

PERSONAL INFORMATION

Samir Smailbegović



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Gender Male | Date of birth 16/01/1962 | Nationality Bosnia and Herzegovina

WORK EXPERIENCE

- 2024 – ongoing **Associate professor for the scientific field of *Management and Organization***
Faculty of Management and Business Economics, University of Travnik
- 2019 – ongoing **Assistant professor for the scientific field of *Marketing and Investments***
Faculty of Management and Business Economics, University of Travnik
- 2018 – 2023 **Assistant professor for the scientific field of *Management and Organization***
Faculty of Management and Business Economics, University of Travnik
- 2015 – 2023 **Senior assistant for the scientific field of *Management and Organization***
Faculty of Economics, University of Zenica
- 1992 – 2015 **Residence in Germany**
Germany
- 1989 – 1992 **Manager of financial operations**
TDSK Energoinvest Dobož
- 1987 – 1989 **Plan and analysis officer**
“Izbor” Dobož

EDUCATION AND TRAINING

- 2015 – 2018 **PhD in Economics**
Faculty of Management and Business Economics, University of Travnik
 - Major: General Management
- 2012 – 2015 **Master of Economics**
Faculty of Economics, University of Zenica
 - Study program: Enterprise Management
- 1982 – 1987 **BSc in Economics**
Faculty of Economics, University of Sarajevo
 - Department: Business Economics
 - Major Marketing; Sub-major: International exchange

PERSONAL SKILLS

Mother tongue Bosnian / Croatian / Serbian

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
German	C2	C2	C2	C2	C2

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Security	Problem solving
Upper-Intermediate	Upper-Intermediate	Upper-Intermediate	Upper-Intermediate	Upper-Intermediate

BIBLIOGRAPHY

- *Entrepreneurial Marketing Management*, book, Smailbegović, S., Bašić, D. and Arnaut, D., University of Travnik, 2024.
- *Training of leading managers in times of crisis*, 9th International scientific and professional conference "Crisis management in conditions of global economic challenges", University of Travnik, Faculty of Management and Business Economics, Kiseljak, May 2023.
- *Social networks and their influence on consumer behaviour*, University Chronicle - magazine of the University of Travnik, issue 20, 2022.
- *Key account management*, University Chronicle - magazine of the University of Travnik, issue 19, 2022.
- *Application of information technology for the purpose of improving marketing channels*, 8th international scientific and professional conference "Economy and management - challenges and predictions for a sustainable future", University of Travnik, Faculty of Management and Business Economics, Kiseljak, 26.05.2021.
- *Liquidity risk management in banks*, 8th International scientific and professional conference "Economy and management - challenges and predictions for a sustainable future", University of Travnik, Faculty of Management and Business Economics, Kiseljak, 26.05.2021.
- *The complexity of the influence of basic management models on the long-term business success of Bosnian-Herzegovinian companies*, University Chronicle - Journal of the University of Travnik, number 19, 06/2018.
- *The interaction of different management approaches and the business performance of companies in Bosnia and Herzegovina*, Proceedings: 8th International Scientific and Professional Conference Business Development 2018, Economic Challenges of Countries in Transition, Faculty of Economics, University of Zenica, 2018.
- *The importance of content marketing for entrepreneurial ventures*, Proceedings: I International Scientific Conference on the Digital Economy DIEC 2018, International Business and Information Academy, Tuzla, 2018.
- *Analysis of motivational factors of entrepreneurial activity and business start-up by young people in Bosnia and Herzegovina*, Proceedings: 6th International Scientific and Professional Symposium: Economic Development and Entrepreneurship - Perspectives and Challenges, Faculty of Management and Business Economics, University of Travnik, 2017.
- *Development of entrepreneurship in Bosnia and Herzegovina: analysis of institutional problems in business*, Proceedings: VI International Scientific and Professional Symposium: Economic Development and Entrepreneurship - Perspectives and Challenges, Faculty of Management and Business Economics, University of Travnik, 2017.
- *Development of entrepreneurship in Bosnia and Herzegovina through the application of marketing concept management*, Proceedings: VII International Scientific and Professional Conference: Business Development 2015, Economic Policy and Business of Small and Medium Enterprises, Faculty of Economics, University of Zenica, 2015.

PARTICIPATION IN CONFERENCES

- 9th International Scientific-Professional Conference "Crisis Management in the Conditions of Global Economic Challenges", University of Travnik, Faculty of Management and Business Economics, Kiseljak, May 2023.
- 8th International Scientific and Professional Conference "Economy and Management - Challenges and Predictions for the Future", Faculty of Management and Business Economics, University of Travnik, Kiseljak, 2021.
- 8th International Scientific-Professional Conference Business Development 2018, Economic Challenges of Countries in Transition, presenter, Faculty of Economics, University of Zenica, Zenica, 15.11.2018.
- I International Scientific Conference on Digital Economy DIEC 2018, presenter, Tuzla, May 2018.
- VI International Scientific and Professional Symposium: Economic Development and Entrepreneurship - Perspectives and Challenges, presenter, Faculty of Management and Business Economics, University of Travnik Vlašić, 08 - 09 December 2017.
- VII International Scientific-Professional Conference: Business Development 2015, Economic Policy and Business of Small and Medium Enterprises, presenter, Faculty of Economics, University of Zenica, Zenica, November 13, 2015.