

PROCEDURA MENTOR  
OBRAZAC MARDS-M-A

MOLBA ZA IMENOVANJE MENTORA IZ REDOVA NASTAVNIKA IZ REDA NASTAVNIKA ILI NAUČNIH  
SAVJETNIKA/SARADNIKA SA PARTNERSKIH INSTITUCIJA

**Fakultet/Institucija/Centar:** Centar za doktorske studije UCG-a.

**Studijski program:** Doktorske studije "Održivi razvoj"

**Ime i prezime doktoranda:** Tanja Radovanović

**Broj indeksa:** 8/2021

**Naučna oblast istraživanja:**

1. Tehničke nauke [ ]
2. Biotehničke nauke [ ]
3. Prirodno-matematičke nauke [ ]
4. **Multidisciplinarne nauke, kompatibilne sa održivim razvojem [ x ]**
5. Biomedicinski inženjering [ ]
6. Medicinske nauke [ ]

**Uže polje istraživanja u okviru naučne oblasti istraživanja (definisati što vjerodostojnije, npr energetska efikasnost zgrada za stanovanje...):** Emotivni dizajn u digitalnim tehnologijama

**Ključne riječi koje odlikavaju istraživanje, do 5 riječi:** emotivni dizajn, digitalno korisničko iskustvo

**Predloženi prvi mentor:** dr Dijana Kovačević

**Afiliacija predloženog prvog mentora:** Medjunarodni marketing i digitalni marketing; CRM, strateški menadžment; preduzetništvo

**Naučno/istraživačko zvanje prvog mentora:** Docent na Univerzitetu Donja Gorica

**Predloženi drugi mentor (ko-mentor):** /

**Afiliacija drugog mentora (ko-mentora):** /

Naučno/istraživačko zvanje drugog mentora (ko-mentora): /

Potpis doktoranda koji podnosi molbu:



Sa molbom saglasan prvi mentor:



Sa molbom saglasan drugi mentor (ko-mentor), ako postoji: /

Datum: 27.10.2022. godine

Mjesto: Podgorica, Crna Gora

Uz prijavu A se podnosi obrazac B, koji je u slobodnoj formi i koji sadrži kratki CV predloženih prvog i 2-gog mentora sa publikacijama koje su značajne za temu

### OBRAZAC MARDS-M-B

### CV I REFERENCE MENTORA

CV prvog mentora (do 500 riječi):

#### Education

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#### PhD in Economics

June, 2011

University of Montenegro, Podgorica, Montenegro

Faculty of Economics – PhD studies

Thesis: Management in Digital Environment

#### MSc in Economics

December, 2004

University of Montenegro, Podgorica, Montenegro

Faculty of Economics – Postgraduate studies: Entrepreneurial Economy, Economic Institution

#### Bachelor in Science

Degree in Faculty of Economics, October 1999 (Highest Honours)

1995-1999 University of Montenegro, Podgorica, Montenegro

**Employment record relevant to the assignment**

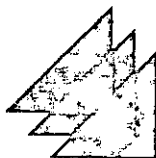
Period	Employing organization and title/position.	Summary of activities performed relevant to the Assignment
September 2020 -	<b>University of Donja Gorica – Faculty for International Economics, Finance and Business (FIEFB)</b>  <b>Postgraduate Studies "Entrepreneurial Economics"</b>  <b>VATEL – Postgraduates studies</b>  <b>Assistant professor</b>	<ul style="list-style-type: none"> <li>- Teaching activities in fields of Entrepreneurship, Strategic Management, and Marketing</li> <li>- Head of postgraduate studies on EMB (Entrepreneurship, Management Business)</li> <li>- Teaching activities in the field of Digital Management</li> <li>- Teaching activities in the field of Corporate Strategy</li> </ul>
March 2004 – July 2019	<b>Faculty of Economics, University of Montenegro</b>  <b>Teaching Assistant</b>	<ul style="list-style-type: none"> <li>- Teaching activities in fields of Information Economy, Internet technologies, E-business, Entrepreneurship, Management, and Organizational Behaviour;</li> <li>- Led a course in Entrepreneurship for three years;</li> <li>- Teaching courses in Postgraduate studies in Information Economy;</li> <li>- Several papers and conferences attendance in the long-term period</li> <li>- Reviewer of SCI paper in SAGE Open regarding Information economy and digitalization fields;</li> <li>- Taking part in round tables and working groups, promotion and implementation of Digital Strategy and e-services as a member, coordinator, and active participation in the organization of the Ministry for Information Society and Telecommunications</li> </ul>
February 2005 – June 2009	<b>Crnogorski Telekom</b>  <b>Product Development Manager</b>	<ul style="list-style-type: none"> <li>- Product development process implementation/creation and development of all services and products for fixed network and Internet/development and launching of new services and updating the existing portfolio (ADSL and Extra TV implementation);</li> <li>- Coordination, control, and implementation of all the activities of the Product Development</li> </ul>

International PhD Studies in Sustainable Development hosted by University of Montenegro

Grant: 598465-EPP-1-2018-1-ME-EPPKA2-CBHE-SP

University of Montenegro, Cetinjska 2, Podgorica, Montenegro

<https://www.mards.ucg.ac.me/PhD/> , [mards@ucg.ac.me](mailto:mards@ucg.ac.me)Co-funded by the  
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		<p>process, including preparation of new products and services, cooperation with other relevant departments, and contact with relevant stakeholders;</p> <ul style="list-style-type: none"> <li>- Research, forecast, and planning process involvement;</li> <li>- Strategy team member - creating and implementing new strategies and long-term plans;</li> <li>- Implementation of the existing strategies and policies of the Board of Directors.</li> </ul>
January 2001 – February 2005	<p><b>Internet Crna Gora d.o.o.</b></p> <p><b>Marketing director</b></p>	<ul style="list-style-type: none"> <li>- Marketing management;</li> <li>- Web development/member of the Web development team, the first team in Montenegro;</li> <li>- Very innovative working process and launching of totally new services in Montenegro;</li> <li>- Monitoring, coordinating, and implementing all processes regarding marketing and PR activities;</li> </ul>
November 1999 – January 2001	<p><b>Deloitte &amp; Touche, Montenegro</b></p> <p><b>Consulting analyst</b></p>	<ul style="list-style-type: none"> <li>- Due diligence preparation</li> <li>- Member of the team dealing with capital investment projects; direct communication with large-scale of authorities/companies and Council for privatization, regarding business assessment.</li> </ul>

- **Great experience in the digital innovation process in Montenegro, as a manager and science researcher.**

**The last involvements (2022):**

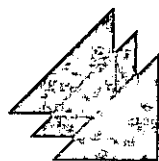
- ANSO BIDI school training's modules: **Training on Sustainable Development and Leadership Enhancement in 2021~2022".**
- Adizes Webinars for Universities & Business Schools: **How Change Management Should Be Taught in Systemic Way.**

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<https://www.mards.ucg.ac.me/PhD/> , [mards@ucg.ac.me](mailto:mards@ucg.ac.me)



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 of the European Union





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### Reference prvog mentora značajne za temu (najviše 10 referenci):

1. **Internet Usage Patterns and Gender Differences: A Deep Learning Approach**", IEEE, Consumer Electronics Magazine, Dijana Kovačević, Ljiljana Kaščelan, DOI: 10.1109/MCE.2020.2986817, 2020
2. **"Analysis of the insufficient implementation of the basic instruments of internet marketing in the banking sector of Montenegro"**; Informatologia 51 (1-2), pages 53-65; Rondović B., Kovačević D, Đuričković T., 2018
3. **"A study of the possible consequences in the event of an accelerated issuance and widespread use of private e-money – A case study of Montenegro"**, Finance in Central and Southeastern Europe, 2017 , Springer, Cham, Biljana Rondović, Vujica Lazović, Tamara Đuričković, Dijana Kovačević, 2017
4. **"Impact of social networks in the development of e-tourism"**, IV International Conference JBD 2015: Tourism for Economic Development, Jahorina, Sarajevo; Dijana Kovačević, Zorana Popović, Vujica Lazović, Biljana Rondović, Tamara Đuričković, 2015
5. **"Determinants of Electronic Commerce – the Factors of Acceptance in Montenegro"**; 38th International Convention on Information and Communication Technology, Electronics and Microelectronics (MIPRO), IEEE , pages 1475-1480, Opatija, Hrvatska, Vujica Lazović, Biljana Rondović, Dijana Kovačević, Zorana Popović, Tamara Đuričković, 2015
6. **"Knowledge Management as critical issue for successful performance in digital environment"**, International Journal of Management Cases 13 (3), pages 181-189, Access Press UK in association with GSE Research , Dijana Kovačević, Tamara Đuričković , 2011
7. **"Enhancing e-government in Montenegro using knowledge management for creating knowledge society"**, International Journal of Management Cases 13 (4), pages 320-330, Access Press UK in association with GSE Research, Tamara Đuričković , Dijana Kovačević , 2011
8. **"Changes in the understanding and management of value chain in the information era"**, Proceedings of the 34th International Convention MIPRO, IEEE, pages 1382-1386, 2011, Opatija, Croatia, Vujica Lazović, Dijana Kovačević, 2011
9. **"Web based economy – new approach to customer"**, Proceedings of of the 34th International Convention MIPRO, IEEE, pages 1376-1381, Opatija, Croatia, Dijana Kovačević, Tamara Đuričković , 2011
10. **"eGovernment in the Context Of Developing Countries"**, Proceedings of of of the 34th International Convention MIPRO, IEEE, pages 1370-1375, Opatija, Croatia, Tamara Đuričković, Dijana Kovačević, 2011

#### Napomena:

1. Prijava sa odgovarajućim podacima i potpisima se podnosi sekretaru Programa Mr Dejanu Lučiću.
2. Sekretar Programa prosledjuje prijavu Komisiji Programa
3. Komisija Programa vraća prijavi ili je prosledjuje Odboru za doktorske studije.
4. Odbor za doktorske studije postupa sa prijavom po Pravilniku.

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of the European Union



## MENTORSTVO

PREDLOŽENI MENTOR/I				
	Titula, ime i prezime	Ustanova i država		Naučna oblast
Prvi mentor	Dr Dijana Kovačević	Univerzitet Gorica	Donja	Marketing i menadžment
Drugi mentor				
Sjednica Vijeća organizacione jedinice na kojoj je izvršeno predlaganje mentora				
KOMPETENCIJE MENTORA (pet objavljenih radova u relevantnim časopisima)				
Prvi mentor	1	Internet Usage Patterns and Gender Differences: A Deep Learning Approach, D. Kovacevic, Lj. Kascelan, IEEE Consumer Electronics Magazine, SCI list, 2020		
	2	Analysis of the insufficient implementation of the basic instruments of internet marketing in the banking sector of Montenegro; Biljana Rondovic, Dijana Kovacevic, Tamara Djurickovic, Informatologia, 2018		
	3	A Study of the Possible Consequences in the Event of an Accelerated Issuance and Widespread Use of Private e-Money: A Case Study of Montenegro; Biljana Rondovic, Vujica Lazovic, Tamara Djurickovic, Dijana Kovacevic, Finance in Central and Southeastern Europe, Springer Cham, 2015		
	4	Impact of social networks in the development of e-tourism, IV International Conference JBD 2015: Tourism for Economic Development, Jahorina, Sarajevo; Dijana Kovačević, Zorana Popović, Vujica Lazović, Biljana Rondović, Tamara Đuričković, 2015		
	5	Knowledge Management as critical issue for successful performance in digital environment, International Journal of Management Cases 13 (3), pages 181-189, Access Press UK in association with GSE Research, Dijana Kovačević, Tamara Đuričković, 2011		
Drugi mentor	1			
	2			
	3			
	4			
	5			
PODACI O MAGISTRANDIMA I DOKTORANDIMA				
	Broj magistranada		Broj doktoranada	
	trenutno	ukupno	trenutno	ukupno
Prvi mentor	3	5	1	1
Drugi mentor				
Datum i ovjera (pečat i potpis odgovorne osobe)				
U Podgorici, 27.10.2022. godine			DEKAN	
			_____	
			MP	