

Name	Jelena Žugić
Academic title	PhD, Associate professor
Date of birth	1977. Nikšić
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<p>Courses Taught at the Faculty of Business Studies “Montenegro Business School”</p> <ul style="list-style-type: none"> • Basic Marketing • Information Systems Marketing • International Marketing • International Management • Marketing Management(specialized study) • Brand Management (specialized study) • International Business and Marketing (master study) <p>Dean for Academic Affairs, Finance and International Cooperation at the Montenegro Business School, University Mediteran</p>	
<p>Education</p> <ul style="list-style-type: none"> • Elementary and high school in Nikšić. The Faculty of Economics, the course Marketing, graduated October 11, 2001 on the topic “Marketing information system in the case of Breweries Trebjesa”. Received a master’s degree at the University of Belgrade, course International Marketing and Management, October 13, 2004, on the topic “International Strategic Alliances and Rationalization of Foreign Direct Investment”. PhD theses entitled “Foreign direct investment in the function of improving the international competitiveness of enterprises in transition countries” defended on December 21, 2007 at Faculty of Economics in Podgorica. • Elected assistant professor for the subjects Basic Marketing, Marketing Research and International Marketing September 5, 2008 at the Faculty of Business Studies “Montenegro Business School” in Podgorica 	
<p>Published articles (last few years)</p> <ul style="list-style-type: none"> • Two Sides of Foreign Direct Investment in Montenegro, Montenegrin Journal of Economics, Volume III, No 5, July 2007 (JEL classification: E 22; F 30) • Foreign Direct Investment in the Function of Improving Competitiveness of companies in Transition Countries, Montenegrin Journal of Economics, Volume IV, No 7, 2008 (JEL classification: E 22; F 30) • The Foreign Direct Investment and competitiveness of Montenegrin economy, Montenegrin Journal of Economics, Volume VI, Number 9, 2010 (JEL classification: P20) • Reality and Perspectives of Trade line in Montenegro, Media dialogues - Journal for the 	

Research of media and society, ELIT- Economic Research Laboratories Transition, Vol.1, No.1, 2008.

- Foreign Direct Investment and Global Economic Crisis in the Western Balkans, European Perspectives -Journal on European Perspectives of the Western Balkans, Volume 3, Number 1, April 2011, Slovenia
- The impact of digitization and the development of new media on consumer behavior, Media dialogues - Journal for the Research of media and society, ELIT- Economic Research Laboratories Transition, Vol. IV, No 9, 2011.
- Market Aspects of Project Management in Construction through the Growth of Demand for Housing Loans, International Symposium "Procedures and Problems of Construction", Proceedings, Vrnjačka banja, 2007.
- Coordination strategy of foreign direct investments and strategy of export competitiveness in the global crisis, International Symposium "Management 2010", Proceedings, Kruševac, March 17-18, 2010.
- Foreign direct investment in tourism in the global economic crisis, International scientific conference "Investments in tourism as a condition of regional integration", Proceedings, Ulcinj, April 2, 2010.
- Impact of globalization on culture media, International scientific meeting „ Kotor media dialogues“, Proceedings Abstracts, The Government of Montenegro, Ministry of Culture, Sports and Media, Herceg Novi, June 4, 2010.
- High Education Branding Through New Age Media, XII International Symposium of the Faculty of Organizational Sciences –Symorg 2010, Proceedings, Zlatibor, June 9-12,2010
- Impact of the Global Financial Crisis on the Montenegrin Economy, VII International Conference of young doctor of science "MLADA VEDA 2010", Faculty of Special Engineering, University of Zilina, Slovakia, November 9-10, 2010.
- Benefits from the implementation of standards, XII Scientific meeting "Quality system-condition for business and competitiveness", Association for Quality and Standardization of Serbia, Vrnjačka Banja, Serbia, November 25-26 2010.
- Promotion of Tourism in Economic Development of Montenegro, III International Scientific Conference "Perspectives of Economic Development-Challenges and Opportunities, Ulcinj, 1. April, 2011.
- International Perspectives and Challenges of Small and Medium Enterprises, International scientific conference "Small and Medium Enterprises - Possibilities and Perspectives 2011" , Novi Pazar, Serbia, 25 April 2011
- Integrative and Strategic Nature of Human Resource Management – New Trends in Quality Management, International Scientific Seminar "New Trends in Quality Management", Trnava, Slovakia, 12-13. April 2011
- Integrated marketing communications in the function of the economic development of Montenegro, the International Scientific Conference 2011 ES-NBE, Kosovska Mitrovica, November, 2011.

Membership in Associations

- President of the Commission to assign the trademark “ in the field of services –Chamber of Commerce of Montenegro

Functions

- Dean for Academic Affairs, Finance and International Cooperation at the Montenegro Business School, University Mediterranean Podgorica,
- President of the Commission for promotion of Mediterranean University Podgorica

Trainings and seminars

- European Integration in Transition Countries, Centre for Independent Journalism – Sofia-Bulgaria,
- Quality standards in the meat industry, Die Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)- München-Germany,
- Business and Economic Workshop, Media Institute of Montenegro, U.S. Consulate Public Affairs Office and the Voice of America