


## 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	Izv.prof.dr.sc.	

## Područja zanimanja

Međunarodni marketing, Digitalni marketing, Marketing inovacija, Marketing malih i srednjih poduzeća, Upravljanje prodajom
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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)
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## Projekti, programi, radionice, usavršavanje, radne grupe, povjerenstva

Seminar: „Kako upravljati markom proizvoda i usluga u suvremenoj poslovnoj praksi?“, predavač Philip Kotler, Sarajevo, 2006.  Seminar: „Marketing with New Media“, predavač Dominik Mahr, Sarajevo, 2010.  International Conference, Economic Theory and Practice: Meeting the New Challenges, Faculty of Economics, University of Mostar, 11-12 November 2011, Mostar, Bosnia and Herzegovina - član Organizacijskog odbora konferencije
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	<p>Radionica: „<i>European Project Proposal Development Training For Horizon 2020</i>“, Intera Tehnološki park i Balkan Security Network, 12. i 13. listopada 2015. god., Mostar , Intera tehnološki park.</p> <p>Trening: <i>RRI Tools, Responsible Research and Innovation Tools</i>, Federal Ministry of Educaton and Science of Bosnia and Herczegovina and Center for the Promotion of Science (CPN, Belgrade), Mostar, 15. studenog 2016. god.</p> <p>Radionica: „ <i>Creative marketing</i>“, predavač David Perrish, 29.studenog 2016., SPARK business park, Mostar</p> <p>ERASMUS+ program: <i>Ekonomski fakultet Sveučilište u Splitu</i>, 2017.</p> <p>Seminar: Liliium Digital Day: <i>Kako do novih kupaca uz digitalni marketing?</i>, 2022.</p> <p>Zavod za školstvo Mostar: Sajam poduzeća za vježbu – član Povjerenstva za ocjenu 2023./24.; 2024./2025.</p> <p>ERASMUS+ program: <i>University of Poitiers, France</i>, 2024.</p> <p>Radionica Osnove digitalnog marketinga, Intera Tehnološki park, 2024. – predavač</p> <p>Radna grupa za izradu Strategije razvoja trgovine Federacije Bosne i Hercegovine 2026.-2031. – član</p>

### Vještine

Strani jezici, računalni programi	Engleski jezik, njemački jezik MS Office
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### Recenzent u časopisima:

<p>Journal of Economy and Business - Zbornik radova Ekonomskog fakulteta Sveučilišta u Mostaru</p> <p>Market – Tržište</p> <p>Management – Journal of Conteporary Management Issues</p> <p>IJMBS – International Journal of Multidisciplinarity in Business and Science</p> <p>INDECS – Interdisciplinary Description of Complex Systems</p> <p>Economic Review: Journal of Economics and Business</p> <p>Journal of the Polytechnic of Rijeka</p> <p>International Odyssey Conference on Economics and Business, Faculty of Economics &amp; Business, University of Zagreb</p>
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### Radovi

<p><b><u>Knjige i poglavlja u knjigama:</u></b></p> <p>1. Kukić, S. et al. (2007), <i>Marketing</i>, Sveučilište u Mostaru, Ekonomski fakultet Mostar</p>
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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 Mostaru, PRESSUM, Mostar

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

- Bijakšić, S., **Jelčić, S.**, Ćavar, 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.
- Čule Karačić, N., **Jelčić, S.**, Mabić, M., Utjecaj chatbotova na ponašanje potrošača u elektroničkoj trgovini – pregled istraživanja, II. naučno/znanstveno-stručna konferencija „Umjetna inteligencija u Bosni i Hercegovini - Istraživanje, primjena i perspektive razvoja“, Federalno ministarstvo obrazovanja i nauke/znanosti; INTERA Tehnološki Park Mostar svibanj, 2024.
- **Jelčić, S.**, Čule Karačić, N., Mabić, M., Impact of personalization on online shopping intent: The mediating role of perceived ad intrusiveness, Economic Review - Journal of Economics and Business, Vol. XXII, Issue 2, November 2024.
- **Jelčić, S.**, Mabić, M., Čule Karačić, N., Smartphone addiction and compulsive online shopping among generation Z, BH Economic Forum, Vol.21, No.2, 2025.