4), 855-883.

Djurisic, V., Kascelan, Lj., Rogic, S., & **Melovic, B.** (2020). Bank CRM Optimization Using Predictive Classification Based on the Support Vector Machine Method, *Applied Artificial Intelligence*, 34(12), 941-955.

Melović, B., Cirović, D., Backovic-Vulić, T., Dudić, B., & Gubinova, K. (2020). Attracting Green Consumers as a Basis for Creating Sustainable Marketing Strategy on the Organic Market—Relevance for Sustainable Agriculture Business Development. *Foods*, 9(11), 1552.

Melović, B., Stojanović, A. J., Vulić, T. B., & Baynazoğlu, M. E. (2020). Perceptions and Attitudes of Parents Toward Vaccination of Children in Western Balkan Countries: Trust in Function of Improving Public Health. *Balkan Medical Journal*.

Melovic, B., Milovic, N., Backovic-Vulic, T., Dudic, B., & Bajzik, P. (2019). Attitudes and Perceptions of Employees toward Corporate Social Responsibility in Western Balkan Countries: Importance and Relevance for Sustainable Development. *Sustainability*, 11(23), 6763.

Melovic, B., Rogic, S., Cerovic Smolovic, J., Dudic, B., & Gregus, M. (2019). The Impact of Sport Sponsorship Perceptions and Attitudes on Purchasing Decision of Fans as Consumers - Relevance for Promotion of Corporate Social Responsibility and Sustainable Practices. *Sustainability*, 11(22), 6389.

Rondovic, B., **Melovic, B.**, Mitrovic, S., Batic Ocovaj, S. (2018), Determinants of e-CRM Adoption and Diffusion-Multistage Analysis in The South-Eastern Europe, Transformations in Business & Economics, Vol. 17, No 3C (45C), pp.328-346.

Melović, B., Mitrović, S., Milisavljević, S., Pejanović, R., Čelić, Đ. (2012). „**Research of consumption and competitiveness of homemade products for manufacturing improvements: A case study from Montenegro.**“ *African Journal of Agricultural Research*, 7 (26): 3757-3764, ISSN 1991-637X ©2012 Academic Journals, DOI: 10.5897/AJAR12.622

Mitrovic, S., Borocki, J., Sokolovski, V., Nestic, A., **Melovic, B.** (2013). „**Potential of Young Entrepreneurs: Is There any Possibility of Their Development Though Education?**.“ *The New Educational Review*, 32 (2): 288-298. ISSN 1732-6729.

Mitrović, S., Grubić-Nešić, L., Milisavljević, S., **Melović, B.**, Babinkova, Z. (2014). „**Manager's Assessment of Organizational Culture.**“ *E+M Ekonomie a Management (E&M Economics and Management)*, 17 (3): 35-49. ISSN 1212-3609. DOI: 10.15240/tul/001/2014-3-004. Technical University of Liberec

Grubic-Nestic, L., Mitrović, S., **Melović, B.**, Milisavljevic, S. (2016). „**Differences between the state/public and private sectors in organizations in Serbia regarding the functionality of managers' decision making.**“ *Journal for East European Management Studies*. 21 (1): 82-102. ISSN 0949-6181. Internet ISSN 1862-0035. Rainer Hampp Verlag. Germany.

Papers in international journals which are not in the database, but they have regular international distribution and resume in a foreign language:

Melovic, B., Mitrovic, S., Markovic, T., Nestic, A., Vajcnerová, I. (2014). „**Satisfaction as a determinant of customer loyalty towards mobile communication.**“ *Acta Universitatis. Agriculturae et Silviculturae Mendelianae Brunensis*, Mendel University in Brno, Czech Republic, 62 (6): 1363-1371. ISSN 1211-8516. DOI:10.11118/actaun201462061363.

Melovic, B., Mitrovic, S., Djokaj, A., Vatin, N. (2015). „**Logistics in the Function of Customer Service – Relevance for the Engineering Management.**“ *Procedia Engineering*, 117: 802-807. Elsevier. ISSN: 1877-7058. DOI: 10.1016/j.proeng.2015.08.255

Melović, B., Jocović, M., Lugovskaya, I., Vatin, N. (2015). „**Possibilities of Implementing Customer Relationship Management in the Function of Improving the Competitiveness of the Civil Engineering Sector.**“ *Applied Mechanics and Materials*, 725-726: 977-983. ISSN 1662-7482. DOI: 10.4028/www.scientific.net/AMM.725-726.977

Jocović, M., **Melović, B.**, Vatin, N., Murgul, V. (2014). „**Modern business strategy Customer Relationship Management in the area of civil engineering.**“ *Applied Mechanics and Materials*, 678: 644-647. ISSN 1662-7482. Corresponding author: B. Melović

Jocovic, M., Milovic, N., **Melovic, B.** (2016). „**Role of regulatory reforms for development and quality improvement of the construction sector in Montenegro.**“ *Journal of Applied Engineering Science*, 14: 46–53. ISSN: 1451-4117. DOI 10.5937/jaes14-9825

Melovic, B., (2013). „**Attitudes of young people towards entrepreneurship as a determinant for starting up a business.**“ *The Macrotheme Review – a multidisciplinary journal of global macro trends*, 2 (7): 51-59. ISSN:1848-4735.

Melović, B., Jocović, M. (2013). „**Public procurement as determinant of competitiveness of the construction sector in Montenegro.**“ *Nehuteľnosti a Bývanie*. 1: 50-59. ISSN 1336-944X. Slovak University of Technology in Bratislava.

Melovic, B., Mitrovic, S., Djokaj, A., Nestic, A., Lekovic, M., (2014). „**Integrated marketing communications as a function of brand development.**“ *Construction of Unique Buildings and Structures*, 12 (27): 24-31. ISSN 2304-6295. Saint-Petersburg State Polytechnical University, Russia.

Melovic, B., Grubic-Nestic, L., Ratkovic-Njegovan, B, Jocovic, M. (2014). „**Ethical issues as a potential factor of brand's (un)success.**“ *Construction of Unique Buildings and Structures*, 12 (27): 32-39. ISSN 2304-6295. Saint-Petersburg State Polytechnical University, Russia.

Okrepilov, V. V; Melovic, B. (2015). **“Modern business models of the competitiveness enhance of the construction sector enterprises.”** *Construction of Unique Buildings and Structures*. 10: 95-107. ISSN 2304-6295. Saint-Petersburg State Polytechnical University, Russia.

Melović B., Mitrović S., (2013). **Researching entrepreneurship attitudes of the young people in Montenegro**, *Economics & Economy*, Vol. 1, No. 1, 175-184.

Melović B.,(2012). „**Branding under modern market conditions – case study of the company Apple**“, *Journal Media dialogues*, VolIV, No. 11., NVU „IMC“ – Research media centre, Podgorica, ISSN 1800-7074, UDK: 658.5.8, pp. 77-95.

Melović B.,(2012). **“Reality show – modern marketing dimension in show business”**, *Journal Media dialogues*, VolIV, No. 12., NVU „IMC“ – Research media centre, Podgorica, ISSN 1800-7074, pp. 405-416.

Melović B.,(2012). „**Pharmaceutical marketing**“ – **modern aspects of marketing in the area of pharmaceutical products and services**, *Journal Media dialogues*, Vol V, No. 13-14., NVU „IMC“ – Research media centre, Podgorica, ISSN 1800-7074, pp. 653-667.

Melović B., (2006). **“Benchmarking vs Business espionage”**, *Entrepreneurial Economy*, Volume 13, ISSN 1451-6659, pp. 61-73.

Melović B., (2005). **“Benchmarking - learning from the best”**, *Entrepreneurial Economy*, Volume 9, ISSN 1451- 6659, pp. 238-257.

Melović B.,(2004). **“Some aspects of mergers and acquisitions”**, *Entrepreneurial Economy*, Volume 6, ISSN 1451- 6659, pp. 142-153.

Papers published in national journals:

Melović, B., Radović, M., (2013). „**Protecting consumers in the era of modern business operation – foreign experiences and the example of Montenegro**“, *Economic ideas and practice*. 11: 71-84. Faculty of Economics, Belgrade. ISSN 2217-6217.

Jocović, M., Melović, B., (2013). „**Public procurement in Montenegro – legal and economic aspects.**“ *Journal Entrepreneur*, 9: 55-59. Faculty of Economics, Podgorica. ISSN 1800-8429.

Melović B., Stanković J., (2012). **“Brain drain – cause and/or consequence of the population crisis”**, *Journal Entrepreneur*, No. 8., The Faculty of Economics Podgorica, ISSN 1800-8429, pp. 29-35.

Melović B., (2012). **“Improving business through Customer Relationship Management”**, *Journal Entrepreneur*, No. 7., The Faculty of Economics Podgorica, ISSN 1800-8429, pp. 31-34.

Melović B., Grubić-Nešić L., Mitrović S, Gashi Lj. M., (2011). **“Preconditions of the development of modern entrepreneurial society”**, *Journal Entrepreneur*, No. 6., The Faculty of Economics Podgorica, ISSN 1800-8429, pp. 13-18.

Melović B.,Jocović M., (2011). **“The Branding of Montenegrin products - case study”Rex Montis - “King of the Mountain”**, *Journal Entrepreneur*, No. 5, The Faculty of Economics Podgorica, ISSN 1800-8429, pp. 41-44.

Melović B.,Jocović M., (2010). **“Key misconceptions about corporate governance”**, *Journal Entrepreneur*, No. 4, The Faculty of Economics Podgorica, ISSN 1800-8429, pp. 38-40.

Papers at congresses, simposiums, seminars:

International congresses, simposiums and seminars:

Melović, B., Vukčević, M., & Ćirović, D, (2020), **Marketing metrics: knowledge and implementation by managers in Montenegro**, “Economic and Business Trends Shaping the Future” International Scientific Conference, Skoplje, 12-13 November 2020 - 70 years Faculty of Economics Skoplje.

Melović, B., & Ćirović, D. (2020). **Analysis of financial incentives as an instrument of renewable energy sources management in Montenegro**. In E3S Web of Conferences, Vol. 157, EDP Sciences, 20 March 2020.

Raut, J., Mitrović Veljković, S., Melović, B., Ribarić Čučković, E. & Ćelić, Đ., (2020), **Analysis of the influential elements of the entrepreneurial ecosystem**, 18th International Scientific Conference on Industrial Systems – Industrial Innovation in Digital Age, University of Novi Sad, Novi Sad.

Raut, J., Mitrović Veljković, S., Melović, B., Stefanović, D. (2020), **Significance of application of digital education methods and techniques in risk conditions**, VI International Scientific Conference – Education and Sustainable Development, University of Novi Sad, Novi Sad.

Vukčević, M., Melović, B., Veljković, S. M., & Ćirović, D., (2020), **Analiza identitetskih elemenata brenda na crnogorskom bankarskom tržištu u funkciji jačanja konkurentnosti**, IX Scientific Conference With International Participation - Jahorina Business Forum 2020, Jahorina, BiH.

Ćirović, D., Melović, B., Veljković, S. M., & Vukčević, M., (2020), **Motivi i barijere u kupovini organskih proizvoda u Crnoj Gori**, IX Scientific Conference With International Participation - Jahorina Business Forum 2020, Jahorina, BiH.

Subotić, M., Mitrović Veljković, Melović, B., Nikolić, D., (2020), **Uticaj inovativnih obrazovnih metoda i modela na razvoj preduzetničkog potencijala mladih**, XXVI Skup TRENDOVI RAZVOJA: "Inovacije u modernom obrazovanju" – TREND 2020, Kopaonik.

Raut, J., Mitrović Veljković, Ćelić, Đ., Melović, B., & Lolić, T. (2020), **Inovacije kao poluga privrednog rasta i razvoja**. XXVI Skup TRENDOVI RAZVOJA: "Inovacije u modernom obrazovanju" – TREND 2020, Kopaonik.

Melović, B., Milović, N., Šerić, N., Djokaj, A. (2019), **Brendiranje gradova u svjetlu evropskih integracija – empirijsko istraživanje u Crnoj Gori**, VIII Scientific Conference With International Participation - Jahorina Business Forum 2019, ISSN 2303-8969, Jahorina, BiH, mart 2019.

Melovic, B., (2019), **Branding Experiences of Turkey in the Sector of Tourism – Recommendations for Creating Strategies and Models in Western Balkans Countries**, International Conference "The Future of the European Union and Turkey-European Union Relations" Uşak, Turkey, april, 2019.

Ćirović, D., Vukčević, M., Melović, B., Mitrović Veljković, S. (2019), **Organska proizvodnja u Crnoj Gori – analiza stanja i mogućnosti u funkciji brendiranja proizvoda**, VIII Scientific Conference With International Participation - Jahorina Business Forum 2019, ISSN 2303-8969, Jahorina, BiH, mart 2019.

Mitrović Veljković, S., Raut, J., Melović, B., Ćelić, Đ., (2019), **Development of Digital Entrepreneurship and New Business Models as a result of the expansion of Information Systems**, 25th International Joint Conference on Industrial Engineering and Operations Management, (IJCIEOM 2019) - "The next Generation of Production and Service Systems", July 15 – 17, 2019, Faculty of Technical Sciences, Department of Industrial Engineering and Management, Novi Sad, Serbia.

Raut, J., Mitrović Veljković, S., Stefanović, D., Melović, B. (2019). **The role of entrepreneurship and innovation in high-technical enterprises**. XXV skup Trendovi razvoja – TREND 2019 "Kvalitet visokog obrazovanja", str. 308-311, Kopaonik, ISBN 978-86-6022-140-9.

Melović, B., Mitrović S., Bojović S. (2016). **„Branding university in the function of economic development – relevance for economy and the country.“** International Conference Partnership of Government, Business and Higher Education Institutions in Fostering Economic Development, Faculty of Economics, Brčko (in press).

Melović, B., Mitrović, S., Djokaj, A. (2016). **„City branding – modern concept of brand management“**, V scientific conference with international participation Jahorina business forum 2016: Tourism and competitiveness. Jahorina, BiH, 24-26.02.2016., ISSN 2303-8969, pp. 293-300.

Grubić-Nešić, L., Mitrović, S., Melović, B., Nikolić, D. (2016). **„Self-evaluated competition based on new technologies.“**, XXII Scientific meeting with international participation – Development trends: New technologies in teaching (TREND 2016), University in Novi Sad and Faculty of Technical Sciences, Zlatibor. ISBN 978-86-7892-795-9, pp. 285-290.

Melović, B., Mitrović S., Pelinković A., Djaković I. (2015). „**Guerrilla marketing' - an entrepreneurial approach to marketing in small and medium enterprises in Montenegro.**“ Montenegrin International Conference for Entrepreneurial Development - Miced 2015. University of Montenegro, Faculty of Economics. Podgorica, 17-18.09.2015, pp.121-129. ISBN 978-86-80133-72-0.

Melović, B., Mitrović, S. (2015). „**Wine tourism – branding wine as a determinant for the development of the tourist destination – example of Montenegro.**“ IV scientific – expert conference with international participation, Jahorina business days 2015 – Tourism in the function of economic development. Jahorina, BiH, 25-27.02.2015., ISSN 2303-6168, pp. 491-500.

Mitrović, S., Melović, B., Grubić-Nešić, L., (2015). „**Changes in educational programs as a precondition of development.**“ XXI Scientific meeting with international participation – Development trends: University in changes (TREND 2015), University in Novi Sad and Faculty of Technical Sciences, Zlatibor. ISBN 978-86-7892-680-8, pp. 103-107.

Melović, B., Mitrović, S. (2014). „**Business logistics as a factor determining modern engineering management.**“ XVI International Scientific Conference on Industrial Systems (IS'14), Novi Sad, Serbia, 15-17, ISBN 978-86-7892-652-5, pp. 247-252.

Melović, B., Radović, M., Babić, R. (2014). „**Corporate social responsibility and business ethics through the prism of global operating - experience in Montenegro**“, 3rd International Scientific Conference Contemporary Issues in Economics, Business and Management – EBM 2014. Faculty of Economics, University of Kragujevac, 27 November 2014, ISBN: 978-86-6091-049-5, pp. 135-147.

Melović, B., Mitrović, S. (2014). „**Branding tourist destinations – marketing approach and experiences of Montenegro.**“ III scientific – expert conference with international participation, Jahorina business days 2014: Innovations and entrepreneurship in tourism. Jahorina, BiH, 04-07.02.2014. ISSN 2303-6168. pp. 174-181.

Melović, B., Cimbaljević, M. (2014). „**Benchmarking analysis in function to improve higher education in Montenegro.**“ International May Conference on Strategic Management – IMKSM 2014. University of Belgrade, Technical Faculty in Bor, Management department, Bor, 23-25 May 2014. ISBN: 978-86-6305-019-8, pp. 867-876.

Melović, B., (2014). „**Branding water as a determinant of regional development.**“ XIX Scientific meeting Regional development and demographic trends of the countries of South-Eastern Europe. University in Nis, The Faculty of Economics, Niš, 27. Jun, 2014. ISBN: 978-86-6139-092-0, pp. 189-202.

Melović, B., Mitrović, S., (2014). „**Branding university as a determinant of higher education.**“ XX Scientific meeting with international participation – Development trends: Developmental potential of higher education (TREND 2014). University in Novi Sad and Faculty of Technical Sciences, Kopaonik, 24-27.02.2014. ISBN 978-86-7892-594-8, pp. 234-238.

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Conference: Crisis and innovation through prism of entrepreneurship. Faculty of Economics, Podgorica, 19-20.09.2013, ISBN 978-86-80133-69-0, pp. 193-202.

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Mihailović B., **Melović B.**, (2011). „**The process of building a brand in the transitional countries – case study Montenegro**“, 6th International Conference of ASECU, „Economic Development, Tax System and Income Distribution in the Countries of Southern and Eastern Europe“, Faculty of Economics Podgorica in cooperation with ASECU, 2010, ISBN 978-86-80133-54-6, pp. 285-293.

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Melović B., (2005). "**Life cycles of SMEs**", *May Conference on Strategic Management, University of Belgrade - Tehnical Faculty in Bor, 6-8. June 2005, Bor Lake*, pp.341-346.

National congresses, simposiums and seminars:

Melović B., (2016). „**Country branding – marketing approach through the prism of international an Montenegrin experiences.**“ Conference: Experiences and challenges in the process of branding Montenegro – international publication, Ministry of Economy of Montenegro and Hanns Seidel Foundation, 23-25. February, 2016, Kolašin, ISBN 978-9940-9333-1-9, pp. 137-143.

Melović B., (2013). „**Evaluation of the brand worth – challenges and limitations.**“ VIII Congress of the accountants and auditors of Montenegro: Perspectives of accounting-financial profession in the process of joining the EU. Institute of certified accountants of Montenegro. Bečići, 17-19.10.2013. ISBN: 978-9940-9399-3-9, pp. 49-61.

Introductory, published plenary lectures

Mitrović, S., **Melović B.**, Nešić, A., (2015). „**Modern approach in human resource management in organizations.**“ International Scientific Conference „Corporate social responsibility and human resource management in v4 countries". Slovak University of Agriculture, Nitra, Slovakia. Faculty of Economics and Management. 4 June, 2015. ISBN 978-80-552-1432-0, pp.176-183.

Professional Papers:

Melović B., (2008). "**(Not)understanding of marketing in Montenegro**", *Journal The Monitor*, No. 936, September, p. 31.

Melović B., (2008). "**Creating a brand**", *Journal The Business Montenegro*, No. 3, Media System, ISSN 1800 - 685X, pp. 88-90.

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Melović B., (2008). "**Benchmarking - the challenges of implementation**", *Journal The Business Montenegro*, No. 8, Media System, ISSN 1800-685X, pp. 94-97.

Melović B., (2008). „**Marketing in banking**“, *Journal The Business Montenegro*, No. 9, Media System, ISSN 1800-685X, pp. 90-94.

Melović B., (2008). „**Factors that influence the behavior of users of banking services**“, *Journal The Business Montenegro*, No. 10, Media System, ISSN 1800-685X, pp. 94-97.

Melović B., (2008). „**Segmentation of the banking market**“, *Journal The Business Montenegro*, No. 11, MediaSystem, ISSN 1800-685X, pp. 88-90.

Melović B., (2008). „**Marketing mix in the banking sector**“, *Journal The Business Montenegro*, No. 12, MediaSystem, ISSN 1800-685X, pp. 88-93.

Melović B., (2005). **Book review: „Marketing in tourism“ by prof. dr Božo Mihailović**, *journal Marketing*, issue 4, ISSN 0354-3471, p. 227.

Melović B., (2006). **Book review: „Restructuring and privatization“ by prof. dr Božo Mihailović**, *journal Marketing*, issue 4, ISSN 0354-3471, p. 216.

Melović B., (2005). **Book review: “Marketing in tourism – principles for management” by prof. dr Božo Mihailović**, *journal Marketing*, issue 3, ISSN 0354-3471, p. 167.

Works in international and national journals:

Journal „Advanced Materials and Technologies“ - 4 papers (2016)

Journal „African Journal Business and Management“ AJBM – 5 papers (2010-2016)

Journal “Collection of works from the Faculty of Economics in Eastern Sarajevo” (ISSN 1840-3557) - 15 papers (4/2014; 5/2015; 2/2016; 3/2016)

Journal “Economics” (ISSN 2303-5005 – printed publication, ISSN 2303-5013 – online) - 2 papers (1/2014; 1/2015,)

Journal „Collection of works from the Faculty of Economics in Brčko“ – 1 paper (2016)

Journal „Management“, Faculty of Economics Split – 1 paper (2016)

Conference - Entrepreneurship and Innovation as Precondition for Economic Development, Podgorica – 6 papers (2014).

Mentorships

At the Faculty of Economics and Studies of Management in Podgorica and Bijelo Polje, Dr Boban Melovic was a mentor for a large number of masters, specialist and graduate theses.

Visiting Professor

University in Eastern Sarajevo, Faculty of Economics Pale, visiting professor at the academic postgraduate studies, chosen for study year 2014/2015 (Senate decision UoM 08-1280/3 since 04.09.2014.) and 2015/2016. (Senate decision UoM 08-3124/1 since 23.12.2015.)

CEEPUS visiting professor at the University of Novi Sad, Faculty of Technical Sciences, 2015. (condensed teaching of the subject *Principles of management* – subject area: Brand Management), CEEPUS network: CIII-SK-0044-10-1516 – *Applied Economics and Management*

Faculty of Economics Skopje at St. Cyril and Methodius University –lecturer at IVth International Summer School “Make A Difference - Become a Sustainable Competitive Advantage EU Leader”, Ohrid, Macedonia, 08-17.08.2015.

Organization of the scientific conferences

Member of the Scientific and Organizational Board of the conference Jahorina business forum, Jahorina, 2016.

Member of the Scientific board of the II Congress of sports tourism: global and national challenges of the sport tourism, Makarska, Croatia, 2016.

Member of the Scientific board of the International scientific conference Tourism in the function of the development of the Republic of – spa tourism in Serbia and experiences of other countries, University in Kragujevac, Faculty of Hotel Management in Vrnjacka Banja 2016.

Member of the Scientific and Organizational board of the conference Jahorina business days, Jahorina, 2015.

Member of the Organizational board IV International Conference on Entrepreneurship and Innovation as Precondition for Economic Development, Podgorica, 2014.

Member of the Scientific board of the conference Social identity in the crisis conditions: problems and solving, Novi Sad, 2011.

Member of the Organizational board of the conference Social identity in the crisis conditions– employment and unemployment, Novi Sad, 2012.

Working on the projects

Besides working with students, Dr Boban Melović participated in the development of a number of significant projects and studies carried out by the Faculty of Economics, which were related to the transformation and

restructuring, asset valuation, preparation of tender documents, as well as business planning, investment programs and business strategies of many Montenegrin companies, with particular stand out:

Scientific research projects:

Erasmus+ project: **Strengthening capacities for the implementation of dual education in Montenegro higher education (DUALMON)**, EPPKA2 - Cooperation for innovation and the exchange of good practices - Capacity Building in higher education - Structural Projects.

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

Impact of the exchange rate on the foreign trade imbalance in the conditions of the crisis – sustainable development of the new countries of EU and the Western Balkans, bilateral project

Bilateral project: 2016-2018. **“Strengthening competitiveness through fostering the development of organic agriculture – comparative study between Montenegro and Serbia”** (University of Montenegro, University in Novi Sad)

Bilateral project: 2016-2017. **“Causality business cycle and the structure of financing companies in Bosnia and Herzegovina and Montenegro - comparative analysis”** (University of Montenegro, University "Džemal Bijedić" in Mostar)

Bilateral project: 2014-2016. **“Raising competitiveness through cooperation: comparative study on scientific-technological innovation in agriculture, diffusion and communication systems between China and Montenegro”** (University of Montenegro, Jiangnan University China)

The international project:, 2011-2014. **“Transformation of social identity of Serbia in the crisis and its impact on European integration”**, University of Novi Sad, Faculty of Technical Sciences Novi Sad, the Serbian Ministry of Science, number 179052

National project: 2012-2014. **“Competitiveness of the construction sector in Montenegro- conditions, possibilities and directions for improvement”**, Ministry of Science, Montenegro

National project: 2009-2011. **“Applying the concept of intellectual capital in modern business practice”**, Faculty of Economics Podgorica, Ministry of Education and Science, Montenegro

Economic projects:

Marketing strategy of Montenegrin Olympic Committee – positioning sport as an element of national brand, MOC, Podgorica, 2016.

Business plan of the enterprise “Open Box Studio”, Podgorica 2016.

Legal-financial business analysis of the Football Club “Sutjeska”, Nikšić, 2014.

Investment study for expansion of activities of “Tehnoput” PLC, Tehnoput PLC, Podgorica, 2011.

Business plan of the “Primera Polis” PLC, Primera Polis PLC, Podgorica, 2011.

Investment study for the reconstruction of the restaurant “SPORT CAFE”- Shopping Mall “Delta”, Sport Cafe, Podgorica, 2011.

Investment study to modernize the sports hall “VENOM”, VENOM, Podgorica, 2010.

Investment program of “Barska plovidba” LTD Bar, Barska plovidba LTD Bar, 2010.

“Assessment of the effects privatization up to the recent days in Montenegro”, the Government of Montenegro, Podgorica, 2009.

“Updating the valuation of fixed assets of Electric Power of Montenegro”, EPCG, Niksic, 2008.

“Marketing research competitiveness of agricultural products of Bihor area”, BMC Podgorica, 2008

“Selection of the best companies in Montenegro for the year 2007”, The SME Department, Podgorica, 2008.

Preparation of tender documents “VEKTRA” LTD, Vektra LTD, Podgorica, 2007.

Investment program for the printing house “AP Print”, AP Print, Podgorica, 2007.

Preparation of tender documents “VEKTRA” LTD, Vektra LTD, Podgorica, 2006.

"Selection of the best companies in Montenegro for the year 2005", The SME Department, Podgorica, 2006.

Business Plan "Marina" LTD Bar in 2006. year, Marina LTD Bar, 2006.

"The level of development and quality of transport system functioning in Montenegro", Road Agency and Ministry of Transport, Podgorica, 2005.

Marketing strategy of "Gradina Company Rozaje", Gradina Company, Rozaje, 2005.

Professional engagements (selected)

- **Human Resources Administration - Education program for acquiring key skills for human resource management, 2019-2022**, one of the creators of the program and permanent lecturer;
- **University of Montenegro, Career Center - Training for beginners in business, 2020-2022**;
- **Chamber of Commerce of Montenegro: Marketing management in the era of changes and digitization - strengthening competitiveness through the development of an effective marketing strategy, 2019, 2021.**
- **Chamber of Commerce of Montenegro: Brand creation and management as a factor of development and competitiveness in Montenegro, 2018, 2021**;
- **Association of Parents of Children with Developmental Disabilities: Development of entrepreneurial skills as a prerequisite for the development of business ideas, 2019.**
- **Manager of the Social Entrepreneurship mentoring program** (Center for Development of Non-Governmental Organizations and Faculty of Economics, 2014-2015);

Membership in associations

Member of the Centre for young scientists of the Montenegrin Academy of Sciences and Arts (MASA) (2012-2020)

Member of the Association of Economists of Montenegro

Member of the Association of Economists of Podgorica

Member of the Centre for promoting health

In the period 2003-2005 he was a member of the *"Forum for Development of Montenegro"*, the expert team of the Government of Montenegro, whose task was to establish the Economic Reform Agenda in Montenegro

Other references:

Apart from abovementioned activities, during the current working period, the following references stand out:

- Member of the Council for entrepreneurial learning (April 2016)
- Member of the Technical Committee ISME/TK 007 (representative of the Faculty of Economy in the Technical Committee ISME/TK 007 – Social responsibility - Institute for standardization of Montenegro, since 2014)
- Member of the working group for creating the Law on national brand (Ministry of Economy, 2015-2016.);
- Member of the Committee for choosing conceptual-graphic solution of visual identity (stamp) of the national brand of Montenegro (Ministry of Economy, 2015-2016.);
- Coordinator of the RESICA network (on behalf of the Faculty of Economy, since 2014.);
- Coordinator of the CEEPUS network for Montenegro: Applied Economics and Management, CIII-SK-0044 (2015/2016.);
- Member of the working group for creating Strategy for whole life entrepreneurial learning 2014-2019. (Ministry of Economy, Directorate for development of small and medium sized enterprises);
- Member of the National Partnership for entrepreneurial learning, Ministry of Economy, Directorate for development of small and medium sized enterprises;
- Member of the expert jury Superbrands Montenegro 2015/16.;
- Consultant for the Ministry of Science, Ministry of Education and Centre for Vocational Education (since 2012.);
- Representative of the Faculty of Economics in cooperation with the company Ernst&Young (educational program within the strategy of developing talents »Your career can start here« (Ernst&Young and Employment Office of Montenegro, 2014-2016.);
- Member of the expert jury of the Competition in solving case studies (Ernst&Young, 2014-2016.);
- Member of the international editor office and reviewer of the journal Economics, publishes Oikos Institute, Bijeljina, Republic of Srpska;
- Permanent reviewer in the journal Collection of works of the Faculty of Economics in Eastern Sarajevo – journal for economic theory and practice (since 2014);
- Member of the reviewers' board in the journal Collection of works of the Faculty of Economics Brcko (since 2016);

- Advisor for external quality determination of educational work in Public Institution High Economic School »Mirko Vesovic« in Podgorica (2014, 2015);
- Member of the Committee for awarding Student prize of the Capital City Podgorica (2013, 2014);
- Manager of the mentoring program of Social entrepreneurship (Centre for development of NGOs and the Faculty of Economics (2014-2015.);
- One of the founders of the *Business Marketing Centre*, organization which realized a lot of significant projects from the area of marketing research and consulting services for the need of a certain number of companies from Montenegro.

Social skills and competences

Communicative, energetic, good presentational skills acquired during performing various jobs.

Organizational skills and competences

Systematic, responsible, reliable, accurate, can work independently or as part of a team. He distinguished himself as a leader of several successful projects with demonstrated creativity, managerial spirit and organizational and leadership skills.

Computer skills and competences

He has extensive experience in working with computers and working on the Internet.

Reference

References are available upon request.