

Dr. Marko Begović

Dr. Marko Begović is an Associate Professor at Molde University College in Norway and a Senior Lecturer at the Faculty of Sport in Belgrade and. Between 2021 and 2022 he served as Director in charge of sport and youth affairs within the Government of Montenegro. In parallel, Dr. Begović acted as Program Director for the Master of Sport Management program at the American University in the Emirates and Visiting Professor at the University of Montenegro. Previously, he was a member of the Governing Bureau for Sports and Task Force on good governance and Gender Equality Rapporteur at the Council of Europe. His extensive experience in international relations, politics, policy, and research impacted his work on Council of Europe conventions and resolutions and the development of sports policies across Europe.

Personal Statement

Goal-orientated, research-based and analytical professional possessing 13 years of experience specializing in design, implementation and monitoring programs in sport policy, governance and compliance, anti-corruption, public administration, academia and international relations. Highly motivated by the dynamic and demanding environment associated with bringing together people, organizations and know-how in order to promote sustainable solutions.

Personal Details

Dr. Marko Begović DoB: 27/12/1983)
Molde University College
Faculty of Business Administration and Social Science
Britvagen 2, 6410
Molde
Norway

Tel: +46 70 070 7347 / +382 68 455 086
Marko.begovic@himolde.no
begovicmarko@hotmail.com

Education

Academic

- PhD., German Sport University Cologne, Germany (04/12/2019)
- MA in Olympic Studies German Sport University, Germany (15/06/2015)
- Postgraduate diploma in International Relations University of Donja Gorica, Montenegro (09/07/2012)
- BA in Sport Management, Pan-European University APEIRON, Bosnia and Herzegovina (28/09/2010)

Professional

- Future Leaders Invitation Program (PIPA), Ministry for Europe and Foreign Affairs, France (05/03/2022)
- General Program of Training for Diplomats – Diplomatic Academy of the Ministry of Foreign Affairs, Montenegro (01/09/2017)
- Diploma for coaching in tennis, Regional Institute of Sport and Sport Medicine, Serbia (03/10/2011)

Appointments and Experience

Academic positions

- **Associate Professor**, Molde University College (01/08/2023 – to date)
- **Associated Academic**, German Sport University in Cologne – Institute of European Sport Development and Leisure Studies, Germany (01/10/2022 – to date)
- **Senior Lecturer**, University Union Nikola Tesla – Faculty of Sport, Republic of Serbia (01/10/2020 – to date)
- **Guest Professor**, University of Montenegro – Faculty for Sport and Physical Education, Montenegro (01/10/2021 – 01/10/2022)
- **Assistant Professor (remote position)**, American University in the Emirates – College of Business Administration, United Arab Emirates (22/08/2021 – 26/08/2022)
- **External Associate**, University Union Nikola Tesla – Faculty of Sport, Republic of Serbia (01/10/2015 – 01/10/2020)

Professional positions

- **Operation Manager**, Smash Tennis Academy, Qatar 27/05/2022 – 07/09/2023)
- **Senior Policy Advisor**, Qatar Tennis Federation, Qatar (27/05/2022 – 01/12/2022)
- **Program Director of Master of Sport Management**, American University in the Emirates – College of Business Administration, United Arab Emirates (14/09/2021 – 26/08/2022)
- **Director**, Directorate for Sport and Youth – Government of Montenegro (23/09/2021 – 29/04/2022)
- **Policy Consultant**, Council of Europe, France (15/07/2021 – 01/10/2021)
- **Team Manager**, Hellas Tennis Academy, Sweden (01/09/2017 – 01/04/2022)
- **Research Consultant**, Council of Europe, France (01/04/2017 – 01/11/2018)
- **Advisor for International Relations and High-Performance Sport**, Government of Montenegro (01/11/2011 – 31/03/2017)

<ul style="list-style-type: none"> • Program Manager, Montenegrin Olympic Committee, Montenegro (15/01/2010 – 15/01/2012) • Team Manager/Head Coach, Montenegrin Tennis Association (15/09/2006 – 15/09/2009)
<p>Sporting career</p> <ul style="list-style-type: none"> • National champion under 14 years of age (Yugoslavia) • Second ranked under 12yr, 16yr and seniors (Yugoslavia, Serbia and Montenegro) • Led Tennis Club Dinamo from Pancevo to the 2nd place in the national club league in 2006 (Serbia and Montenegro) • Member of national teams of Yugoslavia under 12, 14, 16yr • Member and coach of University Tennis Team of Montenegro, 2006-2009 • Montenegro's Davis Cup Team Players Captain, May 2006-2009 • ATP ranked in doubles • NAIA All-American Award • Awarded the presumed ranking level of -15 by the French Tennis Federation, 2008 • Quarterfinal at the World University Games in Belgrade, June-July 2009 (mix doubles)
<p>Teaching</p> <ul style="list-style-type: none"> • Sport Policy (course leader) • Contemporary Sport History (course leader) • Sport Management (course leader) • Leadership (course leader) • Sport Law (course leader) • Sport Governance (course leader) • Sport Globalization (course leader) • Sport Diplomacy (course leader) • Organizational Theory and Design (course leader) • Sport Tourism (course leader) • Olympism and Contemporary Society (course leader) • PR in Sport (course leader) • Sport Security (course leader)
<p>External Activities</p> <p><i>Senior Invited Positions and Distinctions</i></p> <ul style="list-style-type: none"> • Task Force on Anti-Doping, UNESCO (2022-) • Task Force for Good Governance, Council of Europe (2014-2016) • Gender Equality Rapporteur, Council of Europe (2012-2017) • Bureau EPAS, Council of Europe (2012-2017) • Guest Lecturer, Swedish School of Sports and Health Sciences (2019) • Reviewer for Sport in Society, International Journal of Sports Policy and

Politics and International Review for the Sociology of Sport

Selected conferences

- International Sports Law Journal Conference, Netherlands (2023)
- European Sport Congress, Spain (2023)
- Sport Diplomacy Symposium, Qatar (July 2022)
- 4th AUERIC Conference, United Arab Emirates (May 2022)
- Sport Diplomacy Conference, presenting platform for cooperation through sport in the Western Balkans (March 2022)
- Regional Ministerial on Youth and Education, presenting concept of sport diplomacy, Albania (December 2021)
- 23rd session of the General Assembly of State Parties, UNESCO-France (November 2021)
- 8th session of the Conference of State Parties to the International Convention against Doping in Sport, presenting anti-doping policy reforms in Montenegro, UNESCO-France (October 2021)
- COVID-19 and Sport conference University of Travnik, presenting policy implications on sport system in Montenegro, Bosnia and Herzegovina (February 2021)
- EASM conference, presenting “Implementation of good governance principles in Montenegro’s sport movement, Sweden (September 2018)
- Good governance conference Molde University College, presenting “Challenges towards benchmarking implementation of good governance principles, Norway (April 2018)
- Play the Game conference presenting “Rethinking the pyramidal structure of sport”, The Netherlands (November 2017)
- 14th Ministerial conference of the Council of Europe; representing Ministry of Education/Directorate for Youth and Sport, Hungary (November 2016)
- The Council of Europe conference “Fight against match-fixing”; representing the Council of Europe (September 2016)

Select Publications

1. Bantekas, I., & **Begović, M.** 2024. International Law and Professional Tennis: Contractual and Regulatory. Cambridge University Press (*forthcoming*)
2. Bantekas, I., & **Begović, M.** 2024. The 2022 FIFA World Cup as a Catalyst for Labor Standards of Sport Professionals? A New Institutional Theory Perspective. Notre Dame Journal of International & Comparative Law. (*in production*)
3. Begović, M. 2024. Sports Policy and Politics in the Western Balkans. Routledge. <https://doi.org/10.4324/9781003246992>

4. Begović, M. 2022. Sport Governance in Times of Crisis: The Case of Montenegro and COVID-19 in Cherrington, J and Black, J. (eds) Sport and Physical Activity in Catastrophic Environments. <https://doi.org/10.4324/9781003225065>
5. Begović, M. 2022. Corruption in sports: Lessons from Montenegro. International Review for the Sociology of Sport, <https://doi.org/10.1177%2F10126902221094186>
6. Garamvölgyi, B., **Begović, M.**, & Dóczy, T. 2021. Sport Diplomacy in Hybrid Regimes: The Cases of Hungary and Montenegro, Journal of Global Sport Management, DOI: 10.1080/24704067.2021.2008804
7. Begović, M. 2021. Athletes in Socialist Yugoslavia, 1945-1992. The International Journal of the History of Sport, doi: 10.1080/09523367.2021.1973442
8. Begović, M. 2021. Sport Law in Montenegro – Origins and Contemporary Developments. Entertainment and Sports Law Journal. 19(1): 1–8. doi: <https://doi.org/10.16997/eslj.912>
9. Begović, M. 2021. Athletes in Montenegro—silent voices Sport in Society, doi: 10.1080/17430437.2021.1950141
10. Begović, M, 2021. Sport and COVID-19: The Case of Croatia and Serbia. In A. Faganel, I. Rižnar, & A. Baruca (Eds.), Impacts and Implications for the Sports Industry in the Post-COVID-19 Era (pp. 199-208). IGI Global. <http://doi:10.4018/978-1-7998-6780-7.ch013>
11. Begović, M., 2020. Effects of COVID-19 on society and sport a national response. Managing Sport and Leisure, doi: 10.1080/23750472.2020.1779115
12. Begović, M., Bardocz-Bencsik, M., Dóczy, T., & Oglesby, C.A. 2021. The impact of political pressures on sport and athletes in Montenegro. Sport in Society, doi: 10.1080/17430437.2020.1738393
13. Begović, M. 2020. The development of sport policy in Montenegro. International Journal of Sport Policy and Politics, doi: 10.1080/19406940.2020.1719186
14. Cooky, C., **Begovic, M.**, Sabo, D., Oglesby, C., & Snyder, M. 2018. Gender and Sport Participation in Montenegro in Cooky, C and Messner, A. M. (eds) No Slam Dunk (2018) No Slam Dunk: Gender, Sport and the Unevenness of Social Change. Rutgers University Press. pp. 180-205
15. Cooky, C. **Begovic, M.**, Sabo, D., Oglesby, C., Snyder, M., 2014. Gender and sport participation in Montenegro, International Review for the Sociology of Sport 1-23. doi: 10.1177/1012690214559109
16. Peel, A., Cameron, E., **Begovic, M.** 2013. More than Just Medals: Athletes' Storied Experiences with Sport for Development and Peace edited by Schinke, R.J., & Lidor, R., 2013. Case Studies in Sport for Development: Contemporary Stories Promoting Health, Peace, and Social Justice. ISBN: 978-1-935412-62-5

Grants, Research Projects and Reports

Grants and Research Projects

- 2022 – 2023 The Core Skills Set of a Successful Sport Diplomat, TEKA Hungarian University for Physical Education (research)
- 2022 – 2023 FAMS, Erasmus + (research)
- 2021 – 2023 Women Involvement in Steady Exercise, Erasmus+ (external expert)
- 2020 – 2021 Sport and Reconciliation, RYCO (external expert)
- 2019 – 2021 National Sport Governance Observer 2, Erasmus+ (research)
- 2019 – 2020 Standing Together for Safer and Healthier Community (external expert)
- 2017 – 2018 National Sport Governance Observer 1, Erasmus+ (research)
- 2014 – 2015 Pro Safe Sport, European Union and Council of Europe (policy)
- 2013 – 2015 Sport and Environment 2, Olympic Solidarity (policy)
- 2010 – 2012 Gender and Sport, Olympic Solidarity (research and policy)
- 2010 – 2012 Sport and Environment 1, Olympic Solidarity (policy)

Reports

- Begović et al. (2023). FAMS Report. Belgrade: Faculty of Sport.
- Begović, M. & Ahmić, D. 2021. Country report: Bosnia and Herzegovina in Geeraert A (ed.) National Sports Governance Observer. Arhaus: Play the Game
- Begović, M. & Parčina, I. 2021. Country report: Serbia in Geeraert A (ed.) National Sports Governance Observer. Arhaus: Play the Game
- Begović, M. 2018. Country report: Montenegro in Geeraert A (ed.) National Sports Governance Observer. Arhaus: Play the Game

References

- Oskar Solenes, Dean, Faculty of Business Administration and Social Science, Molde University College; email: oskar.solenes@himolde.no
- Ilias Bantekas, Professor, Georgetown University, Hamad Bin Khalifa University; email: ibantekas@hbku.edu.qa
- Sophie Kwasny, Executive Secretary, Council of Europe; email: sophie.kwasny@coe.int
- Cheryl Cooky, Professor, College of Liberal Arts Purdue University; email: ccooky@purdue.edu (research partner)
- Carol Oglesby, PhD PhD, professor at Temple University; California, USA; email: oglesbyc1@gmail.com