



PROF. JELENA FILIPOVIĆ, PhD

E-mail: jelena.filipovic@ekof.bg.ac.rs

Website: <http://www.ekof.bg.ac.rs/jelena-filipovic-phd/?lang=en>

Research interest: digital marketing, marketing communications, services marketing, consumer behaviour, agribusiness



Work experience

2022- present

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

Courses: Digital Marketing, Marketing Management, Marketing Communications, Services Marketing, Internet Marketing, Integrated Marketing Communications, Management and Innovations of E-business

2024

Visiting professor at the IAE Lyon School of Management of the Jean Moulin University Lyon 3

Course: Principles of digital marketing: strategies and execution

2017 - 2022

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

Courses: Marketing Communications, Digital Marketing, Services Marketing, Internet Marketing, Integrated Marketing Communications

2012 - 2017

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

Courses: Marketing Communications, Services Marketing, Internet Marketing, Integrated Marketing Communications

2008 - 2012

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

Courses: Marketing, Marketing Communications, Public Relations

Education

2009 - 2011

University of Belgrade – Faculty of Economics

PhD in Business Administration

Doctoral thesis: "The effects of the Internet advertising aimed at the Millennial generation"

2005 - 2008

University of Belgrade – Faculty of Economics

Master of Science (in Business Administration)

Study programme (module): Marketing Management (GPA: 9.89/10)

Master thesis: "The Role of the Promotion in Marketing Positioning in the Children Market"

2006 - 2007

University of Tor Vergata – Faculty of Economics

Master of Science (in Developing Economics and International Relations)

Study programme (module): Development Economics and International Co-operation (GPA: 25.71/30)

Master thesis: "The Fair Trade – the Concept and the Impact on European Market"

2000 - 2005

University of Belgrade – Faculty of Economics

Bachelor of Economics (GPA: 8.91/10)

Module: Marketing

Major publications

Filipovic, J. (2023), Television food ads aimed at children in South-Eastern Europe: Cultural outlook and implications, *Journal of Retailing and Consumer Services*, Vol. 75, 103472

Filipovic, J., Arslanagić-Kalajdžić, M., Social Capital Theory Perspective on the Role of Academic Social Networking Sites, *Journal of Business Research*, Vol. 166, 114119

Filipovic, J., Arslanagić-Kalajdžić, M., Mirroring Digital Content Marketing Framework: Capturing Providers' Perspectives through Stimuli Assessment and Behavioral Engagement Response, *European Journal of Marketing*, accepted

Užar, D., Filipovic, J., Determinants of Consumers' Purchase Intention towards Cheeses with Geographical Indication in a Developing Country: Extending the Theory of Planned Behavior, *Market – Tržište*, accepted

Bellassen, V., Drut, M., Hilal, M., Bodini, A., Donati, M., Duboys de Labarre, M., Filipović, J. ... Arfini, F. (2022), The economic, environmental and social performance of European certified food, *Ecological Economics*, Vol. 191, 107244

Mattas, K., Tsakiridou, E., Karelakis, C., Lazaridou, D., Gorton, M., Filipović, J., Hubbard, C., Saidi, M., Stojkovic, D., Tocco, B., Tregear, A., Veneziani, M., (2022), Strengthening the sustainability of European food chains through quality and procurement policies, *Trends in Food Science & Technology*, Vol. 120, pp. 248-253

Tregear, A., Aničić, Z., Arfini, F., Biasini, B., Bituh, B., Bojović, R., Brečić, R., Brennan, M., Colić Barić, I., Del Rio, D., Donati, M., Filipović, J., Giopp, F., Ilić, A., Lanza, G., Mattas, K., Quarrie, S., Rosi, A., Sayed, M., Scazzina, F., Tsakiridou, E. (2022), Routes to sustainability in public food procurement: an investigation of different models in primary school catering. *Journal of Cleaner Production*, Vol. 338, 130604

FILIPOVIĆ, Jelena, ARSLANAGIĆ KALAJDŽIĆ, Maja, Drivers of e-newsletter engagement in the academia in the post-conflict region, *U: Journal of East European Management Studies*, ISSN 0949-6181, 2021, 26(4), 639-664, DOI: 10.5771/0949-6181-2021-4

BREČIĆ, Ružica, SINČIĆ ĆORIĆ, Dubravka, LUČIĆ, Andrea, GORTON, Matthew, FILIPOVIĆ, Jelena, Local Food Sales and Point of Sale Priming: evidence from a supermarket field experiment, *U: European Journal of Marketing*, ISSN 0309-0566, 2021, 55(13), 41-62, DOI: 10.1108/EJM-07-2019-0604

ANGELL, Robert, BOTTOMLEY, Paul, BREČIĆ, Ružica, FILIPOVIĆ, Jelena, GORTON, Matthew, LOGKIZIDOU, Maria, WHITE, John, Configuring perceived fit to mitigate consumer animosity in the context of cross-border sport sponsorships, *U: European Sport Management Quarterly*, ISSN 1618-4742, 2021, 21(4), 605-624, DOI: 10.1080/16184742.2020.1765828

ANGELL R. J., STOJANOVIĆ Žaklina, FILIPOVIĆ Jelena, GORTON, M., Understanding attitudes toward and consumption of functional foods, *U: A Stakeholder Approach to Managing Food: Local, National, and Global Issues*, ISBN 978-1-31-556526-2, Routledge, 2016, pp. 113-126

Filipovic, J., Popovic, A. (2019), How to Recognize Potential School Leaders among Primary School Teachers: Framework Based on Financial Literacy Level and Type of Motivation, *Management: Journal of Contemporary Management Issues*, Vol. 24, 107-121.

FILIPOVIĆ, Jelena, STOJANOVIĆ, Žaklina, RISTIĆ, Bojan, PGI Sjenica cheese in Serbia, *In: Sustainability of European Food Quality Schemes*, ISBN 978-3-030-27508-2, Springer, 2019, pp. 471-484

FILIPOVIĆ, Jelena, AcademLink – information before socialization, In: Social Media Marketing, 3ed., ISBN 978-1-5264-2386-3, London : Sage, 2018

FILIPOVIĆ, Jelena, Sociološke odrednice i referentne skupine u potrošnji djece, U: Financijska pismenost i socijalizacija djece kao potrošača, ISBN 978-953-346-054-3, Zagreb : Ekonomski fakultet, 2018, str. 21-38

FILIPOVIĆ, Jelena, Market-Oriented Sustainability of Sjenica Sheep Cheese, In: Sustainability, ISSN 2071-1050, 2019, 11(3), 1-18, DOI 10.3390/su11030834

FILIPOVIĆ, Jelena, Internet marketing, 2. izd., ISBN 978-86-403-1497-8, Beograd : Ekonomski fakultet, Centar za izdavačku delatnost, 2017, 211 str.

BREČIĆ Ružica, FILIPOVIĆ Jelena, GORTON M., OGNJANOV Galjina, STOJANOVIĆ Žaklina, WHITE J., A Qualitative Approach to Understanding Brand Image in an International Context: Insights from Croatia and Serbia, U: International Marketing Review, ISSN 0265-1335, 2013, 30(4), 275-296, DOI: 10.1108/IMR-02-2012-0024

Projects

2021-2022

Strengthening the resilience of the agricultural sector to natural disasters, Food and Agriculture Organization of the United Nations (UN-FAO)

Strengthening Serbia's capacities for strategic engagement of private sector into climate financing, Food and Agriculture Organization of the United Nations (UN-FAO)

Contribution of Sustainable Forest Management to a Low Emission and Resilient Development, Food and Agriculture Organization of the United Nations (UN-FAO)

2022

"Dialogue of Change: Nurturing Participative and Evidence-Based Policy Dialogue in Reform Processes in Serbia", University of Belgrade, European Commission

2022

"Public advocacy and public relations", CSO Resource centre for B&H civil society in the process of EU integration, European Commission

2016-2021

"Strength2Food: Strengthening European Food Chain Sustainability by Quality and Procurement Policy", Horizont 2020, European Commission

2019-2022

"TRUST - Financial Technology and digital innovation to modernise and develop curricula of Vietnamese and Philippines Universities", Erasmus Plus, European Commission Efficiency of Financing of Healthcare System in Serbia

2015-2019

"IF4TM - Institutional framework for development of the third mission of universities in Serbia", Erasmus Plus, European Commission

2016-2019

"MILETUS - Students' Mobility Capacity Building In Higher Education In Ukraine And Serbia", Erasmus Plus, European Commission

2017-2019

"EXCELLENCE-IN-RESTI - Excellence in research, social and technological innovation project management", Interreg Danube, European Commission

2016-2017

"Financial literacy and Children's Consumer Socialization", Bilateral Collaboration between Ministries of Science and Education of Serbia and of Croatia

2016-2018

"Education on financial literacy through general subjects in elementary schools". The course is accredited

by the Serbian Ministry of Education, Science and Technological Development

2015-2016

„West Balkan Region Fact Finding Mission of the German Federal Ministry of Education and Research”. This Mission is coordinated by the Hamburg University of Technology, Germany

2012-2015

“COMPETE - International comparisons of product supply chains in the agri-food sectors: determinants of their competitiveness and performance on EU and international markets”, collaborative project financed by the 7th Framework Programme FP7, GA 312029, European Commission, DG Research

2015-2016

„Migration as Social Protection: Analysis of Macedonian, Albanian and Serbian Remittance-receiving Households”, Regional Research Promotion Programme (RRPP) Western Balkans

2016

“N@PRED – Networking of the Entrepreneurial and Educational Sectors”, Government of the Republic of Serbia and Swiss Development Agency

2014

“Research of consumer attitudes on influence of farm animals welfare standards on the quality and safety of food: the part of the project “WELFARE FOR ALL”, Austrian Development Agency and European Union

2009-2012

„FOCUS BALKANS – Food Consumer Science in the Balkans: Frameworks, Protocols and Networks for a better knowledge of food behaviours”; small collaborative project financed by the 7th Framework Programme FP7 KBBE 2007 1, GA 212579, European Commission, DG Research

2011-present

„The implementation of contemporary management and marketing methods in improving competitiveness of companies in Serbia in the process of its integration in European Union”, project is supported by the Ministry of Science and Technological Development of Republic of Serbia and coordinated by the Faculty of Economics in Belgrade

2011-present

“The development and the application of the new and traditional technologies in the production of the competitive food products with added value for domestic and foreign market”, project is supported by the Ministry of Science and Technological Development of Republic of Serbia and coordinated by the Institute for Food Technology

Training

- AMA Professional Certified Marketer PCM in Digital Marketing, American Marketing Association and Digital Marketing Institute, The qualification has been SCQF (Scottish credit and qualifications framework) credit rated by SQA, exam passed in March 2022 (Certificate received)
- Exam DELF B2 (Diplôme d'études en langue française, level : B2) passed in June 2022 (Certificate received)
- Social Media Marketing, Digital Marketing Institute, exam passed in October 2021 (Certificate received)
- New pedagogies in the 21st century: For Higher Education Teachers, The A. Ofri MASHAV International Educational Training Center, Israel, 25/11-14/12/2018 (Certificate received)
- Cesim Business Simulation Instructor, 2017 (Certificate received)
- Introduction to Structural Equation Modelling using Mplus at Utrecht Summer School, August 2015 (Certificate received)
- Making the link from research to policy, Durres, Albania, May, 2015
- Train the trainer: teaching Intellectual Property with the Academy teaching material, December, 2014 (Certificate received)

Honours, stipends and awards

- CEEPUS mobility grant winner for Cracow University of Economics, May-June 2023

- Erasmus plus mobility grant winner for Berlin School of Economics and Law, May 2019
- Erasmus plus mobility grant winner for University of Granada, April 2019
- Full scholarship provided by the MASHAV (Israel's Agency for International Development Cooperation Ministry of Foreign Affairs) for attending the course „New pedagogies in the 21st century: For Higher Education Teachers“, The A. Ofri MASHAV International Educational Training Center, November-December 2018
- Erasmus plus mobility grant winner for University of Split, Faculty of Economics, July 2018
- Erasmus plus mobility grant winner for University of Naples Federico II, Department of Agroecconomics, June 2018
- Visiting professor at Master programme on Digital communications, University of Bari Aldo Moro, April 2018
- Young researcher mobility grant winner within the Coimbra Universities Group. Mobility occurs at the University of Granada in September 2015.
- Teacher mobility grant winner within the Central European Exchange Program for University Studies (CEEPUS), University of Zagreb (Faculty of Economics and Business) in April, 2015.
- 3rd prize won by AcademLink on the Get in the Ring startup competition in Serbia, 2014
- Grant for the participation in the WBC-INCO.NET Final conference and brokerage event: Towards 2020: New Horizons for RTD and Innovation in the Western Balkan Region, held in Vienna, Austria. The scholarship is provided by the Centre for Social Innovation – ZSI, March 2014
- Grant for the participation in the 3rd Russian Summer School on Institutional Analysis – New Institutional Economics: Research Methods and Tools. Scholarship is provided by State University – Higher School of Economics, July 2010
- Full scholarship (tuition, board and lodging, transport and insurance costs) of the Italian Ministry of Foreign Affairs for Master studies at the University of Tor Vergata in Rome, for 2006/2007
- 2nd prize on the Regional Business Plan Competition in 2006, in organisation of Academic Training Association for Western Balkans
- Scholarship for students from Jugoimport SDPR company, September 2003 – June 2005

Memberships and other activities

Membership:

- American Marketing Association
- European Marketing Academy
- Serbian Marketing Association
- European Association of Agricultural Economists

Activities:

- Supervisory Board of the Foundation of the University of Belgrade – Faculty of Economics and Business
- Supervisory Board of the Foundation of Milivoje Jovanović and Luka Čelović

Skills

Languages

- **Serbian** - native
- **English** (understanding – C2; speaking – C2; writing – C2)
- **French** (understanding – B2; speaking – B2; writing – B2)
- **Italian** (understanding – B2; speaking – B1; writing – B1)
- **Spanish** (understanding – B1; speaking – A2; writing – A1)

IT skills

- MS Office – ECDL certificate, passed exam in 2007
- Good command of statistic programme SPSS – advanced course completed
- Good command in NVivo
- Basic command in Mplus
- Very good command in Adobe InDesign CS3
- Basic knowledge of graphic design applications (Adobe Illustrator, Photoshop)
- Good command in eyetracking application Gazepoint

Other information

- 2012-present: Creator and administrator of the informative portal (up to 2017: social network) for the Southeast European researchers and postgraduates – www.AcademLink.com
- Coordinator of the Creativity Center of University of Belgrade, 2017-present
- Member of jury panel for IAA (International Advertising Association) for Effie Awards Serbia, 2023
- Member of judging team for AMA (American Marketing Association) Case Competition, sponsored by The Wall Street Journal, 2023
- Author of three books on financial literacy and management for children (primary school students) in Serbia. The book “The pupil and money” (in Serbian: “Osnovac i novac”), 2019, Belgrade: Data status, is accredited by the Serbian Ministry of Education, Science and Technological Development as the only textbook for financial literacy in Serbia.
- Co-Author of a book on financial literacy and management for children in Croatia: Brečić, R. & Filipović, J. (2017) “Priručnik za male ekonomiste” (engl. Handbook for little economists), Zagreb: Ljevak
- Author of the interactive exhibition and workshops for children: The exhibition entitled “The story about money for kids” was presented on The 8th Science Festival: Everything is possible, in Belgrade, 2014.
- Advocacy of Children’s Financial Literacy, 2012-present.
- 2011-2012: Expert journalist for the magazine Potrošač (Consumer), published as an addition to the oldest Serbian daily newspaper Politika, with the circulation of 45,000 copies