

CURRICULUM VITAE

Tatjana Mamula Nikolić, PhD
Full Professor

Personal information:

Born: 22. 09. 1964
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Education:

1983 -1987 University of Zagreb, School of Economics, Croatia, Bachelor in economics, Marketing department
1995-1999 University of Belgrade, Faculty of Organizational Sciences, Serbia M.A. Thesis: "Methods and Techniques of Marketing Research"
2000-2007 University of Belgrade, Faculty of Organizational Sciences, Serbia Ph.D. Thesis: "Implementation of set of marketing metrics indicators for brand/product and service/ evaluation"

Vocational education

ILO trainer for Grow Your Business, Start Your Business and Improve Your Business program 2020
PCC Professional Certified Coach International Coaching Federation 2018
CEFE trainer 2018
Points of You trainer 2018
PCM coach January 2017
NLP trainer October 2016
Erickson Professional Coach 2014

Other skills:

Excellent computer skills: Windows and Microsoft Office (Word, Excel, Power Point, Internet Explorer, Outlook Express)

Present position:

Full Professor at Belgrade Bank Academy since January 2025 (Full time)
PCC Coach at Coach Hub platform since 2023

Work experience:

2013 – 2024: Metropolitan University: Faculty of Management & Faculty of Digital Arts
2015 – today: ACT2B, owner
2001-2017, MASMI, executive director
1997-2000, Strategic Marketing, director of marketing
1994-1996, Partner BBSS Galup, director
1993-1994, MARK-Plan, researcher
1988-1992, Pliva, analyst

Principal subjects

Teaching (Undergraduate, Master and Doctoral level):

Marketing management, Leadership and decision making, Brand management, Consumer behaviour, Marketing research, Innovation and Entrepreneurship in digital business, Strategic design

Membership of professional bodies:

Member of ESOMAR World Research since 1995

Member of SAM Serbian Association of Managers 2006 - 2022

Member of ABW Association of Business Women since 2001

Member of Serbian association of employers since 2015

Member of International Coaching Federation since 2015

Member of SEMA since 2018

Member of IAA Serbia 2021

Member of International Public Relations Association IPRA since 2025

Scientific papers in international and other journals

1. Lozović, N., Perić, N. & Mamula Nikolić, T. (2024). Understanding Advertising Agencies in a Multistakeholder Knowledge Environment: Challenges and Importance. In: Knowledge Management in Economy, Technology and Education, N., Perić, and O. Arsenijević, (Eds.). (pp. 111-139). Book Series Socio-Economics, Research, Innovation and Technologies. RITHA Publishing. <https://doi.org/10.57017/SERITHA.2024.KM-ETE.ch5> (M13)
2. Mamula Nikolić, T., Popović-Pantić, S., & Perčić, K. (2023). Technology brands and the role of GenZ in their co-creation. In Kucharska, W. & Lechman, E. (eds) Technology Brands in the Digital Economy. Routledge, pp. 108-124. <https://doi.org/10.4324/9781003184638-8> (M13)
3. Paunović, I., Popović-Pantić, S., & Mamula Nikolić, T. (2020). Exploring international destination governance typology for creating competitive and sustainable destinations, In book: 5th International Thematic Monograph: Modern Management Tools and Economy of Tourism Sector in Present Era. December 2020. pp. 1-14. DOI: 10.31410/tmt.2020.1 ISSN 2683-5673 ISBN 978-86-80194-42-4 COBISS.SR-ID 41727497 (M14)
4. Mamula, T., Popović Pantić, S., & Muller, I. (2020). The Impact of ICT and Digitalization on Consumer Purchase Behaviour of Millennials as emerging Economic and Social Force—the Case of Serbia, Society and Technology, Chapter 10., Opportunities and Challenges, ICT and social development, Conceptual considerations, Lechman, E. (Ed.), Popowska, M. (Ed.). (2020). Society and Technology. London: Routledge, pp. 151-168. (M14)
5. Đurđević, N., Paunović, I., Bogdanović, Z., Labus, A., & Mamula T. (2025). Differences between foreign and domestic senior managers in retail IoT adoption. International Journal of Retail & Distribution Management 4 August 2025; 53 (8): 789–804. <https://doi.org/10.1108/IJRDM-06-2024-0309> (M21)
6. Slavković, M., Pavlović, K., Mamula Nikolić, T., Vučenović, T., & Bugarčić, M. (2023). Impact of Digital Capabilities on Digital Transformation: The Mediating Role of Digital Citizenship. Systems 2023, 11(4), 172; <https://doi.org/10.3390/systems11040172> - 26 Mar 2023 section Systems Practice in Social Science, Mar 2023 (M21)
7. Mamula Nikolić, T., Paunović, I., Milovanović, M., Lozović, N., & Đurović, M. (2022). Examining the impact of Gen Z's sustainability and circular economy attitudes on their eco-products consumer behavior: the mediating role of circular economy awareness. Sustainability 2022. February section Psychology of Sustainability and Sustainable Development (M22)
8. Mamula Nikolić, T., Pantić-Popović, S., Paunović, I., & Filipović, S. (2021). Sustainable Travel Decision-Making of Europeans: Insights from a Household Survey. Sustainability 2021, 13, 1960. <https://doi.org/10.3390/su13041960> section Economic and Business Aspects of Sustainability (M22)
9. Paunović, I., Dressler, M., Mamula Nikolić, T., & Popović-Pantić, S. (2020). Developing a competitive and sustainable destination of the future: clusters and predictors of successful national-level destination governance across destination life-cycle, Sustainability 2020, 12(10), 4066; <https://doi.org/10.3390/su12104066> (registering DOI), <https://doi.org/10.3390/su12104066> Tourism, Smart Specialization and Sustainable Development. pp.153-167 (M22)

10. Paunović, I., & Mamula Nikolić, T. (2023). Strategic family winery brand launch in the VUCA (volatility, uncertainty, complexity, ambiguity) market: 3 case studies from Serbian market. *Journal of process management and new technologies*. Vol. 11, Issue 1-2, 2023, pp. 57-6. DOI: <https://doi.org/10.5937/jpmnt11-44579> (M23)
11. Bovan, A., Milovanović, M., & Mamula Nikolić, T. (2022). Exploring the association between HR independence in organizing educational innovation programs and the availability of educational and talent management programs in the companies from serbia and the republic of srpska, *APEIRON*, XII (2):350-363, DOI 10.7251/EMC2202350B (M23)
12. Milovanović, M., Mamula Nikolić, T., & Perić, N. (2022). Do antecedents of job satisfaction differ based on turnover intention in automotive spare parts sector: case of Bosnia and Herzegovina, *International journal of economics and law*, Volume 12, No. 35 ERIH+ lista pp. 125-147. <https://economicsandlaw.org/wp-content/uploads/2022/09/Vol12.-No35.pdf> (M23)
13. Mamula Nikolić, T., Perčić, K., & Nećak, M. (2022). MSMEs need to change the game in challenging times such as COVID-19 crisis: Changes in consumer behavior habits. *Teme*. Vol. XLVI, no 1, 2022 pp. 215-234. Print ISSN: 0353-7919 Online ISSN: 1820-7804 (M23)
14. Mamula T., Perić, N., & Bovan, A. (2020). The role of feedback as a management tool in performance management program, *Access to Success QAS*, Vol.21 No.177, pp. 3-8. ISSN: 1582-2559 (WoS: ESCI lista, SCImago: Q3) ERIH+ lista (M23)
15. Alimpić, S., Perić, N., & Mamula, T. (2020). Impact of certain sales promotion tools on consumers' impulse buying behavior. *Journal of Applied Economic Sciences*, Volume XV, Spring, 1(67): pp. 45-56. DOI: [https://doi.org/10.14505/jaes.v15.1\(67\).03](https://doi.org/10.14505/jaes.v15.1(67).03) SCImago: Q3 (M24)
16. Mamula Nikolić, T., Perić, N., & Delić, T. (2022). Consumer behavior during the COVID-19 pandemic – focus on Gen Y and Gen Z. *International thematic proceedings. Covid-19 Pandemic Crisis Management A Non-Medical Approach*, April 2022 (M31)
17. Nikolić-Ristić, D., Mamula Nikolić, T. & Stojković, R. (2025). Digitalization of banks as a factor in consumer experience, *IV International conference on advances in science and technology*, Herceg Novi, 04 June – 07 June, 2025, (COAST 2025), Fakultet za menadžment, Herceg Novi, (M33)
18. Đurđević N., Mamula Nikolić T., & Lozović N. (2024). In-store traffic patterns relevance for customer attention at shelf, *ICMarkTech'24 - International Conference on Marketing and Technologies*, December 2024. DOI: 10.1007/978-981-96-3077-6_31 (M33)
19. Mamula Nikolić, T., Kralj, S., & Milovanović, M. (2024). Blue Ocean Strategy & Sustainable Growth Case Study How to Play to Win. *XIII International Conference on Social and Technological Development*. STED Trebinje, Republic of Srpska, Bosnia and Herzegovina, 2024. (M33)
20. Hanić, H., Mamula Nikolić, T., Bugarčić, M., Radenković, & S., Sućeska, A. (2025). *Principi marketinga* (2025). Beogradska bankarska akademija, ISBN 978-86-7852-076-1 Udžbenik BBA
21. Mamula Nikolić, T., & Perić, N. (2024). Brendovi i marketinške metrike za evaluaciju brendova u savremenom poslovanju. *Institut za srpsku kulturu Priština, Leposavić*. ISBN 978-86-82736-13-4 (M42)
22. Mamula Nikolić, T. (2023). *Reinovacija poslovanja. Živeti sa cunamijem*. HeraEdu i Univerzitet Metropolitan. ISBN 978-86-7956-194-7 (M42)
23. Mamula Nikolić, T. (2023). *Reintegracija poslovanja. Živeti sa cunamijem. Kako napredovati na talasima promena*. HeraEdu i Metropolitan Univerzitet, ISBN 978-86-7956-195-4 (M42)
24. Mamula Nikolić, T. (2021). *Nova generacija potrošača i lidera u VUCA svetu*. Univerzitet Metropolitan i iLearn, ISBN: 978-86-89755-20-6, COBISS 36603145 (M42)
25. Kralj, S., & Mamula Nikolić, T. (2024). Digital technologies, AI and consumer behavior: The role of influencers. *Limesplus* br. 2-3/2024, pp. 125-156, ISNS 1820-0869 (M51)
26. Đurđević, N., Maksimović, M., & Mamula Nikolić, T. (2024). Irresponsible Use of ChatGPT Impedes Academic Performance. *Limesplus* br. 2-3/2024, pp. 233-256, ISNS 1820-0869 (M51)
27. Mamula Nikolić, T., Perčić, K. & Nećak, M. (2022). Designing sustainable brand by engaging brand-consumers' collaboration. *Generation Z co-creators and influencers in Serbia*. *Marketing* 1(53) 37-50
28. Mamula Nikolić, T., Perić, N., & Alimpić, S. (2021). The Role and Importance of Value-based Segmentation on the Cohort of Millennials: Case Study Serbia. *Marketing* 52(1):43-57.