



UNIVERSITY OF BELGRADE
Faculty of Economics
and Business



M.Sc. M.Sc. ALEKSA DOKIĆ

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Research interest: omnichannel retail, e-commerce,
multi-criteria decision making in retail, trade
marketing, trade management, CRM

Work experience

2019 – present

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

Courses: Marketing Channels, Trade Management, Trade Marketing, Electronic Commerce, Customer Relationship Management

2017 - 2019

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

Courses: Marketing Channels, Trade Management, Trade Marketing

2017 (March – December)

Student Teacher at the University of Belgrade – Faculty of Economics (Department of Business Economics and Management)

Courses: Marketing Channels, Trade Management, Trade Marketing

Education

2018 – ongoing

University of Belgrade – Faculty of Economics

PhD in Economics

Study programme (Business Management)

2016 - 2018

University of Belgrade – Faculty of Economics

Master of Science (in Economics)

Study programme (Business Management -Trade: Sales and Supply Chain Management): (GPA: 10.00/10)

Master thesis: "E-procurement as an optimization instrument in trade companies"

2015 - 2017

Technical University of Munich – School of Life Sciences Weihenstephan

Master of Science

Study programme (Sustainable Resource Management): (GPA: 1.2/1)

Master thesis: "Sustainable supplier evaluation using AHP methodology – a case study of Igepa company"

2011 - 2015

University of Belgrade – Faculty of Economics

Bachelor of Economics (GPA: 9.73/10)

Module: Trade Management and Marketing

Major publications

- Dokić, A., Vlačić, B., Silva, S.C.e., Martins, C. and Dabić, M (work in progress). Who I am? What I

believe in? What I do? Exploring the evolution of consumer identity, Psychology and Marketing (M22; IF=5.507; SJR=1.2; Scopus CiteScore=4.9; AJG=3)

- **Dokić, A., Stamenković, M., & Stojković, D. (2023).** Multiple channel strategy selection: A roadmap perspective for brick-and-click retailers. *Electronic Commerce Research and Applications*, 57, 101234. <https://doi.org/10.1016/j.elerap.2022.101234> (M22; IF=5.622; SJR=1.365; Scopus CiteScore=10; AJG=2)
- Stojković, D., **Dokić, A., Vlacic, B. and Silva, S.C.e. (2021),** "Toward the inter-channel synergy renaissance in emerging markets: evidence from adding clicks to bricks in Serbia", *International Journal of Emerging Markets*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJOEM-10-2020-1166> (M21; IF=3.422; SJR=0.508; Scopus CiteScore=4; AJG=1)
- Petković, G., **Dokić, A., Vasić, V. (2021).** How Does Organisational ICT Implementation Affect E-Commerce Potential? Empirical Evidence from Serbia. *Management:Journal of Sustainable Business and Management Solutions in Emerging Economies*. <https://doi.org/10.7595/management.fon.2021.0037> (M24)
- Petković, G., Bogetić, Z., Stojković, D., & **Dokić, A. (2020).** Sustainable supplier evaluation: From a theoretical concept to a strategic and operational asset in sustainable supply chain management. *Ekonomika Preduzeca*, 68(3–4), 180–200. <https://doi.org/10.5937/ekopre2004180p> (M24)
- **Dokić, A., Užar, D., Petković, G., & Stojković, D. (2020).** Impact of commercial and investment activities in agriculture on local development. *Economics of Agriculture*, 67(2), 569–584. <https://doi.org/10.5937/ekoPolj2002569D> (M24)
- Stojković, D., **Dokić, A. (2021)** *Elektronska trgovina u Republici Srbiji*, CID Ekonomskog fakulteta, Beograd, ISBN 978-86-403-1713-9 (M42)

Projects

2022

Building Forensic Accounting Capacity in Serbia (Bureau of International Narcotics and Law Enforcement Affairs)

2018-present

"The implementation of contemporary management and marketing methods in improving competitiveness in Serbia in the process of its integration in the European Union", Ministry of Education, Science and Technological Development of the Republic of Serbia, team member

2019-2020

"E-commerce market research in the Republic of Serbia", Ministry of Trade, Tourism and Telecommunications (Serbia), team member

2019

"Regulation of Unfair Trading Practices in Serbia", USAID – Cooperation for growth project (CFG), team member

2018-2019

"Strengthening e-commerce in the republic of Serbia", USAID – Cooperation for growth project (CFG), team member

2018

"Evaluation of Corridor X highway national and local socio-economic and environmental impact", SOE Koridori Srbije (sponsored by The World Bank), team member

2017-2018

"B2B national marketing channel relationship management strategy development", Ministry of Trade, Tourism and Telecommunications (Serbia), team member

2017-2018

"National market positioning strategy development", Energy Net, team member

Training

- Pompeu Fabra University RECSM Summer School, 2019
- Attained Google Certificate "Basics of Digital Marketing", 2017

- Attained University of Wisconsin-Madison Certificate “Markets with Frictions”, 2014
- Attained University of California Certificate “The Power of Microeconomics: Economic Principles in the Real World”, 2013
- Attained University of Virginia Certificate “New Models of Business in Society”, 2013
- Attained Munich School of Management Certificate with distinction “Competitive Strategy”, 2013
- Attained University of Michigan Certificate “Model Thinking”, 2013

Honours, stipends and awards

- Fellow of the SYLFF Research Grant program
- Fellow of the Sasakawa Young Leaders Fellowships Fund - SYLFF program
- Fellow of the Bavarian Government
- Fellow of the city of Belgrade
- Fellow of the Ministry of Sports and Education
- Fellow of the Fund for Young Talents
- Holder of ‘Vuk Stefanović Karadžić’ Diploma

Memberships and other activities

Membership:

- Serbian Marketing Association (SeMA)
- Serbian Association of Managers (SAM)

Activities:

- Member of the Disciplinary Commission (University of Belgrade – Faculty of Economics)
- Member of the Commission for Organizational Self-evaluation (University of Belgrade – Faculty of Economics)
- Member of the Council of the Faculty (University of Belgrade – Faculty of Economics)
- Secretary of the Chair for business economics and management (University of Belgrade – Faculty of Economics)
- Member of the Supervisory Board of the ASECU Youth Organization
- Member of the Board of directors of Udruženje ljubitelja Save i Dunava – Ada Medica (2021 -)
- Reviewer at following journals: International Journal of Emerging Markets; Technology in Society; Economic Research-Ekonomska Istraživanja; Management: Journal of Sustainable Business and Management Solutions in Emerging Economies; Journal of Family Business Management,
- External consultant

Skills

Languages

- **Serbian** - native
- **English** (understanding – C2; speaking – C2; writing – C2)
- **German** (understanding – B2; speaking – B2; writing – B2)

IT skills

- Statistical softwares (Vensim PLE, SuperDecisions, openLCA, TransparentChoice, SPSS, EViews, SAP GUI, Zotero, SPSS Amos 21, VOSViewer)
- Microsoft Office (Word, Excel, Power Point)

Driving skills

- Driving licence – B