


## Osobni podaci

Ime i prezime	<b>Sandra Jelčić</b>	
Godina rođenja, mjesto i država	13.2.1980., Mostar, Bosna i Hercegovina	
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Trenutno zanimanje	doc.dr.sc.	

## Područja zanimanja

Medunarodni marketing, Marketing poslovnih tržišta, Marketing malih i srednjih poduzeća, Marketing inovacija, Internet marketing
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## Obrazovanje

Poslijediplomski doktorski studij	2009 – 2014 Poslijediplomski doktorski studij Ekonomskog fakulteta Sveučilišta u Mostaru i Ekonomskog fakulteta Sveučilišta u Splitu Doktorska disertacija naslova „ <i>Utjecaj percipirane kvalitete usluge na lojalnost kupaca na tržištu maloprodaje</i> “ pod mentorstvom akademika Murisa Čičića obranjena 17.10.2014. god.
Poslijediplomski znanstveni studij	2004 – 2009 Poslijediplomski znanstveni studij poslovne ekonomije Ekonomski fakultet Sveučilišta u Mostaru
Diplomski studij	1998 – 2003 Ekonomski fakultet Sveučilišta u Mostaru
Srednja škola	Gimnazija fra Grge Martića Mostar
Osnovna škola	O.Š. Hamza Humo, Mostar

## Dosadašnji izbori

2005 – znanstveni novak 2007 – mlađi asistent 2013 – asistent 2015 – viši asistent 2016 – docent
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## Radno iskustvo

2004 – 2005 Žitopromet d.d. Mostar, pripravnički staž 2005 – Ekonomski fakultet Sveučilišta u Mostaru ( <b>znanstveni novak, mlađi asistent, asistent, viši asistent, docent</b> )
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## Projekti, programi, radionice, dodatno obrazovanje

<b>Seminar:</b> „Kako upravljati markom proizvoda i usluga u suvremenoj poslovnoj praksi?“, predavač Philip Kotler, Sarajevo, 2006.
<b>Seminar:</b> „Marketing with New Media“, predavač Dominik Mahr, Sarajevo, 2010.
<b>Projekt:</b> „Economic inequalities: Bosnia and Herzegovina and Montenegro –

*Comparative experiences*”, Bilateral projects of international scientific cooperation, Federal ministry of education and sciences, Bosnia and Herzegovina and Montenegro (2012-2013) (sudionik projekta)

**Projekt:** „Istraživanje kvalitete usluge, kvalitete odnosa s kupcima i lojalnosti u proizvodno-dominantnom maloprodajnom okruženju (tržište hipermarketa u F BiH), Federalno ministarstvo obrazovanja BiH, 2012 (sudionik projekta)

**Radionica:** „European Project Proposal Development Training For Horizon 2020“, Intera Tehnološki park i Balkan Security Network, 12. i 13. listopada 2015. god., Mostar, Intera tehnološki park.

**Trening:** *RRI Tools, Responsible Research and Innovation Tools*, Federal Ministry of Education and Science of Bosnia and Herzegovina and Center for the Promotion of Science (CPN, Belgrade), Mostar, 15. studenog 2016. god.

**Radionica:** „Creative marketing“, predavač David Perrish, 29. studenog 2016., SPARK business park, Mostar

## Vještine

Strani jezici,  
računalni programi

Engleski jezik,  
MS Office

## Članstvo

European Marketing Academy - **EMAC**

## Radovi

### Knjige i poglavlja u knjigama:

1. Kukić, S. et al. (2007) *Marketing*, Sveučilište u Mostaru, Ekonomski fakultet Mostar  
Poglavlja:
  1. Uvod u marketing
    - 1.1. Povijesni razvoj marketinga i tržišna orijentiranost poduzeća (34-38 str.)
  4. Etika i društvena odgovornost u marketingu (101-114 str.)
  11. Distribucija i prodaja (362-380 str.)
  15. Primjena marketinga u posebnim područjima
    - 15.4. Međunarodni marketing (561-571 str.; 574-580 str.)
2. Bijakšić Martinović, S., **Jelčić, S.** (2009) *Distribucija i prodaja u suvremenom marketinškom okruženju*, Ekonomski fakultet Sveučilišta u Mostaru

### Radovi prezentirani i/ili objavljeni u okviru održavanja znanstvenih skupova i zbornika radova:

1. Bijakšić, S., **Jelčić, S.**, Čavar, D. *New trends in retail trade and their influence on consumers' behavior in view of area of Herzegovina*, 4th International Conference, Global Challenges for Competitiveness : Business and Government Perspective, Juraj Dobrila University of Pula, Department of Economics and Tourism „Dr. Mijo Mirković“, Pula – Croatia, September 27-29, 2007.
2. Bijakšić, S., **Jelčić, S.** *Involvement of the Herzegovina-neretva canton consumers in direct marketing process*, Society and technology 2008, XV.

- International scientific conference, Zadar, June 26-28, 2008.
3. Bijakšić, S., **Jelčić, S.** *Influence of distribution channel on development of agricultural sector, Case: Agricultural sector of Herzegovina*, International Scientific Conference on the Occasion of the 50 Anniversary of the IES, Institute of Economic Sciences, Belgrade, December, 4-5, 2008.
  4. Bijakšić, S., **Jelčić, S.**, Lucović, D. *Possibilities of Online Sale Application in the Area of Herzegovina Neretva Region - Overview of Consumers' Responses*, Society and technology 2009, XVI. International scientific conference, Zadar, June 28-30, 2009.
  5. Bijakšić, S., **Jelčić, S.** *Izazovi makretinga vina: Distribucija kao izvor konkurentske prednosti*, Zbornik radova, Sveučilište u Mostaru, Ekonomski fakultet, 2010.
  6. Bijakšić, S., **Jelčić, S.** *The Role of Social Responsibility and Green Marketing in the Modern Economy*, 7th Research/Expert Conference with International Participation Quality 2011, June 1st - 4th, 2011, Neum Bosnia and Herzegovina.
  7. **Jelčić, S.** *Service quality as a determinant of relationship quality in a retail context*, Faculty of Economics University of Mostar, International Conference 11-12 November 2011, Mostar Bosnia and Herzegovina.
  8. Bijakšić, S., **Jelčić, S.**, Bevanda, A. *Dimensions of retail service quality through customers' perception*, Interdisciplinary Management Research VIII, The Josip Juraj Strossmayer University of Osijek, Faculty of Economics in Osijek, Croatia, Opatija, 2012.
  9. Bijakšić, S., Bevanda, A., **Jelčić, S.** *"Influence of advertising messages on young consumers' attitudes and opinions"*, International Conference on Business and Management, ICBM; Izmir, Turska, 2013.
  10. **Jelčić, S.** *Perceived service quality through prism of demographic and socio-economic characteristics of customers: hypermarket stores' market in the Federation of Bosnia and Herzegovina*, 2nd Dubrovnik International Economic Meeting DIEM, Innovation, Leadership & Entrepreneurship Challenges of Modern Economy, University of Dubrovnik, Department of Economics and Business Economics, 01-03 October 2015, Dubrovnik, Croatia.
  11. **Jelčić, S.**, *Perceived service quality and perceived customer value in retail*, 4th International M-Sphere Conference For Multidisciplinarity in Science and Business, 22th -24th October, 2015, Dubrovnik, Croatia.
  12. **Jelčić, S.** *Istraživanje važnosti merchandisinga i interakcije sa zaposlenicima kao determinanti percipirane kvalitete usluge u proizvodno – dominantnom maloprodajnom okruženju*, Zbornik radova (Journal of Economy and Business), Sveučilište u Mostaru, Ekonomski fakultet, prosinac, 2015.
  13. **Jelčić, S.**, Čičić, M. *Service quality and customer loyalty in retailing sector*, 7th EMAC Regional conference, Sarajevo, 2016.
  14. **Jelčić, S.** *Research on influence of socio-demographic characteristics on perceived relationship quality in retail*, Management International Conference (MIC), Monastier di Treviso, Italy, 24-27 May 2017.

