Dr. Senad Busatlic

Current Address & Contact Numbers

Cumurija 6/2
Sarajevo
Bosnia-Herzegovina
Cell Phone: +387 61 490 426
E-Mail: senad.busatlic@gmail.com

Personal Info

Date of Birth : April 29, 1976
Place of Birth : Sarajevo, Bosnia-Herzegovina
Citizenship : Bosnian
Marital status : Married, 2 children.
Driving License : **B category**

http://man.ius.edu.ba/senad-busatlic
https://www.researchgate.net/profile/Senad_Busatlic2
https://scholar.google.com/citations?user=sNatpEgAAAAJ&hl=en
https://www.linkedin.com/in/senad-busatlic-ph-d-2b156816/

AN OVERVIEW

He is an academician, a manager and a business coach who has mentored more than 30 PhD and master students, published five books in contemporary topics in management, quality assurance and innovation in tourism and more than 50 scientific papers in strategy, leadership, and organization performance, and successfully completed four national and international multi-stakeholders research projects. The process included extensive research work as well as co-development activities engaging several hundred participants. Senad worked at the top management positions in world's biggest multinational companies, such as Europapier, Coca Cola, Procter and Gamble, Kraft Foods International and Henkel where he achieved remarkable results. Currently Senad is a full professor of management, strategy and organization who has developed the department of Economics and Management into a leading department for master and doctorate studies at the International University of Sarajevo, Bosnia and Herzegovina. In addition, he developed a ground-breaking model to utilize experimentation, behavioural insights, and best-practices based curriculum. Since 2010, Senad has been involved in the university administration units as a Vice Rector, Vice Dean, Acting Dean, Head of the Department of Economics and Management, Leadership and Entrepreneurship Center Coordinator and an Active IUS Senate Member where he actively contributed to the university strategy, accreditation process, policies design and implementation.

ACADEMIC APPOINTMENTS

- **FULL PROFESSOR DOCTOR in the field of Management Science, Strategy and Organization Theory at the International University of Sarajevo, Sarajevo Bosnia and Herzegovina. 2021 – ongoing**
- **ASSOCIATE PROFESSOR DOCTOR in the field of Management Science, International University of Sarajevo, Sarajevo Bosnia and Herzegovina. 2015 – 2021**
- **ASSISTANT PROFESSOR DOCTOR in the field of Management Science, International University of Sarajevo, Sarajevo Bosnia and Herzegovina. 2010 – 2015**
- **Undergraduate Courses Thought:**

MAN 102 Introduction to Management
IBF 205 Principles of International Business
MAN328 Sales Management
MAN 331 Contemporary Management
MAN 305 Organization Theory
MAN 402 Strategic Management

- **Graduate Courses Thought:**

MBA 521 Management and Organization
MBA 526 Strategic Management and Business Policy

- **Post-Graduate Courses Thought:**

BUS 624 Special Topics in Strategic Management Seminar

WORKING EXPERIENCE

VICE DEAN FOR ACADEMIC AND STUDENTS' AFFAIRS- International University of Sarajevo, Sarajevo, Bosnia and Herzegovina. 2021- 2023

PROGRAM COORDINATOR OF HOSPITALITY AND TOURISAM MANAGEMENT STUDY PROGRAM - International University of Sarajevo, Sarajevo, Bosnia and Herzegovina. 2022- 2023

PROGRAM COORDINATOR OF MANAGEMENT STUDY PROGRAM - International University of Sarajevo, Sarajevo, Bosnia and Herzegovina. 2021- 2023

HEAD OF DEPARTMENT OF ECONOMIC AND MANAGEMENT - International University of Sarajevo, Sarajevo, Bosnia and Herzegovina. 2012- 2017

LEADERSHIP AND ENTREPRENEURSHIP CENTER - COORDINATOR, International University of Sarajevo, Sarajevo, Bosnia and Herzegovina. 2014- 2016

EXPERT IN PROJECT AND BUSINESS MANAGEMENT – Organization for development and affirmation of society: "Building New Lives" (BNL) in cooperation with Municipality Center, Sarajevo, Bosnia and Herzegovina. 2012-ongoing

VICE RECTOR FOR RESEARCH AND EXTERNAL AFFAIRS - International University of Sarajevo, Sarajevo, Bosnia and Herzegovina. 2011 – 2012

VICE DEAN - Faculty of Business Administration, International University of Sarajevo, Sarajevo, Bosnia and Herzegovina. 2010 – 2011

BUSINESS DEVELOPMENT ADVISOR – Akova Impex d.o.o., Sarajevo, Bosnia and Herzegovina. 2009 – 2010

- General manager's advisor in strategic planning, business, and marketing plan implementation
- Process mapping and development, set up of reports.
- Increase productivity, effectiveness, and efficiency.
- Focus on increase of up lifting frequency of buying Akova's products.
- Set up of KBI's (key business indicators), for entire organization.
- Follow up.

EXECUTIVE DIRECTOR – Europapier-Hercegtisak d.o.o., Sarajevo, Bosnia and Herzegovina. 2007- 2009

- Establish a positive business environment, with positive profitability.
- Secure effectiveness and efficiency of the organization in accordance with the budget.
- Leverage market share of the organization to number two position on the Bosnian Market.
- Serve our customer's success.
- Leading the team of 22 subordinates

CSD MARKETING MANAGER – COCA-COLA HBC BH – Sarajevo, Bosnia and Herzegovina. 2007

- Defining marketing strategy and programs for CCHBC category brands in accordance with sales channels.
- Planning, developing and controlling marketing programs for whole operation, as well as reporting about achieved results and profitability estimation of implemented programs.
- Coordinating activities with TCCC and Regional Sales Managers.
- Finding new opportunities for development which have to be implemented in sales channels.

SALES AND MARKETING DIRECTOR – Vispak D.D. Food Industry Visoko, Bosnia and Herzegovina. 2005-2007

Vispak is one of the biggest food industries in Bosnia and Herzegovina. www.vispak.ba

- Responsible for all sales and marketing strategies to deliver volume growth.
- Recruiting, training and establishing of sales, merchandising and delivery team in accordance with Modern business standards, impacting proactive sales approach in all KA customers and traditional stores.
- SWOT and SMART principles implementation in all daily-monthly sales targets, collection of receivables, budgeting, routing plans, initiatives, special offers, promotions for each KAM and Pre- sale team member.
- A remuneration system designed to motivate each team member in accordance to achieved sales results, collection of receivables, special monthly initiatives and quality of field work.
- Supervising the team of 39 subordinates (3 BM, 1KAM's Coordinator, 4 KAM's, 1 PSS, 4 RM, 7 PSR, 3 OSB, 2 Log, 14 delivery)
- Development of additional sales programs to enhance offer enlarge assortment and optimize distribution costs.

SALES AND MARKETING MANAGER – Megamix d.o.o. Sarajevo, Bosnia and Herzegovina. 2003-2005

The general distributor of: Henkel & Schwarzkopf, Hayat Kimya, Koska, Tadim, Tukas, Shell and Meggle. www.megamix.ba

- Responsible for all sales and marketing strategies for sales increase and in-store excellence of all Megamix Brands across Bosnian market, per sales channels, KA, PSR, WS. (CBD model).
- Training of sales and merchandising team in accordance to Modern business standards, impacting proactive sales approach in all KA customers and traditional stores and weakening customers' awareness about all Brands distributed by Megamix.
- Key focus on Distribution, Pricing, Shelf positioning and Merchandising of all Megamix's Brands with strict (SWOT) systemized evaluation of sales team, sales conditions, and prompt action on the field.
- Collaboration and interactive relation with all principals' headquarters, considering sales and marketing strategies to be implemented promptly to unstable market throughout the sales team.
- Organizing: Daily and monthly targets, routing plans, initiatives, special offers, promotions, for each KAM and Pre-sale team member across Bosnian market.
- Follow up for collection of receivables, as a main tool for liquid business.
- Control of customer database based on store type, assortment, sales potential, and future opportunities for sales increase.
- Implementation of Microsoft Navision software, with adaptation to Megamix processes.
- Supervising the team of 28 subordinates; (6 KAM's, 16 PSR's and 6 Regional Managers).
- Development of new programs (Hayat Kimya: paper products, diapers, and pads, Tadim: nuts and confectionary, Koska: Halva products) and new sales divisions.
- Quality Manager ISO 9001:2001; start of the project: August 2004.

SALES MANAGER – Kraft Foods International (KFI) program in ORBICO, Sarajevo, Bosnia and Herzegovina. 2001-2003

- Development of sales and marketing plans and strategies to always deliver a stretch of volume and in-store excellence of all KFI brands.
- Development of the department's organizational capacity through the professional training of subordinates undertaken by Procter & Gamble and KFI Customer Business Development standards.
- Contribution to sales increase by supervising Marketing Manager, Key Account Managers (KAM), Merchandisers, and Pre-Sellers by; evaluation, suggestion, and strict application of Know – How right on field.
- Supervising the team of 28 subordinates: (Marketing Manager KFI, 3 KAM, 3 Merchandisers, Pre-Sell Supervisor, and 7 Pre-sellers).
- Internship with KFI Sales manager and KFI headquarters in decision making for strategically approaches toward Bosnian market and anticipation for ongoing sales and marketing initiatives.
- Pro-active Participation in decision making activities withheld in all Sales/Marketing Departments within Orbico BiH.

PLANT/SITE MANAGER – Bosna-S Oil Services Company, Brega – Libya. 2000-2001

- Supervision, management, evaluation, design and follow-up of site work undertaken by the Company.
- All work was undertaken strictly in accordance to standards applicable in Oil & Gas Industries (*e.g. API 650 for tanks*).
- Supervising a team of 70 subordinates.

Two major projects:

- Refurbishment of Three Tanks at Beda Oil Field, for AGOCO (Arabian Gulf Oil Company) in Beda, Libya
- Replacement of 36" Cooling Water Line, for S.O.C (Sirte Oil Company) Brega Libya.

SIMULTANEOUS TRANSLATOR (ENGLISH) – Institute for Education, Chamber of Commerce of BiH, 2000

- **Marketing seminar held in Zenica, Bosnia – Herzegovina.**
  Awarded by Certificate.

TRANSLATOR AND INTERPRETER – OBN (Open Broadcast Network), Sarajevo, BiH, 1999

ENGLISH LANGUAGE CONVERSATION TEACHER – "English Fast" School of English Language Pendik, Istanbul, Turkiye, 1993-1996

SPECIALIZATION COURSES AND TRAINING

- Erasmus +, Staff Training Exchange, Afyon, Turkiye (2018)
- Erasmus +, Staff Training Exchange, Varna, Bulgaria (2017)

- Qedex Certificates of Achievement (2021): Essentials of Effective Teaching in: Project management, Coaching and Mentoring, Problem Solving Tools and Techniques, Change Management, and Leadership Theory and Practice.
- Control and Managing Receivables: *One day seminar, held by USAID LAMP project and international trainers, 2006.*
- Power of Sales 1: *One day seminar, held by USAID LAMP project and international trainers, 2006.*
- Sales Effectiveness and Skills: *Two days seminar held by USAID LAMP project and international trainers, 2005.*
- Psychology of Sales: *Three days seminar, held by Mr. Eugen Gec, considering Mobbing theory and modern sales penetration techniques*, 2004.
- ISO 9000-2000 Standards: *Introductory course for standards applications for modern business and guidelines for implementation start up, 2004.*
- HENKEL ACADEMIA: *Modern Sales and Marketing approaches with emphases on all Merchandising segments in Volume increase, 2003.*
- KRAFT FOODS INTERNATIONAL: *Strategic Brand development, Market penetration with Pro-active Sales impact and Marketing Initiatives, 2002.*
- PROCTER & GAMBLE: *Key Account and Sales Manager's training: Sales and Marketing fundamentals, Persuasive Selling Format, CBD College, Objection Handling and Communication Skills, 2001*

EDUCATION

"Braca Karic" - Alfa BK University, Department of Trade and Banking, Belgrade, Republic of Serbia, 2008-2010

- Degree Acquired: Ph.D. in Economics. Internationally Recognized Degree
  Ph. D. Dissertation: "**Contribution of Marketing Philosophy in Strategic Decision-Making Process in Investment Policy".**

International University of Novi Pazar, Department of Economics, Novi Pazar, Republic of Serbia, 2008-2010

- Degree Acquired: Ph.D. in Economics. Internationally Recognized Degree
  Ph. D. Dissertation: "**Marketing Supported Strategic Management's Approach on Multinational and Domestic Companies in Sales Strategies Development".**

International University of Novi Pazar, Department of Economics, Novi Pazar, Republic of Serbia, 2006-2008

- Degree Acquired: M.Sc. in Economics
- **M. Sc. Thesis: "Contribution of Marketing Concept in Investment Policy".**

Bogazici (Bosphorus) University, Department of Mechanical Engineering, Istanbul, Republic of Turkiye, 1994-2000

- Degree Acquired: B.Sc. in Mechanical Engineering
- *(ABET Accredited Institution; Language of instruction: English)*

Cameron High School, Cameron, Wisconsin, USA **1992-1993**

LANGUAGES

- English- (Proficient)
- Turkish- (Proficient)
- Bosnian- (Native)

TEACHING SKILLS

- Teaching in English, Bosnian and Turkish languages, teaching of classes bigger than 100 students, teaching of undergraduate, graduate and post-graduate courses, Case Study-Workshop method, Online-MS Teams experienced user.

RESEARCH SKILLS

- Positivism research philosophy, Quantitative research methodology, Qualitative on an occasion, SPSS and Smart PLS packages.

RESEARCH INTEREST

Strategic Management, Innovation Management and Tourism, Leadership in SMS's, Management in Public Sector, Organization Theory, Ethics in Decision Making and Total Quality Management

RESEARCH PROJECTS

Rafik Beekun, Senad Busatlic, Ognjen Ridic (pending): "Comparative Ethics in Bosnia-Herzegovina: A post Bosnian War analysis": https://www.unr.edu/business/people/management-faculty/rafik-beekun

Senad Busatlic (2020): "COVID-19 Personality and Quality of Life: Self-Enhancement in the time of Pandemic", International Primary Research Project: The project involves 65 countries from all over the world. Cardinal Stefan Wyszynski University in Warsaw, Faculty of Christian Psychology, Institute of Psychology. www.crossculturalpsychlab.com/covid-19

Senad Busatlic (2018): "Narcissism(s) and Self-Esteem(s) in Cross Cultural Context", International Primary Research Project; The project involves 57 countries from all over the world. Cardinal Stefan Wyszynski University in Warsaw, Faculty of Christian Psychology, Institute of psychology

Senad Busatlic, Semsudin Plojovic, Emil Knezovic (2013): Turkish- Balkans Economic Diplomacy: A Tool for Strengthening Business Opportunities, Turkish-Balkans Relations, TASAM Publication, Istanbul Turkiye, (ISBN: 978-605-4881-02-4)

BOOKS

Senad Busatlic, Semsudin Plojovic, Suad Becirovic, Ognjen Ridic (Pending):"Marketing Supported Sales and Strategic Management Strategies in Multinational and Domestic FMSG Companies", University of Novi Pazar, Novi Pazar, Republic of Serbia

Senad Busatlic, Ognjen Ridic, Semsudin Plojovic (pending), "Innovation Management in Tourism", Alfa BK University Press, Belgrade, Serbia

Semsudin Plojovic, Senad Busatlic, Ognjen Ridic, Suad Becirovic (2023), "E-Banking", University of Novi Pazar, Novi Pazar, Serbia, ISBN: 978-86-84389-79-6

Semsudin Plojovic, Senad Busatlic, Suad Becirovic (2022), "Project Management" / Upravljanje projektima, University of Novi Pazar, Novi Pazar, Serbia, ISBN: 978-86-84389-74-1, DOI:10.6084/m9.figshare.19614570.v1

Summeyye Kusakci, Senad Busatlic, Muhidin Mulalic (2021), "A Synthesis of Classical and Modern Principles of Leadership": 1st edition, Ibn Haldun University Press, Istanbul, Turkey, ISBN: 978-625-7249-15-7.

Semsudin Plojovic, Senad Busatlic (2012), "Quality Management" / Menadžment kvaliteta, University of Novi Pazar, Novi Pazar, Serbia, 2012. ISBN: 978-86-84389-36-9

BOOK CHAPTERS

Ognjen Ridic, Ramo Palalic, Tomislav Jukic, Senad Busatlic, Abdul Wahab Aidoo, Goran Ridic, Jasmina Managafic, (2024), "Transformational Leadership", International Encyclopedia of Business Management, Elsevier Publishing Ltd. ISBN: 9780443137013; DOI: 10.1016/B978-0-443-13701-3.00105-5

Ognjen Ridic, Ramo Palalic, Tomislav Jukic, Senad Busatlic, Abdul Wahab Aidoo, Goran Ridic, Jasmina Managafic, (2024), "Transactional Leadership", International Encyclopedia of Business Management, Elsevier Publishing Ltd. ISBN: 9780443137013

Senad Busatlic, Semsudin Plojovic (2024): "Country analyses: Serbian Economic and Political Issues and Challenges", Sirbistan;in Ekonomik profili, Gostergeler ve TahminlerIliskin bir Degerlendirme, Istanbul Ticaret Odasi, ISBN: 978-605-137-966-1 (Print), 978-605-137=966=4 (Electronic).

Ognjen Ridic, Tomislav Jukic, Goran Ridic, Mehmed Ganic, Senad Busatlic and Jasenko Karamehic (2022):" The Smart City, Smart Context, Smart Health Care, Internet of Things (IoT), Opportunities and Challenges". Technologies for Sustainability, Springer, Springer Nature Singapore Pte Ltd. 2022, pg: 135-150, ISSN 2345-7651, ISBN 978-981-16-6300-0, https://doi.org/10.1007/978-981-16-6301-7

Ognjen Ridic, Tomislav Jukic, Goran Ridic, Jasmina Mangafic, Senad Busatlic and Jasenko Karamehic (2022): " Implementation of Blochian Technologies in Smart Cities, Opportunities and Challenges". In Book, Blockchain Technologies for Sustainability, Springer, Springer Nature Singapore Pte Ltd. 2022, pg: 71-90, ISSN 2345-7651, ISBN 978-981-16-6300-0, https://doi.org/10.1007/978-981-16-6301-7

Ognjen Ridic, Tomislav Jukic, Jasmina Mangafic, Senad Busatlic, Goran Ridic (2021):"Contemporary Issues in Local Governance in Bosnia and Herzegovina and Policy Suggestions for the Improvement of Municipal Services". In Book, Studies in Urbanization and Local Governance in Balkan Countries, Dobra Knjiga, Sarajevo, Bosnia and Herzegovina, September, 2021 pg: 63-84, ISBN: 978-9958-27-629-3

Muzafer H. Saracevic, Semsudin Plojovic, Senad Busatlic (2020):"IOT Application for Smart Cities Data Storage and

Processing Based on Triangulation Method". In Book, Internet of Things (IoT), Springer, ISBN 978-3-030-37468-6 DOI:**10.1007/978-3-030-37468-6_17**

Semsudin Plojovic, Senad Busatlic, Emil Knezovic (2016): "Agribusiness and Its Potential in Bosnia and Herzegovina", Inbook: Bosina and Herzegovina: Law, Society and Politics, Part IV: Banking Sector in Bosnia and Herzegovina, Publisher: International University of Sarajevo, Sarajevo, Bosnia and Herzegovina, DOI: 10.13140/RG.2.1.4859.5448, 2016-07-01 T 08:25:39 UTC

PUBLISHED SCIENTIFIC PAPERS

Merima Huseinovic Skopak, Senad Busatlic, Anis Skopak, Semsudin Plojovic (2025):"The Relationship Between Leadership Styles, Communicator's Competence and Job Satisfaction of Employees in Bosnia and Herzegovina". TEM Journal, e-ISSN: 2217-8333 (Online), **DOI: 10.18421/TEM141-21** [Q3].

Senad Busatlic, Ognjen Ridic, Ajla Cengic (Pending):"The relationship between employee engagement and factors affecting it in public institutions in Canton Sarajevo". Economic Review: Journal of Economics and Business, DOI 10.51558/2303-680X, **[Q3].**

Senad Busatlic, Ognjen Ridic, Sabit Ceho (Pending):" The relationship between employee engagement and factors affecting it in small and medium enterprises in New York City", Periodicals of Engineering and Natural Sciences, **DOI:**10.21533/pen, **[Q2].**

Semsudin Plojovic, Ognjen Ridic, Suad Becirovic, Senad Busatlic (Pending-final phase): "A study of the Impact of the Network of Regional Innovation Startups and Smart City Centres on the Improvement of the Innovation Ecosystem in the Republic of Serbia". The Ministry for Innovation and Technological Development, Government of Republic of Serbia, Belgrade, Serbia.

Aida Akagic Hodzic, Stanimir Djukic, Semsudin Plojovic, Senad Busatlic (2024):"An Overview of the State of Influence of Information Technology on the Government Sector in Bosnia and Herzegovina", Journal of Economics, Finance and Management Studies, ISSN (PRINT): 2644-0490, ISSN (ONLINE): 2644-0504, DOI: 10.47191/JEFMS/V7-I5-10

Aida Akagic Hodzic, Amina Ibisevic, Senad Busatlic, Semsudin Plojovic, (2024): "The Influence of Drivers of Employees Engagement on Employee Outcomes in Hotel Industry, The Case of Sarajevo", International Journal of Multidisciplinary and Current Education Research, ISSN: 2581-7027, Volume 6, Issue 2, pg: 304-321, https://www.ijmcer.com/wp-content/uploads/2024/04/ijmcer_cc0620304321.pdf .

Senad Busatlic, Ahmet Tahir Koylu, Semsudin Plojovic (2023): "Exploring Banking competition in Croatia by using the Panzar – Rosse model", Periodicals of Engineering and Natural Sciences, Volume 11, No. 2, April 2023, pp. 321-328, ISSN: 2303-4521, doi: 10.21533/PEN. **[Q2].**

Semsudin Plojovic, Senad Busatlic, Suad Becirovic, Ognjen Ridic (2021):" Opportunities for the Development of the Innovation Environment in Serbia". "Ekonomski izazovi", http://ei.uninp.edu.rs/ ISSN:2217-8821, E-ISSN:2560-4805**,** DOI: 10.5937/EkoIzazov2120154D

Sumeyye Kusakci, Senad Busatlic (2021): "A Value Based Leadership Model Grounded in History", International Journal of Business Governance and Ethics; **DOI:** 10.1504/IJBGE.2021.10035152 **[Q3]**

Senadin Plojovic, Suad Becirovic, Semsudin Plojovic, Senad Busatlic (2021):" Possibilities for Improvement of Fiscal Policy Measures Aimed at Raising the Competitiveness of Family Farms". "Ekonomski izazovi", **http://ei.uninp.edu.rs/** ISSN:2217-8821, E-ISSN:2560-4805

Knezović, E., Bušatlić, S., & Ridić, O. (2020): "Strategic human resource management in small and medium enterprises", International Journal of Human Resource Development and Management, **doi: 10.1504/ijhrdm.2020.106255 (Q4).**

Ferda Gursel, Senad Busatlic, Sonja Ketin, Semsudin Plojovic (2019):" The Strategic Management as a Factor of Customer Satisfaction in the Foodservice Industry in Sarajevo Canton". Management, University of Primorska, Faculty of Management Koper, vol. 14(3), pages 238-248. DOI: 10.26493/1854-4231.14.238-248

Senad Busatlic, Amra Mujabasic (2018):" Herzberg's Two Factor Theory of Job Satisfaction- Comparative Study Between Private and Public High Schools Teachers in Canton Sarajevo". International Journal of Business Management and Research, ISSN (P): 2249-6920; ISSN (E):2249-8036, Vol. 8, Issue 6, Dec 2018, pg. 27-48, Paper Id-IJBMRDEC20184, DOI - 10.24247/ijbmrdec20184, http://www.tjprc.org/publishpapers/2-32-1543662991-4.IJBMRDEC20184.pdf **[Q4]**

Goran Ridic, Ognjen Ridic, Minela Ahmic, Senad Busatlic (2018):" Comparison of Openness of Experience in Managers and Non-Managers Employed at Meat Industry "Ovako", Visoko, Bosnia and Herzegovina." **Economic Review - Journal of Economics and Business. Journal of Economic Faculty University of Tuzla (EF UNTZ).** vol. 16, no. 2,, Nov 2018. pp. 63-74. ISSN 2303-680X (Online). http://ef.untz.ba/wp-content/uploads/2019/04/09-EKONOMSKA-REVIJA-Vol.-XV.

Senad Busatlic, Azra Music-Kilic (2018): "The Relationship Between Employees' Perception of Performance Appraisal and Work Outcomes". "Ekonomski izazovi" http://ei.uninp.edu.rs/ ISSN:2217-8821, e-ISSN:2560-4805, May 2018, volume 13, pg. 17-28 UKD: 055.962.131 055.42, doi:10.5937/EkoIzavov1813017B

Senad Busatlic, Agim Mamuti, Ognjen Ridic, Goran Ridic (2017): "Innovations in Health Institutions in the Federation of Bosnia and Herzegovina (FBiH), Innovation Management, Innovation Management Models and Support Method". "Ekonomski izazovi" http://ei.uninp.edu.rs/ ISSN:2217-8821, e-ISSN:2560-4805, December 2017, volume 12, pg. 112-124 UKD: 005.342"614 (497.6) doi:10.5937/EkoIzavov1712112B

Sumeyye Kusakci, Senad Busatlic (2017): "Management Ethics as An Ancient and Mediaeval Paradigm: Inspirations From Mirrors for Prince." PAU J Soc Sci Ins. 2017; 2017 (26): 337-354

Ognjen Ridic, Adnan Avdibegovic, Senad Busatlic (2016): Analysis of Relationship Between Flexible Work Arrangements, Work Life Balance and Employees' Efficiency: Evidence from Bosnia and Herzegovina (BIH) IT Sector Economic Review, Journal of Economics and Business Vol. XIV, Issue 2, November 2016

Emil Knezovic, Senad Busatlic, Senaid Plojovic (2015): "Corporate Social Responsibility and Web Reporting.", INQUIRY, Sarajevo Journal of Social Sciences, Journal of the Faculty of Business and Administration of the International University of Sarajevo, P-ISSN 2303-7105, Volume 1, No. 2, pg. 47-64

Ognjen Ridic, Senad Busatlic, Edita Dapo, Tomislav Jukic, Sahrudin Sarajic, Jasenko Karamehic (2015): "The Challenges of primary health care sector in the Federation of Bosnia and Herzegovina" INQUIRY, Sarajevo Journal of Social Sciences, Journal of the Faculty of Business and Administration of the International University of Sarajevo, P-ISSN 2303-7105, Volume 1, No. 1, Nov 2015, pg. 47-61.

Senaid Plojovic, Enis Ujkanovic, Senad Busatlic, Semsudin Plojovic (2015): "Possibilities and limitations of re-industrialization of Serbia." , University journal of Information Technology and Economics, UNITE: VOL.2 (NO.1) / June 2015 / ISSN: 2335-0628 / UDK: 369.64(073), Available online: http://www.unite.edu.rs/

Ognjen Ridic, Senad Busatlic, Ali Brahim Bousbia, Tomislav Jukic, Goran Ridic, Jasenko Karamehic (2015): "Innovation, a competitive advantage of the organization, risk elements and problems in the introduction of innovations in health care organizations in the Federation of Bosnia and Herzegovina" EKONOMSKI IZAZOVI, Journal of the International University of Novi Pazar, Year 4, No: 7, pg: 23-35, UDK: 330.341.1:614 (497.6). e-ISSN:2560-4805, ISSN: 2217-8821

Ramo Palalic, Senad Busatlic (2015): "Exploratory Research on Relationship between Entrepreneurial Orientation Dimensions and Business Performance and Growth of Fast and Slow Growing Small and Medium Enterprises in Bosnia and Herzegovina" International Journal of Business and Management, Canadian Center Of Science and Education ISSN: 1833- 3850 Print, 01/2015; 10(2). DOI: 10.5539/ijbm.v10n2p15

Ognjen Ridic, Senad Busatlic, Goran Ridic (2014): "Aging of the population and its influence to the aggregate health care cost in the U.S.A." , University journal of Information Technology and Economics,
UNITE: VOL.1 (NO.2) / December 2014 / ISSN: 2335-0628 / UDK: 369.64(073), Available online: http://www.unite.edu.rs/

Semsudin Plojovic, Enis Ujkanovic, Senad Busatlic, Ognjen Ridic (2014): "Possible models for changing the amount of pensions and their effect on the national pension fund" **,** Ekonomski izazovi, Godina 3, broj 6, str. 21-37, UDK: 336.1.07:364.35(497.11)

Senaid Plojovic, Enis Ujkanovic, Senad Busatlic, Ognjen Ridic (2014): "Perception of the factors of entering into a business venture in relation to the length of dealing with entrepreneurial business", Univerzitetska misao **-** časopis za nauku, kulturu i umjetnost [ISSN: 1451**-3870],** *Vol. 13, str. 173-191, 2014 god., http://um.uninp.edu.rs/arhiva.html*

Senaid Plojovic, Semsudin Plojovic, Enis Ujkanovic, Senad Busatlic, (2014): "The Possibilities of imporving resource management in companies by applying information and communication technologies", *University journal of Information Technology (UNIT), http://unite.edu.rs/vol/vol.1-no.1-Articles/Vol.1-No.1-Article7.pdf*, vol. Volume 1, Number 1., 2014.

Semsudin Plojovic, Senad Busatlic (2011): "Importance of Strategic Planning in Agribusiness" United Nations, Food and Agriculture Organization, FAO/ AGRIS: http://agris.fao.org/agris-search/search.do?recordID=RS201301088

Suad Becirovc, Semsudin Plojovic, Senad Busatlic, Enis Ujkanovic (2010): Sustainable Development of Tourism In Serbian Region's, Int. Conference at University of Travnik, Neum, Bih, 24-26.09.2010, Vol. 3, No. 3, ISSN 1840-3999.

Senad Busalic (2010): Relationship Between Managerial Functions For Successful Business, Int. Conference at University of Travnik, Neum, Bih, 24-26.09.2010, Vol. 3, No. 3, ISSN 1840-3999.

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Prof. Dr. Rafik Beekun, Professor of Management, Ethics and Strategy, University of Nevada, Reno, (775) 682-9161, rafikb@unr.edu
Prof. Dr. Yucel Ogurlu, Rector, Balikesir University, Balikesir, +90 532 606 70 73, yucel385@gmail.com
Mr. John Kennedy, UNFPA Represetnative for Bosina and Herzegovina, Serbia, Kosovo, Albania and North Macedoina, +38761983890, mosoti@unfpa.org
Simonetta Silvestri, **PhD,** Political Affairs Advisor to RACC G5 Sahel, EU Delegation to thé Islamic Républicain Of Mauritania, Rue 42-163, B.P. 213
Tetraggine Zeïna, Nouakchott, +22244448834, simonetta.silvestri@eucap-sahel-mali.eu
Prof. Dr. Metin Toprak, Department of Economics, Istanbul University, Istanbul, Turkey. +90 533 608 64 69, metin.toprak@istanbul.edu.tr
Prof. Dr. Suad Becirovic, Rector, University of Novi Pazar, Dimitrija Tucovica bb. 36300, Novi Pazar, Serbia, +381 20 316 634, rektorat@uninp.edu.rs