NAUČNI KARTON



**Osnovni biografski podaci**

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| Prezime | Srđan |
| Ime | Jovanović |
| Očevo ime | Slobodan |
| Datum rođenja | 25.02.1982. |
| Mjesto/opština rođenja | Sarajevo/Sarajevo |
| Država | Bosna i Hercegovina |
| Nacionalnost | Srbin |
| Državljanstvo | Bosne i Hercegovine/Republike Srpske |
| Zvanje | Doktor ekonomskih nauka |
| Titula | Docent |
| Naučna oblast | Društvene nauke |
| El.pošta | srdjan.jovanovic82@gmail.com |
| Institucija | IRB Banka RS i Nezavisni univerzitet Banja Luka |

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| **Nastavno/naučno zvanje** | Datum izbora (reizbora) | Univerzitet / Institut |
| Docent | 2022. godine | Nezavisni univerzitet Banja Luka |

**Obrazovanje**

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| **DIPLOMA OSNOVNIH STUDIJA** | |
| Pohađao do | 2009 |
| Mjesto | Prijedor |
| Fakultet/Univerzitet | Visoka škola koledž za informatiku i menadžment „Janjoš“ Prijedor |
| Naslov diplomskog rada | Važnost planiranja ljudskih resursa |
| Stečeno zvanje | Diplomirani menadžer (240 ECTS bodova) |
| **MAGISTARSKA TEZA** | |
| Godina prijavljivanja | 2016. |
| Godina odbrane | 2017. |
| Institucija/ Univerzitet | Univerzitet „UNION – Nikola Tesla“ Fakultet za menadžment u Sremskim Karlovcima |
| Grad /Država | Sremski Karlovci, Srbija |
| Stečeno naučno zvanje | Master ekonomista (60 ESPB bodova) |
| **DOKTORSKA DISERTACIJA** | |
| Godina prijavljivanja | 2020. |
| Godina odbrane | 2022. |
| Institucija/ Univerzitet | Univerzitet u Banjoj Luci |
| Grad /Država | Banja Luka, Republika Srpska/BiH |
| Naslov disertacije | Oblici finansiranja penzionih fondova u okviru sistema međugeneracijske solidarnosti |
| Naučna oblast | Društvene nauke |
| Naučno polje | Ekonomija i poslovanje |
| Uža naučna oblast | Poslovne finansije |
| Stečeno naučno zvanje | Doktor ekonomskih nauka (60 ESPB bodova) |

**Bibliografija**

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| **NAUČNA DJELATNOST** |

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| **Naučna monografija** |
| 1. Srđan Jovanović „Finansijska tržišta i berzanski menadžment“ Banja Luka, 2023. ISBN 978-99955-33-48-9  2. Srđan Jovanović, Dijana Kremenović „Monetarne i javne finansije“ Banja Luka, 2023. ISBN 978-99955-33-49-9  3. Jelena Jovović, Srđan Jovanović „Istraživanje tržišta“, Visoka škola ITEP, Trn, Laktaši, 2017. ISBN 978-99976-31-07-7 |

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| **Naučni rad-članak indeksiran u SCI** |
| 1. Knežević M., Đokić A., Jovanović S., (2017) „NEW FORMS OF TOURISM AND NEW TOURISM MANAGEMENT ON THE BALKANS, World Wide Journal of Multidisciplinary Research and Development, Volume: 3, Issue: 9, Page Number: 299-307 5. Oktober 2017, ISSN 2454-6615 (Online), Impact Factor: -4.25   <http://wwjmrd.com/upload/new-forms-of-tourism-and-new-tourism-management-on-the-balkans.pdf>   1. Knežević M., Đokić S., Jovanović S., (2017) „SOCIAL ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT, World Wide Journal of Multidisciplinary Research and Development, Volume: 3, Issue: 8, Page Number: 7-12, 14 August 2017, ISSN 2454-6615 (Online), Impact Factor: - 4.25   http://wwjmrd.com/upload/social-entrepreneurship-and-sustainable-development.pdf   1. Đokić S., Đokić A., Jovanović S., Radivojević S. (2017) „USE OF GAMIFICATION IN MARKETING, British Journal of Marketing Studies, Vol.5, No.1, pp. 1-5, June 2017, Published by European Centre for Research Training and Development UK (www.eajournals.org), Print ISSN: ISSN 2053-4043(Print), Online ISSN: ISSN 2053- 4051(Online), APS Impact Factor: 6.80“   http://www.eajournals.org/wp-content/uploads/Use-of-Gamification-in-Marketing-edited.pdf   1. Dušanić Gačić S., Đokić S., Jovanović S., (2017) „SATISFACTION OF A JOURNALIST WITH HIS JOB**.** Published in International Journal of Trend in Research and Development (IJTRD), ISSN: 2394-9333, Volume-4 | Issue: 3 , June 2017, URL: http://www.ijtrd.com/papers/ IJTRD8580.pdf, (Calculated by IZOR -016) Impact Factor - 3,025   https://www.ijtrd.com/papers/IJTRD8580.pdf   1. Jovanović S., Đokić S., Radivojević M., (2017) „USING SEMANTIC WEB FOR FASTER OBTAINING OF NECESSARY MARKETING KNOWLEDGE IN THE CREATION AND LAUNCH OF NEW PRODUCTS, World Wide Journal of Multidisciplinary Research and Development, Volume: 3, Issue : 4, Page Number: 47-52, April 2017, ISSN 2454-6615 (Online), Impact Factor MJIF: - 4.25   http://wwjmrd.com/upload/1507801933.pdf   1. Jovanović S., Đokić S., Radivojević M., (2016) „THE NEW APPROACH TO INTERNET MARKETING BASED ON KNOWLEDGE BASES AND THE SEMANTIC WEB, IJISET -International Journal of Innovative Science, Engineering & Technology, Vol. 4 Issue 4, April 2017 ISSN (Online) 2348 – 7968, Impact Factor 2016 - 5.264   https://ijiset.com/vol4/v4s4/IJISET\_V4\_I04\_28.pdf |

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| **istaknut naučni časopis međunarodnog značaja (kategorija prva)** |
| Đokić S., Jovanović S. „INTEGRISANE MARKETING KOMUNIKACIJE KAO IZAZOV SAVREMENOG KOMUNIKACIJSKOG SISTEMA“ / INTEGRATED MARKETING COMMUNICATIONS AS A CHALLENGE OF MODERN COMMUNICATION SYSTEM, Poslovne studije / Business Studies, Časopis za poslovnu teoriju i praksu / Journal for Business theory and Practice Univerzitet za poslovne studije Banja Luka / University of Business studies Banja Luka, ISSN: 2232-8157, ISSN: 2490-3140 (Online), UDK 005.96, godina 13, broj 25-26, Banja Luka, 2021. 177-182 |

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| **Originalni naučni rad objavljen na međunarodnoj konferenciji (M34)** |
| 1. Đokić S., Jovanović, S., Popović, S. (2024). MARKETING OBSERVATION OF THE ORGANIZATION OF FISHERIES PRODUCTION ON AGRICULTURAL FARMS THROUGH MICROECONOMIC FINANCIAL ACTIVITIES, ISPEC 16th INTERNATIONAL CONFERENCE ON AGRICULTURE, ANIMAL SCIENCE & RURAL DEVELOPMENT November 15-17, 2024/Konya, Türkiye   <file:///C:/Users/spopovic/Downloads/%C4%B1spec%20programm%20(1).pdf>   1. Jovanović S., Đokić, S., Popović, S. (2024). THE SIGNIFICANCE OF MARKETING IN THE LIMITATION OF CEREAL PRODUCTION WITH THE GOAL OF INCREASE IN FINANCIAL RESULTS ON THE EXAMPLE OF THE REPUBLIC OF SERBIA, ISPEC 16th INTERNATIONAL CONFERENCE ON AGRICULTURE, ANIMAL SCIENCE & RURAL DEVELOPMENT November 15-17, 2024/Konya, Türkiye   <file:///C:/Users/spopovic/Downloads/%C4%B1spec%20programm%20(1).pdf>  3. Popović S., Đokić S., Jovanović S. (2024). USES OF MARKETING IN THE SALE OF BASIC FOOD PRODUCTS FROM THE POINT OF VIEW OF MANAGEMENT SECURITY, BOTH OF A COMPANY AND OF A COUNTRY THAT SECURES ITS POPULATION, ISPEC 16th INTERNATIONAL CONFERENCE ON AGRICULTURE, ANIMAL SCIENCE & RURAL DEVELOPMENT November 15-17, 2024/Konya, Türkiye  <file:///C:/Users/spopovic/Downloads/%C4%B1spec%20programm%20(1).pdf>   1. Đokić, S. Jovanović S. (2024). PROMOTION OF ENTREPRENEURSHIP DEVELOPMENT AND MARKETING iN AGRICULTURAL PRODUCTION OF SENSITIVE GROUPS WHO ARE ENGAGED IN DEVELOPING AGRICULTURAL PRODUCTION AS AN EXAMPLE OF THE REPUBLIC OF SERBIA, “4. BİLSEL INTERNATIONAL KORYKOS SCIENTIFIC RESEARCHES AND INNOVATION CONGRESS” 29-30 NOVEMBER 2024-Mersin/Türkiye,   https://bilselkongreleri.com/panel/uploads/kongreprogrami/7790532081.pdf |

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| **Originalni naučni rad objavljrn u nacionalnom časopisu (M53)** |
| 1. Đokić S., Jovanović S.,(2020) THE rOLE OF mARKETING IN THE BUSINESS OF COMPANIES IN TRANSITION COUNTRIES WITH REFERENCE TO THE REPUBLIC OF sERBIA, INDEXING AND ABSTRACTING, Temel-Ij - International Journal, Bitola, Republic of North Macedonia, Volume 4, Dec 2020, 58-63   <https://www.temel-ij.org/_files/ugd/29815f_803ffd59731e44d596ce63122971bf98.pdf>   1. Djokic, S., Jovanovic, S. (2024). DEFINING THE BASIC PROBLEMS OF FOOD PRESERVATION AND MARKETING THAT SHOULD ANALYZE, PROMOTE AND ACHIEVE A REAL IMPACT, Temel-IJ - International Journal, Bitola, Republic of North Macedonia,, Vol.8.Iss.3. (Oct.2024), 51 – 56.   <https://www.temel-ij.org/_files/ugd/29815f_11118adcacac4b5da80c1dd3620b284a.pdf>   1. Jovanovic, S., Djokić, S. (2024). MARKETING AND ITS USE WITH EMPHASIS ON MARKET RESEARCH IN THE SALE OF HETEROGENEOUS GOODS WITH RESPECT TO COMPANY MANAGEMENT WHEN MAKING MANAGEMENT DECISIONS, Temel-IJ International Journal, Bitola, Republic of North Macedonia,, Vol.8.Iss.3. (Oct.2024), 57 – 63.   <https://www.temel-ij.org/_files/ugd/29815f_11118adcacac4b5da80c1dd3620b284a.pdf> |

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| **Objavljen originalni naučni rad u zborniku radova sa recenzijom** |
| 1. Đokić S,, Jovanović S., Šobot A., (2023)„UTICAJ MARKETINGA I ETIKE U EKOLOŠKOJ BEZBJEDNOSTI U bOSNI I hERCEGOVINI“, Visoka škola za primijenjene i pravne nauke „Prometej“, Banja Luka, Zbornik radova, broj 10, ISBN 978-99955-33-47-2, UDK 502.17.658.8(497.6), Banja Luka, maj 2023. str. 29-37 2. Atlagić N., Jovanović S., (2022) INFORMACIONO KOMUNIKACIONE TEHNOLOGIJE (IST) I NJIHOV UTICAJ NA NAČIN ŽIVOTA I RADA LJUDI U BUDUĆNOSTI, Zbornik radova Visoke škole za primjenjene i pravne nauke Prometej, Banja Luka, broj 8, Banja Luka, februar 2022., str. 14-19, ISBN 978-99955-33-44-1 UDK 007:004.738.5]:316.344 3. Jovanović S., Kojić V., Knežević M., (2022) OBRAZOVANJE I ODRŽIV RAZVOJ, Zbornik radova Visoke škole za primjenjene i pravne nauke Prometej, Banja Luka, broj 9, Banja Luka, jun 2022., ISBN 978-99955-33-45-8, UDK 37.033:502.131.1, str. 44-72 |

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| **Realizovan projekat, radionice, patent, brend ili originalni metod** |
| **Učešće u projektima:**   1. Investiciona konferencija i forum Investiciono razvojne banke Republike Srpske „INVEST SRPSKA 2024“. |

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| **Posebna interesovanja** |
| 1. Od 1995. godine aktivno se bavi fudbalom na poziciji golmana u mlađim selekcijama Fudbalskog kluba „Rudar“ Prijedor, O.F.K. „Prijedor“ Prijedor, F.K. „Kozara“ Orlovaci i O.F.K. „Berek“ Prijedor 2. Obavljao dužnost člana upravnog odbora O.F.K. „Berek“ Prijedor 3. Član upravnog odbora Streljačkog kluba „Soko“ Prijedor i aktivni – sertifikovani   sam strelac u IPSC sekciji ovog kluba   1. Član Radioamaterskog kluba „Kozara“ Prijedor 2. Sekretar Astronomskog društva „Sirijus“ Prijedor |