

DR DRAGAN STOJKOVIĆ

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Research interest: trade, retailing, e-commerce, sales management, supply chain



Work experience

2022- present

Full professor at the University of Belgrade – Faculty of Economics (Department of Business Economics and Management)

Courses: Marketing Channels, Trade Management, Trade Marketing and Sales Management, E-commerce; Marketing Channel Strategies (master), E-commerce and e-business (master)

2017 - 2022

Associate professor at the University of Belgrade – Faculty of Economics (Department of Business Economics and Management)

Courses: Marketing Channels, Trade Management, Trade Marketing and Sales Management, E-commerce; Marketing Channel Strategies (master), E-commerce and e-business (master)

Director of Scientific Research Centre of the UB-FEB (NICEF)

Member of the board, Faculty of Economics, University of Belgrade (2009 - present);

2012 - 2017

Assistant professor at the University of Belgrade – Faculty of Economics (Department of Business Economics and Management)

Courses: Marketing Channels, Trade Management, Trade Marketing and Sales Management, Marketing Channel Strategies (master), E-commerce and e-business (master)

2005 - 2012

Teaching assistant at the University of Belgrade – Faculty of Economics (Department of Business Economics and Management)

Courses: Marketing Channels, Trade Management, Trade Marketing and Sales Management

2004 - 2005

Junior teaching assistant at the University of Belgrade – Faculty of Economics (Department of Business Economics and Management)

Courses: Marketing Channels, Trade Management, Trade Marketing and Sales Management

Education

2008 - 2012

University of Belgrade – Faculty of Economics

PhD in Economics

Doctoral thesis: "E-commerce as a factor of development of multiple marketing channels"

2002 - 2004

Hofstra University – Zarb Business School

Master of Business Administration

Study programme (major): Marketing (GPA: 4.00/4.00)

Master thesis: "The role of slotting fees in marketing channels"

1995 - 2000

University of Belgrade – Faculty of Economics

Bachelor of Economics (GPA: 9.70/10)

Module: Foreign and domestic trade

Major publications

BOGETIĆ, Zoran, STOJKOVIĆ, Dragan, MILOŠEVIĆ, S., Shopper marketing strategy in food retailing, U: *Ekonomika poljoprivrede = Economics of Agriculture*, ISSN 0352-3462, 2016, God. 63, br. 1, str. 189-204

BOGETIĆ, Zoran, VELJKOVIĆ, Saša, STOJKOVIĆ, Dragan, Do Partner Relations in Marketing Channels Make a Difference in Brand Management Implementation? Evidence from Serbia and Montenegro, U: *Ekonomika preduzeća*, ISSN 0353-443X, 2015, god. 63, br. 5-6, str. 306 - 322, DOI: 10.5937/ekopre1506306B

STOJKOVIĆ, Dragan, KNEŽEVIĆ, Blaženka, STEFÁNSKA, M., A general overview of usage of smartphones and mobile applications by young consumers in Poland, Croatia and Serbia , U: *Challenges for international business in Central and Eastern Europe*, ISBN 978-83-65262-12-7, 2017, pp. 211-227

PETKOVIĆ, Goran, KNEŽEVIĆ, Blaženka, STOJKOVIĆ, Dragan, Mobile Commerce in Croatia and Serbia: A Security and Privacy Perspective, U: *Trade Perspectives in the Context of Safety, Security, Privacy and Loyalty*, ISBN 978-1-5275-0841-5, Cambridge Scholars Publishing, 2018, pp. 222-250

PETKOVIĆ, Goran, BOGETIĆ, Zoran, STOJKOVIĆ, Dragan, DOKIĆ, Aleksa, Sustainable supplier evaluation: from a theoretical concept to a strategic and operational asset in sustainable supply chain management, *Ekonomika Preduzeća*, ISSN 0353-443X, 2020, 68 (3-4), 180-200, DOI: 10.5937/EKOPRE2004180P

LOVRETA, Stipe, STOJKOVIĆ, Dragan, Comparative Analysis of Marketing Channels of Pharmaceutical Products, U: *Contemporary Management and Marketing Methods in Improving Competitiveness of Companies in Serbia in the Process of its Integration in European Union*, ISBN 978-86-403-1394-0, 2014, pp. 87-104.

LOVRETA, Stipe, STOJKOVIĆ, Dragan, Key Areas of Retail Development Strategy of Serbia in EU Accession Process, U: *Contemporary Management and Marketing Methods in Improving Competitiveness of Companies in Serbia in the Process of its Integration in European Union*, ISBN 978-86-403-1452-7, 2015, Vol. 3, pp. 167-182

LOVRETA, Stipe, STOJKOVIĆ, Dragan, PETKOVIĆ, Goran, BOGETIĆ, Zoran, *Trgovinski marketing i prodaja*, ISBN 978-86-403-1476-3, Beograd: Ekonomski fakultet, 2016, IX, 630 str.

DOKIĆ, Aleksa, UŽAR, Dubravka, PETKOVIĆ, Goran, STOJKOVIĆ, Dragan, Impact of commercial and investment activities in agriculture on local development, *Economics of Agriculture*, ISSN 0352-3462, 2020, 67(2), 569-584, DOI: 10.5937/ekoPolj2002569D

STOJKOVIĆ, Dragan, LOVRETA, Stipe, BOGETIĆ, Zoran, Multichannel Strategy: Dominant Approach in Modern Retailing, U: *Economic Annals*, ISSN 0013-3264, 2016, vol. 61, no. 209, pp. 105-128

Projects

Projects in 2022:

- Building Forensic Accounting Capacity in Serbia (United States Department of State Bureau of International Narcotics and Law Enforcement Affairs)
- Project Manager for the Development of a five-year strategy for the Register of the National Internet Domain of Serbia (Register of the National Internet Domain of Serbia)
- Project Manager for the assessment of the fair value of the property (Serbia and Montenegro Air Traffic Services, SMATSA LLC)

Twenty years of consulting experiences in business and macroeconomic consulting. Clients:

- Serbian and foreign enterprises (Delhaize, Phillip Morris, Lafarge, Phoenix pharma, Metalac, Sportvision, Victoria Group etc.);
- International organizations (USAID, World Bank, FAO, EBRD, European Commission, UNIDO etc.)
- Government of Serbia and different ministries and public institutions (Ministry of Trade, Tourism and Telecommunication, Ministry of Science and Technology, Ministry of Economy, Ministry of Finance, NIS, NBS, Elektromreza Srbije, EPS etc.)
- Type of projects: sectoral strategies and analysis (Trade development strategy of Serbia; Tourism development strategy of Serbia; Trade information system of Serbia, Trade strategy of Belgrade), E-commerce and digitalisation strategies, retail consulting, strategic and operative planning, market research projects, financial analysis, capital and asset evaluations, sectoral analysis, organisational restructuring, marketing strategies etc.

Training

- 05/2003-09/2003-Marketing analyst, United States Postal Service, Long Island, NY, USA. Quantitative analyses, marketing planning and budgeting for USPS Long Island Branch.
- 07/2001-09/2001-Assistant brand manager, Procter & Gamble, Bucharest, Romania. Participated in creating marketing strategies for two brands and formulating their entry strategies for the Balkans markets.

Honours, stipends and awards

- Ron Brown Scholarship for Master studies in USA (2002-2004)
- Scholarship for young talents, Ministry of education
- Scholarship for the best students, Fund Madlena Jankovic
- Scholarship for the best students, Municipality of Smederevo
- Norwegian government scholarship

Memberships and other activities

Membership:

- Serbian Scientific Society of Economists (NDES)
- Serbian Marketing Association (SeMA)

Skills

Languages

- **Serbian** - native
- **English** (understanding – C2; speaking – C2; writing – C2)

IT skills

- Statistical softwares (SPSS)
- Microsoft Office (Word, Excel, Power Point)

Driving skills

- Driving licence – B