



PROF. DR BRANISLAV RADNOVIĆ

- Prof. dr Branislav Radnović već dve decenije se teorijski i praktično bavi marketingom kao naučnom disciplinom i poslovnom funkcijom.
- Svo vreme uspešno povezuje teoriju i praksu, što je i vodilja njegovog profesorskog rada.

Dosadašnje teorijsko iskustvo:

- Osnovne studije ekonomije, oblast marketing menadžmenta, završio na Ekonomskom fakultetu u Subotici, Univerziteta u Novom Sadu, sa prosečnom ocenom 9,20 i odbranjenim diplomskim radom sa ocenom 10.
- Tokom studija dobitnik brojnih diploma, nagrada i priznanja:
 - Ministarstva za nauku i tehnologiju Republike Srbije
 - Ministarstva za prosvetu i sport Republike Srbije
 - Fondacije za razvoj naučnog i umetničkog podmlatka Republike Srbije
 - Univerziteta u Novom Sadu – za postignut uspeh
 - Ekonomskog fakulteta u Subotici – student generacije
- Magistarske studije ekonomije, oblast marketing menadžmenta, završio na Ekonomskom fakultetu u Subotici, Univerziteta u Novom Sadu, sa prosečnom ocenom 9,00.
- Doktorat iz oblasti marketing menadžmenta odbranio u Centru za interdisciplinarnu i multidisciplinarnu studiju i istraživanja, Univerziteta u Novom Sadu, u 29.-toj godini života, stekavši najviše akademsko zvanje: doktor interdisciplinarnih i multidisciplinarnih nauka.

Dosadašnje praktično iskustvo:

- Stekao bogato praktično iskustvo radeći skoro deceniju u privredi, najveći deo u Naftnoj industriji Srbije, na različitim poslovima iz oblasti: marketinga, menadžmenta, osiguranja, finansija..., na različitim pozicijama: od saradničkih, preko koordinatorskih, do direktorskih.
- Na Univerzitetu Edukons, Fakultetu poslovne ekonomije, već duži niz godina, angažovan kao profesor na više različitih predmeta iz oblasti marketing menadžmenta: marketing usluga,

marketing istraživanje, marketing komuniciranje, internet marketing, marketing u turizmu, strateški marketing u turizmu, osnovne marketinga i menadžmenta u umetnosti...

- Učesnik u projektu "Marketing strategija razvoja turizma Vojvodine", realizovanom pod pokroviteljstvom AP Vojvodine i Univerziteta Educons.
- Autor naučnih knjiga – udžbenika Marketing usluga i Marketing istraživanja, sa recenzijom istaknutih univerzitetskih profesora.
- Član Komisije AP Vojvodine za polaganje stručnog ispita za licence nastavnika srednjih škola iz oblasti ekonomskih nauka.
- Recezent u međunarodnom naučnom časopisu na SCI listi Ekonomska istraživanja – Economic Research (M23) i vodećem nacionalnom naučnom časopisu Poslovna ekonomija (M51).
- Mentor na preko 500 završnih, diplomskih i master radova.
- Aktivni je učesnik brojnih domaćih i međunarodnih naučnih simpozijuma i konferencija. Objavio i prezentovao preko pedeset naučnih radova u domaćim i međunarodnim časopisima i naučnim publikacijama, od toga jedan broj u međunarodnim časopisima sa SCI liste.
- Koristi informacione tehnologije. Zna engleski i francuski jezik.

Kontakt

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PROF. BRANISLAV RADNOVIĆ, PhD

- Professor Branislav Radnovic is **two decades in marketing theory**, as a scientific discipline **and in marketing practice**, as a business function.
- **All the time, successfully combining theory and practice**, which is **the guiding principle of his professorial work**.

Previous theoretical experience:

- **Basic studies of economics, scientific area of marketing management**, completed in the **Faculty of Economics in Subotica, University of Novi Sad**, with **the average grade 9.20** and **defended thesis with grade 10**.
- During his studies he **received numerous diplomas, awards and recognitions**:
 - **Ministry of Science and Technology of the Republic of Serbia**
 - **Ministry of Education and Sport of the Republic of Serbia**
 - **Foundation for the Scientific Development and Artistic Youth of the Republic of Serbia**
 - **University of Novi Sad – for achieved success**
 - **Faculty of Economics - student of generation**
- **Masters in economics, scientific area of marketing management**, completed in the **Faculty of Economics in Subotica, University of Novi Sad**, with an **average score of 9.00**.
- **Doctorate in the scientific area of marketing management** defended in the **Center for Interdisciplinary and Multidisciplinary Studies and Research, University of Novi Sad**, in the 29th year of life, **gaining the highest academic degree: Doctor of interdisciplinary and multidisciplinary sciences**.

Previous practical experience:

- He **gained big practical experience working nearly a decade in business**, the bulk of in the **Oil Industry of Serbia, in various fields**: marketing, management, insurance, finance... **and in different positions**: cooperative, coordinator, director.
- On Educons University, **Faculty of Business Economy**, for many years, engaged as a **professor**, at a **number of different subjects in the field of marketing management**: marketing services, marketing research, marketing communications, internet marketing, tourism marketing, strategic marketing in tourism, basic marketing and management in the arts ...
- **Participant in the project Marketing Strategy of Vojvodina Tourism Development** realized under the auspices of AP Vojvodina and University Educons.

- **Author of scientific books** - textbooks **Marketing Services and Marketing Research**, with a reviews of prominent university professors.
- **Member of the Commission of AP Vojvodina for the professional exam for the license** of secondary school teachers in the field of economics.
- **Reviewer in international scientific journal in the SCI list** - Economic Research (M23) **and reviewer in the leading national scientific journal** Business Economics (M51).
- **Mentor on over 500** bechelors, diplomas and masters **scientific works**.
- He is an **active participant in numerous national and international scientific symposiums and conferences**. He **published and presented over fifty scientific papers in national and international journals and scientific publications**, of which several are published in the international SCI journals.
- He **uses information technology**. He **knows English and French**.

Contact

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