

PERSONAL INFORMATION

**Marija Čutura**



**📍** Kralja Tomislava, 25/3, 88000 Mostar (Bosnia and Herzegovina)

**☎** ++ 387 36 355 118 **📠** ++ 387 63 997 223

**✉** [marija.cutura@ef.sum.ba](mailto:marija.cutura@ef.sum.ba), [marija.cutura72@gmail.com](mailto:marija.cutura72@gmail.com)

Sex Female | Date of birth 14 April 1972 | Nationality Bosnian-Herzegovinian, Croatian

WORK EXPERIENCE

01 December 1996–Present

Current position 2017-

**Higher education teaching professional**

University of Mostar, Faculty of Economics, Mostar (Bosnia and Herzegovina)

Ph.D. Associate Professor

EDUCATION AND TRAININGS

2008-2011

**Ph.D.**

University of Sarajevo, Faculty of Economics, Sarajevo (Bosnia and Herzegovina)

Ph.D. in Economics

2000–2006

**M.Sc. Postgraduate studies in Business Economy**

University of Mostar, Faculty of Economics, Mostar (Bosnia and Herzegovina)

M.Sc. in Economics

1992–1996

**B.Sc. in Political Sciences**

University of Zagreb, Faculty of Political Science, Zagreb (Republic of Croatia)

B.Sc. in Political sciences

PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user  
[Common European Framework of Reference for Languages](#)

Job-related skills

Lecturing skills – the interactive learning model: teaching several classes in the field of marketing, introduction to research methodology and business ethics.

Scientific skills: providing the research and conceptual papers, leading and contributing to different kind of project activities.

Computer skills

MS Office, SPSS, SmartPLS (Basics)

Other skills

Data analysis and research methodology skills. Interdisciplinary approaches to the researched topics. Organisational and team working skills. Communication skills.

**Areas of Scientific Interest:** Interdisciplinary market studies, Consumer behaviour, Youth studies.

#### Projects

- Project associate: "Danube Future Project: A sustainable future for the Danube River Basin as a challenge for the interdisciplinary humanities" (2013-2020).
- Project leader: "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).
- Project consultant: "Analysis of Social and health system for old people in Mostar for: NEXUS E.R Italy, NGO „Žene za Evropu“, and Spi-Cgil Veneta, Italy (2009-2010).
- Project associate: "Research of SME/SMI demands for trainings and advices services in Herzegovina Region". Regional Economic Development Agency for Herzegovina (REDAH) (2009-2010).

#### Additional education/Seminars/Courses

- Interreg Danube Transnational Programme: To build capacity for evaluation, planning, monitoring, impact steered operation and management of Research Infrastructure, Banja Luka, Bosnia and Herzegovina, 24-27 April, 2018.
- European Commission-JRC: Training on Citizen engagement in Policy Relevant science, Technology and Innovation, , Sarajevo, Bosnia and Herzegovina. 12-13 October, 2017.
- European Commission - JRC: New currents in science: The challenge of quality, Ispra, Italy, 3-4 March, 2016.
- European Commission-JRC: Dialogues public engagement about science technology and innovation, Mostar, Bosnia and Herzegovina, 6-7 July, 2015.
- Joe F. Hair (Kennesaw State University) Market Research Colloquium –Seminar on Multivariate Data Analysis, Innovation Institute, Zagreb, Republic of Croatia, 2013.
- Philip Kotler - Seminar on branding, School of Economics and Business in Sarajevo, B&H, 2006.
- Seminar on Regional Security and cooperation in the South Eastern Europe, Inter-University Centre (IUC), Dubrovnik, Republic of Croatia, 2002.
- Seminar on quantitative analysis of trade liberalization, USAID, Ministry of Trade and Embassy of United States of America, Sarajevo, Bosnia and Herzegovina, 2001.

#### Awards and scholarships

- ERASMUS+ - Teaching exchange Program – University of Split, Republic of Croatia. (2016.).
- **Danubius Young Scientist Award for Bosnia and Herzegovina (2014)**
- International Forum Bosnia - BOSRED award for cultural and scientific projects in Bosnia and Herzegovina (2008)
- International Forum Bosnia - BOSRED award for cultural and scientific projects in Bosnia and Herzegovina (2005)
- CEEPUS scholarship at Johannes Kepler University of Linz, Republic of Austria (1995/1996)

#### Professional memberships

- The European Marketing Academy – EMAC (2013-)
- The Croatian Marketing Association – CROMAR (2010-)
- PC Committee of Bosnia and Herzegovina for MSCA, FET and ERC Program Configurations (2014-)
- NatExpert – CEEPUS network grading – (2017-)
- Membership in Board for Economic Science – Department for Social Sciences - The Academy of Sciences and Arts of Bosnia and Herzegovina (ANUBiH) – (2017-)

#### Experience in Professional Trainings/Consultancy

- **Consultant/Expert** for branding and marketing – providing education, trainings and consultancy from the field of agricultural marketing for Development Agency of WHC-HERAG (2018)
- **Mentor supervisor** of new entrepreneurs in development and implementation of business ideas through business practice for Development Agency of WHC-HERAG (2016)
- **Training/education provider:** Managerial ethics module for Management in public health sector, Institute for Public Health Federation of Bosnia and Herzegovina (2016-)
- **Training/education provider:** Business ethics module for Net Consulting Ethics and Compliance Programs – Ethics and Management Compliance System – ECMS, BECA, Sarajevo, (2016)

**Selected References/Bibliography**
**Book s & chapters**

- Čutura, M. (2016): Društvena odgovornost i poslovna etika u području marketinga (**Social responsibility and Business ethics in the field of Marketing**), Faculty of Economics, University of Mostar, ISBN 978-9958-16-073-8.
- Čutura, M. (2013). **Consumer Ethnocentrism: Possibilities for Marketing Implication Improvements**. In H. Kaufmann, & M. Panni (Eds.), *Customer-Centric Marketing Strategies: Tools for Building Organizational Performance* (pp. 17-35). Hershey, PA: Business Science Reference. doi:10.4018/978-1-4666-2524-2.ch002
- Group of authors (2007) chapters in: **Marketing**, Kukić, S. (Red.), University of Mostar, Faculty of Economics, Mostar.
- Brkić, N. and Čutura, M. (2007). Vrijednosni sustav i psihografsko segmentiranje tržišta mladih u BiH (**Values system and psychographic segmentation of youth market in Bosnia and Herzegovina**). In B. Grbac and M. Meler (Eds.), *Vrijednosti za potrošače u dinamičnom okruženju*, CROMAR, Rijeka, Republic of Croatia, ISBN 978-953-6148-73-8, pp. 146-162.

**Selected articles published in peer reviewed journals**

- Čutura, M. (2018): Marketing dionika: prema boljem razumijevanju društvene odgovornosti u Marketingu (**Stakeholder marketing: Towards better understanding of Social Responsibility in Marketing**), *Ekonomika misao i praksa*, Vol. 27 Issue 1, ISSN 1330-1039, pp., 141-157.
- Čutura, M., Čolak, A. (2018): Europska Unija kao dio rješenja: Stavovi mladih Sveučilišta u Mostaru (**European Union as a part of Solution: Attitudes of Youth from the University of Mostar**), *Mostariensia*, ISSN 1023-8638, God. 22, Br. 1, pp. 109-123.
- Čutura, M., Novak I. i Čavar, D. (2017). **Sustainable development as a label within business studies: What can be learned from bibliometric analysis**, *Notitia – Journal for sustainable development*, Vol. 3 No. 3, December, pp. 11-24.
- Čutura, M. i Katerina Malić-Bandur (2016). **Importance of the country of origin from the consumers' perspective in the research context of Bosnia and Herzegovina**, *Market/Tržište*, Vol. 28 No. 1, ISSN (print) 0353-4790, ISSN (online) 1849-1383, pp. 63-78.
- Kukić, S., Marić, Ž. i Čutura, M. (2012). **The credit rating evaluation and its consequences (Case of Bosnia and Herzegovina)**, *Montenegrin Journal of Economics*, Vol. 8 No. 3, *Special Issue*, ISSN 1800-5845, pp. 131-141.
- Čutura, M. (2012). **The influence of ethnicity on consumers' purchase patterns in the context of Bosnia and Herzegovina**, *Ekonomika istraživanja/Economic Research, Spec. Ed. No. 2*, ISSN 1331-677X, pp. 83-102.
- Čutura, M. (2011). Karakteristike potrošačkog etnocentrizma i mogućnosti poticanja kupovine domaćih proizvoda u Bosni i Hercegovini (**The characteristics of consumers' ethnocentrism and possibilities to encourage the purchase of domestic products in Bosnia and Herzegovina**), *Sarajevo Business and Economics Review*, 31(1), ISSN 1986-5473, pp. 89-104.
- Čutura, M. (2011). Etnička pripadnost kao prediktor potrošačke odojnosti u multietničkom komunikacijskom kontekstu poslijeratne Bosne i Hercegovine (**Ethnic belonging as a predictor of consumers' animosity in multicultural communication context of postwar Bosnia and Herzegovina**), *Informatologia*, 44(2), ISSN 1330-0067, pp. 115-123.
- Kukić, S., Čutura, M., and Mabić, M. (2009) Internet kao medij komunikacije imidža Bosne i Hercegovine (**Internet as a media of communicating image of Bosnia and Herzegovina**), *Informatologia*, 42(4), ISSN 1330-0067, pp. 280-283.
- Kukić, S., Čutura, M., and Mabić, M. (2008). Bolonjski proces u percepciji studenata Sveučilišta u Mostaru (**Bologna process in perception of students from University of Mostar**), *Informatologia*, 41 (1), ISSN 1330-0067, pp. 1-9.
- Kukić, S. i Čutura, M. (2007). Bosansko-hercegovačko tržište elektroničkih medija, (**Market of electronic media in Bosnia and Herzegovina**) *Informatologia*, 40(2), ISSN:1330-0067, pp. 70-77.
- Čutura, M. (2006). **The Impacts of Ethnocentrism on Consumer's Evaluation Processes and Willingness to Buy Domestic vs. Imported Goods in the Case of Bosnia and Herzegovina**, *South East European Journal of Economics and Business, Second Issue*, September, ISSN 1840-118X, pp. 54-63.
- Kukić, S. and Čutura, M. (2005). Etnocentrične tendencije i potrošačka orijentacija Hrvata u BiH (**Ethnocentric tendencies of Croats in Bosnia and Herzegovina**), *Informatologia*, 38(3), pp. 150-156.
- Čutura, M. (2002). **Odnos države i društva – s posebnim težištem na liberalizmu (Relation between the state and society- focusing on liberalism)**, *Mostariensia*, br.16, Mostar, ISSN 1234-5679. pp. 123-133.

- Čutura, M. i Agić, E. (2016). **Sub-cultural differences in country and product evaluations in the multicultural setting of Bosnia and Herzegovina**, Collected Papers of the 7th EMAC Regional Conference, *Marketing convergence and divergence in the new Europe*, Sarajevo, ISBN 978-9958-25-122-1, 80 str. (USB).
- Malić Bandur, K., Čutura, M. i Šaravanja Marić, I. (2015). Razvojni model turizma destinacije Blidinje s osvrtnom na viziju i ciljeve razvoja (**Developing tourism model with focus on vision and developing goals**), u Čolak I. (ed.), Zbornik radova s Međunarodnog znanstvenog simpozija – Blidinje – 2015., Mostar, ISSN 1512-9322, pp. 581-599.
- Čutura, M., Čičić, M. and Agić, E. (2014): **Exploring the influence of national pride on consumers' orientation towards domestic products**: Collected Papers of the 5th EMAC Regional Conference Marketing Theory Challenges in Emerging Markets, Katowice, Poland, pp.41-49.
- Čutura, M., Kaufmann, R. H. and Butigan, R. (2012). **Exploring the impact of consumer ethnocentrism on decision making process across the product categories**, 3<sup>RD</sup> EMAC CEE Regional Conference. In B., Maričić and G., Ognjanov (Eds.), 6<sup>th</sup> *Marketing Theory Challenges in Emerging Societies*, Belgrade, University of Belgrade, Faculty of Economics Belgrade, ISBN 978-86-403-1240-0, pp. 34-40.
- Kukić, S., Čutura, M. and Mabić, M. (2011). **Consumers' perception of domestic vs. imported products in marketing context of Bosnia and Herzegovina**. Conference Proceeding: *Economic theory and practice: meeting the new challenges*, Faculty of Economics at University of Mostar, Bosnia and Herzegovina, ISSN 2233-0267, pp. 369-379.
- Papac, N., Čutura, M. and Čolak, A. (2011). **Specificities and development of institutional frame for corporate governance in Bosnia and Herzegovina**, Interdisciplinary management research VII - IMR 2011, The Josip Juraj Strossmayer University of Osijek, Faculty of Economic in Osijek and Hochschule Pforzheim University, Osijek-Poreč, 2011., ISSN: 1847-0408, ISBN: 978-953-253-079-7.
- Kukić, S., Čutura, M. and Mabić, M. (2010). Utjecaj potrošačkog etnocentrizma na kupovno ponašanje u Bosni i Hercegovini (**Influence of consumers' ethnocentrism on buying behavior in Bosnia and Herzegovina**), Collected Papers, Faculty of Economics, in Zenica, Bosnia and Herzegovina, ISSN 1840-4006, pp. 403-412.
- Čutura, M. and Živko, I. (2008). **A Comparative Analysis of Internet Banking in Bosnia and Herzegovina and Serbia**. Published in Collected Papers: *Challenges of Economics Sciences in the 21th Century*, Institute of Economic Science, Belgrade, ISBN 978-86-80315-79-9, pp. 394-402.
- Čutura, M. and Mabić, M. (2008). **An examination of the relationship among attitudes towards education and work related values of the youth**. The International Association for Research in Economic Psychology/The Association for Advancement in Behavioral Economics (IAREP/SABE) World Meeting at LUISS in Rome, Italy, ISBN 9788861050273 (CD-ROM).
- Čutura, M., Mabić, M. and Brkić, J. (2008). **Communicating country's image through the official web sites of tourist boards in Bosnia and Herzegovina**. 4<sup>th</sup> International Conference, an Enterprise Odyssey: Tourism-Governance and Entrepreneurship, University of Zagreb, Faculty of Economics and Business, Cavtat, Republic of Croatia, ISBN 10 953-6025-24-8, ISBN 13 978-953-6025-24-4 (CD-ROM).
- Brkić, J., Mabić, M. i Čutura, M. (2007). **Internet as an unavoidable strategic marketing tool in tourism sector**, Međunarodna konferencija «Savremeni izazovi ekonomske teorije i prakse», Management and marketing under Globalisation, Ekonomski fakultet u Beogradu, ISBN: 978-86-403-0846-5, pp. 25-33.
- Kukić, S., Čutura, M. and Mabić, M. (2006). **Work ethic of youth and their perceived possibilities for adaptation to labor market demands - Case: Students at University of Mostar**, International Conference (ICES), Sarajevo, B&H, ISBN 9958-605-89-9; 9958-605-90-2 (CD-ROM).
- Kukić, S., Markić, B., Tomić, D. and Čutura, M. (2006). **The model of consumer animosity in conditions of Bosnia and Herzegovina's society - Case: Students of University of Mostar**. The International Association for Research in Economic Psychology/The Association for Advancement in Behavioral Economics (IAREP/SABE) World Meeting in Paris, France, ISBN 9788861050273 (CD-ROM).
- Kukić, S., Čutura M. i Mabić, M. (2006). **Work ethic of youth and their perceived possibilities for adaptation to labor market demands - Case: Students at University of Mostar**, International Conference (ICES), Sarajevo, BiH, ISBN 9958-605-89-9; 9958-605-90-2 (CD-ROM).
- Kukić, S. and Čutura, M. (2003). **Transition process and System of Values**. International Conference of the Faculty of Economics in Sarajevo (ICES): *From Transition to Development*, Sarajevo, Bosnia and Herzegovina, ISBN 9958-605-58-9, pp. 571-585.
- Kukić, S., Čutura, M. and Marić, Ž. (2003). **Social values and political priorities of student's population in Bosnia and Herzegovina**, International Conference: *Globalisation and Entrepreneurship: Fears, Challenges and Opportunities*, University of Rijeka, Faculty of Economics, Pula, Republic of Croatia, ISBN 953-9143-5-X. (CD-ROM).
- Kukić, S. and Čutura, M. (2002). **The product brand as a factor in purchasing decisions**. In A. Kumar and V. Kandžija (Eds.), *Transitional impacts and the EU enlargement complexity*. University of Mostar, University of Ljubljana, and Institute

for world economics Budapest, ISBN 961-64300-51-3.pp. 257-265.