


Osobni podaci

Ime i prezime	Sandra Jelčić	
Godina rođenja, mjesto i država	13.2.1980., Mostar, Bosna i Hercegovina	
Adresa	Ekonomski fakultet, Matice hrvatske bb	
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Trenutno zanimanje	Izv.prof.dr.sc.	

Područja zanimanja

Međunarodni 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
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 2022 – izvanredni profesor
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Radno iskustvo

2004 – 2005 Žitopromet d.d. Mostar, pripravnički staž 2005 – Ekonomski fakultet Sveučilišta u Mostaru (znanstveni novak, mlađi asistent, asistent, viši asistent, docent, izvanredni profesor)

Projekti, programi, radionice, usavršavanje

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

ERASMUS+ program: *Ekonomski fakultet Sveučilište u Splitu*, 2017.

Seminar: *Lilium Digital Day: Kako do novih kupaca uz digitalni marketing?*, 2022.

Vještine

Strani jezici,
računalni programi

Engleski jezik,
MS Office

Recenzent u časopisima:

Zbornik radova Ekonomskog fakulteta Sveučilišta u Mostaru (Journal of Economy and Business)

Market – Tržište

Management – Journal of Contemporary Management Issues

IJMBS – International Journal of Multidisciplinarity in Business and Science

INDECS – Interdisciplinary Description of Complex Systems

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
3. **Jelčić, S.** (2021) *Inovacije, usluge i lojalnost u maloprodaji*, Sveučilište u

Radovi objavljeni u okviru održavanja znanstvenih skupova, časopisa i zbornika radova:

- 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.
- 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.
- 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.
- 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.
- Bijakšić, S., **Jelčić, S.**, *Izazovi makretinga vina: Distribucija kao izvor konkurentske prednosti*, Zbornik radova, Sveučilište u Mostaru, Ekonomski fakultet, 2010.
- 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.
- **Jelčić, S.**, *Service quality as a determinant of relationship quality in a retail context*, International Conference „Economic Theory and Practice: Meeting the New Challenges“ Faculty of Economics University of Mostar 11-12 November 2011, Mostar, Bosnia and Herzegovina.
- Bijakšić, S., **Jelčić, S.**, Bevanda, A., *Dimensions of retail service quality through customers' perception*, Interdisciplinary Management Research VIII, Josip Juraj Strossmayer University of Osijek, Faculty of Economics in Osijek, Croatia, Opatija, 2012.
- 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.
- **Jelčić, S.**, *Managing Service Quality to Gain Competitive Advantage in Retail Environment*, TEM Journal, Vol.3 No.2, 2014.
- **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.

- **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.
- **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.
- **Jelčić, S.**, Čičić, M., *Service quality and customer loyalty in retailing sector*, 7th EMAC Regional conference, Sarajevo, 2016.
- **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.
- **Jelčić, S.**, *Service quality dimensions as predictors of perceived service quality in retail environment*, 3rd Dubrovnik International Economic Meeting DIEM, Managing Business Growth in a Volatile Environment, University of Dubrovnik, Department of Economics and Business Economics, 12-14 October 2017, Dubrovnik, Croatia; DIEM: Dubrovnik International Economic Meeting, Vol.3 No 1, 2017.
- **Jelčić, S.**, Mabić, M., *Linking perceived service quality, perceived customer value and customer loyalty in retail*, Management International Conference (MIC), Opatija, Croatia, 29 May – 1 June 2019.
- **Jelčić, S.**, Mabić, M., *Perceived Customer Value and Perceived Relationship Quality in Retail*. 4th Dubrovnik International Economic Meeting DIEM: Global Trends and Challenges in the Era of the Fourth Industrial Revolution (The Industry 4.0), University of Dubrovnik, Department of Economics and Business Economics , 27-28 September 2019, Dubrovnik, Croatia; DIEM: Dubrovnik International Economic Meeting, Vol.5 No 1, 2020.
- **Jelčić, S.**, Mabić M, *Istraživanje stavova potrošača o aktivnostima marketinga opće dobrobiti*, Međunarodna znanstveno-stručna konferencija s područja odnosa s javnošću, integrirane komunikacije i medija PR Days Mostariensis 2018., Mostar; South Eastern European Journal of Communication, Vol.1 No.1, 2019.
- **Jelčić, S.**, Mabić M, *Krizno komuniciranje kroz perspektivu potrošača*, Međunarodna znanstveno-stručna konferencija s područja odnosa s javnošću, integrirane komunikacije i medija PR Days Mostariensis 2019., Mostar; South Eastern European Journal of Communication, Vol.2 No.2, 2020.
- **Jelčić, S.**, Mabić, M., Rezdeušek. B., *Lojalnost kupaca u maloprodaji*, Zbornik Ekonomskog fakulteta Sveučilišta u Mostaru – posebno izdanje, 2021.