

Curriculum Vitae (english)

First and last name	Ana Popović
Date of birth	May 11th 1982
Place of birth	Niš, Serbia
Nationality	Serbian

Education

Degree	Institution	Date
Bachelor with Honours of Economics	University of Niš, Faculty of Economics	29.11.2007.
Master of Economics	University of Niš, Faculty of Economics	24.9.2010.
PhD in Economics	University of Niš, Faculty of Economics	2.3.2016.

Personal skills and competences

Foreign language 1 (level)	English (advanced)
Foreign language 2 (level)	French (intermediary)
Computer skills	MS Office Pack, SQL, SPSS, web browsers...
FOther skills	presentation, communication skills and skills related to motivating students and coordinating their individual and teamwork research activities, research-related skills, organizational skills

Professional / Work experience

Position	Employer	Period
Teaching associate – Assistant, Assistant professor	University of Niš - Faculty of Economics	2008 -
Project manager, manager's assistant, trainer, researcher	NGOs <i>Local Democracy Agency, Serbian Network of Children Organizations, Association for children and youth development – Open club</i>	September 2006- October 2008

Academic carier

	Election date
Teaching associate	1.10.2008.
Assistant	1.12.2010.
Assistant professor	27.3.2017.
Associate professor	
Full professor	

Extracurricular activities

Participation in domestic projects:

- researcher on Faculty of Economics Nis project *Science and world economic crisis* 2011.-2013.
- researcher on Faculty of Economics Nis project *Anticrisis policies and post-crisis processes – challenges for economic science* 2014.-2016.
- Junior innovation expert on the project *Increasing the competitiveness of the economy of the Nis region by stimulating innovation activities in the SME sector (Regional Socio-Economic Development Programme 2)*, 01.01.2010.-01.01.2012.
http://europa.rs/mapa/map/projectdetail/492cfe.html?project_id=63
- Consultant for Local youth strategy and action plan, 2010.
- Projects related to consumer protection within Consumer organization of Nis since 2010
- Assistant and researcher on the project *Civil society –responsible government* (Norwegian Ministry for foreign affairs and ISC, 2010.)
- Project manager's assistant on the projects supported by Serbian Ministry for Youth and Sports *One place for all the young* 2008-2009. and *Together towards local strategy for youth*, 2010.
- Involvement on the projects for implementing National Poverty Reduction Strategy within Centre for human rights, since 2008.
- Project coordinator on the project *School of children rights*, financed by International Youth Foundation, 2004.

Participation in international projects:

- Researcher, trainer and manager's assistant on the project *Finally – Financial Literacy for the Roma*,
- 527860-LLP-1-2012-1-SI-GRUNDTVIG-GMP, 1.10. (1.11.) 2012. -30.9.2015
<http://finally.splet.arnes.si/publications/>
- Senior expert on the project *Inclusion for Employment*, financed by European Social Fund, 2011-2015. (<https://investinginyourfuture.gov.mt/project/equal-opportunities/inclusion-for-employment-37060623>)
- Trainer on Net4 *tour* IPA project – Serbia – Bulgaria cross border network for cooperation in tourism, RD-02-29-221, 28.7.2011. - 25. 7. 2012. <http://net4tour.org/>
- Coordinator on the IPA CBC Serbia-Bulgaria *ATM Integration project*, RD 02-29-26/21.01.2013, 22.01.2013. – 21.01.2014. http://07-13.ipacbc-bgrs.eu/upload/docs/2015-01/2_29.pdf
- Coordinator of the project *War and Propaganda*, 2010-2011.год., financed by foundation OFAJ, partners: Dachau Memorial Centre, Germany and Oradour Sur Glane Memorial Centre, France
- Youth leader on *Youth in Action Program of European Commission* since 2010.
- Mentor for participants of European Voluntary Service Program of European Commission 2009-2012.

Professional development:

- **STUDY VISITS**

Period: 1.3.-30.6.2014.

Institution: University of Helsinki (Faculty of Behavioral Sciences - Department for Teacher Education)

Position: visiting researcher

Main activities:

- conducting independent research within research group and doctoral seminar
- participation in and organization of scientific events

- writing academic publications

- **NONFORMAL EDUCATION**– more than 20 trainings in the field of entrepreneurship, project cycle management, consumer and human rights, youth policies, since 2007. The most important trainings:
- Training for evaluators of the projects in the field of science, innovation and technological development, Nis, 2014. Certificate of scientific institute Mihajlo Pupin and Centre for Social Innovation, Austria.
- Training for Trainers on EU Project Cycle Management, Banska Bystrica, Slovakia, 2007; organizer: CVNO Slovakia, European Commission certificate,
- Training for Trainers of new business ventures, Nis, 2007. , organizer: Academy for Women Entrepreneurship, OSCE certificate
- Training for Trainers Youth Entrepreneurship, Buenos Aires, 2004. , certificate of International Youth Foundation (US)

Lectures held at other institutions, at home and abroad:

- Applying Philosophy of Marketing in Higher Education? – 29.4.2014., Faculty of Behavioural Sciences, University of Helsinki
- Marketing Concept – Specifics of Its Application in Higher Education institutions, University of Jyväskylä, 21.8.2014.

(+ see the list of the lectures on invitation)

Membership of professional bodies:

Member of:

- European Social Change and Social Marketing Association,
- Serbian Marketing Association;
- **Consumer organization of the City of Nis** (Secretary general 2012-2015.)

Realized training, seminars or lectures by invitation:

Realized trainings - for various groups of participants:

- Trainings on project cycle management – Youth Centre, Niš, Tavolo Trentino Kraljevo (2008.-2010.),
- Training on marketing communications for employees in tourism sector within project Net4tour, 2011. (<http://net4tour.org/>),
- Trainings on marketing strategies and marketing communications on International Summer School of Economics 2010 and 2012.
- Training for using business simulations *Sim Brand* (<http://www.cesim.com/>) – certified trainer for instructors;
- Training on marketing decision making - preparing students for Peak Time case study and business simulation competition, in Riga, Lethua, 2013
- Mentoring students on Ekostud project financed by PECD foundation, 2013.
- Financial literacy training (module on *responsible consumption*) within *Finally* project, 2015.
- Training on Market positioning on Smart academy, 2015.
- Training on marketing communications for pupils of Secondary school of Economics in Nis – participants in Innovation in banking competition, 2016. (<http://bit.ly/ucenickelnovacije>);
- Training on Destination branding for Niš greeters, 2014. 2015. и 2016.

Lectures on invitation:

- *Consumption patterns of Roma – how to set priorities* (presentation of research findings from six countries), Broaden Horizons International Conference – Networks and Experiences for Successful Roma Inclusion, 26.-27.11.2015., Novo Mesto, Slovenia, Organizer: RIC Novo Mesto
- *Role of marketing in positioning your product or business on the market* - Smart Academy,

Mediana Municipality, Nis, 14.3.2015.

- *Branding Finnish Higher Education* –Turku Amattikorkeakoulu, Turku, Finland, 4.6.2014.
- Cause-related marketing: Managing relationships with multiple stakeholders in order to improve system
- for children rights promotion and protection, Work discussion about The Balkan Resource Center for Children, 21.11.2011., Sofia, Bulgaria, organizers: Bulgarian National Network of Organizations for Children, OAK foundation and UNICEF,
- *Creating innovative products and services in order to satisfy your consumers – from idea to realization* – International Summer School of Economics, Niska Banja, August, 2011

Key qualifications:

Strategic marketing, higher education marketing, nonprofit organizations marketing, social marketing, socially responsible marketing, consumer protection, marketing communications, consumer behavior, project cycle management

Main references

1.	Schatz, M., Popović, A. & Dervin, F. (2015). From PISA to national branding: exploring Finnish education®. <i>Discourse: Studies in the Cultural Politics of Education</i> , 36, 1-13, DOI:10.1080/01596306.2015.1066311
2.	Popović, A. , Stanković, Lj. & Đukić, S. (2015), Positioning Strategies of Higher Education Institutions in the Republic of Serbia. <i>Teme</i> , 39(3), 643-659.
3.	Popović, A. (2015) . Marketing communications of higher education institutions in Republic of Serbia, <i>Marketing</i> , 46 (3), 166-178.
4.	Popović, A. (2014) . <i>Marketing concept – Specifics of its Application in Higher Education Institutions</i> . Summer school on Higher Education, University of Jyväskylä, 21-22.8.2014.
5.	Stankovic, Lj., Djukic, S. & Popovic, A. (2013). Improving the country image as the basis for successful involvement in the integration processes. Y: Marinković S., Rochhia S. (Eds.) <i>Rethinking Europe after the Economic Crisis – lessons for the European Core and Periphery</i> (pp. 225-244.). Nis: Faculty of Economics, University of Nis.
6.	Stanković, Lj., Đukić, S. & Popović, A. (2012), Institutional platform for the sustainable consumption. in European Union and Serbia. In: Arandelović Z., Marinković S. (Eds.) <i>Proceedings from International Scientific Conference SERBIA AND THE EUROPEAN UNION</i> (pp. 145-158.), October 18 th 2012, Niš: Faculty of Economics, University of Niš.
7.	Stanković, Lj. & Popović, A. (2012). Conceptualization Of Serbian Non Profit Organizations' Market Orientation. In: Maričić B., Ognjanov G. (Eds.) <i>Proceedings from 3rd EMAC CEE Regional Conference: Marketing theory challenges in emerging societies</i> (pp. 168-175.), September 13th-14 th , 2012. Belgrade: Faculty of Economics, University of Belgrade.
8.	Stanković, Lj., Đukić, S. & Popović, A. (2012). <i>Consumer Behavior Research As The Basis For Developing Marketing Strategy Of Tourism Organizations: An Empirical Study</i> . In: <i>Proceedings from AHTMMC 2012 - 2nd Advances in Hospitality and Tourism Marketing and Management Conference 2012</i> . May 31 st – June 3 rd , 2012. Corfu Island, Greece
9.	Stanković, Lj., Đukić, S. & Popović, A. (2011) Importance of CRM Strategy Development for Increasing Competitiveness of Serbian Enterprises. In: <i>Proceedings from 19th Annual Conference on Business and Marketing Strategies For CEE</i> (pp. 461-482.) December 1 st -3 rd , 2011. Vienna, Austria.
10.	Stanković Lj. & Popović A. (2011). Image of nongovernmental sector in Serbia - state and perspectives. In: Pereira V. (Ed.) <i>Proceedings from 10th International Congress of the</i>

	<i>International Association on Public and Nonprofit Marketing "The role of Public and Nonprofit Marketing on the new sustainable development model", 16-17 June, 2011. Porto, Portugal.</i>
11.	Stanković, Lj. & Popović, A. (2011) Using Market-Based Knowledge Management in Function of Improving Competitiveness. In: <i>Proceedings of scientific conference: Problems of Competitiveness of Contemporary Economies</i> , (pp. 197-209.) October 14 th , 2011. Niš, Serbia: Faculty of Economics, University of Niš.
12.	Stanković Lj., Đukić S. & Popović A. (2010). Role of Marketing in Overcoming the Crisis. In: <i>Proceedings from the scientific conference "The Challenges Of Economic Science And Practice In The 21st Century</i> , (pp. 349-360.), October 14-15, 2010. Niš: Faculty of Economics, University of Niš.
13.	Popović A. & Stanković, Lj. (2010). Managing Relations with Donors Using the Customer Relationship Management Concept. In: Matei L., Dinu, T. <i>Proceedings from 9th International Congress of the International Association on Public and Nonprofit Marketing "Regulation and Best Practices in Public and Nonprofit Marketing"</i> (pp. 325-335.) Bucharest, Romania.
14.	Stanojević, M. & Popović, A. (2010). Ensuring Quality of Tourist Product. In: <i>Proceedings from First International Conference for PhD Candidates "Economics, Management and Tourism"</i> , (pp. 294-302.) Dyuni holiday village, Bulgaria.
15.	Popović, A. (2010). Adapting to the Lifestyle of the Customers on the New Market – Preconditions for Successful Internationalization of Trade Companies. In: <i>Proceedings IX International scientific and practical conference „Emerging Economies in the process of Globalization"</i> , (pp. 203-209.) Москва, Русија.
16.	Popović, A. (2009). Developing Employees' Emotional Intelligence. In: <i>Proceedings from 1st International Conference "Law, Economy and Management in Modern Ambience" LEMiMA, Proceedings Vol. 2</i> , (pp. 779-785). Sokobanja, Serbia.
17.	Stanković Lj., Đukić S. & Popović A. (2009). Enterprises Strategic Resptonse to Changes in the Consumption System under Crisis Conditions. In: <i>Proceedings from International Scientific Conference "Challenges of the World Economic Crisis"</i> , (pp. 237-245.) Niš. Serbia: Faculty of Economics University of Niš