

Curriculum Vitae (english)

First and last name	Svetlana Sokolov Mladenović
Date of birth	26.10.1978.
Place of birth	Leskovac
Nationality	Serbian

Education

Degree	Institution	Date
Bachelor with Honours of Economics	University of Niš Faculty of Economics	13.11.2001.
Master of Economics	University of Niš Faculty of Economics	26.11.2006.
PhD in Economics	University of Niš Faculty of Economics	29.09.2011.

Personal skills and competences

Foreign language 1 (level)	English B2
Foreign language 2 (level)	French C2
Computer skills	MC Office
Other skills	

Professional / Work experience

Position	Employer	Period
Teaching Assistant - Assistant professor	University of Niš Faculty of Economics	2002 -

Academic carier

	Election date
Teaching Assistant	Jun 06, 2002
Assistant	April 05, 2007
Assistant professor	February 13, 2012
Associate professor	
Full professor	

Extracurricular activities

Participation in domestic projects:	
<ul style="list-style-type: none"> • Project 1779- "Strategic management of production of small and medium-sized enterprises" 2002 - 2004 • Project 149052- "Developing Competitive Advantage in Serbia in the European integration", 2007-2010 • Project 179081- "Research modern trends of strategic management by applying specialized management disciplines in the function of competitiveness of the Serbian economy", 2011-, funded by the Ministry of Education and Science of the Republic of Serbia 	
Professional development:	
Serbian Marketing Association	
Key qualifications:	
Trade, retailing, trade management and trade marketing.	

Main references

1.	Ćuzović, S. & Sokolov Mladenović, S. (2015). <i>Menadžment internacionalizacije trgovine</i> . Monografija, Ekonomski fakultet Univerziteta u Nišu.
2.	Sokolov Mladenović, S. & Ćuzović, Đ. (2015). Franchising as the model of internationalisation of retailing. <i>Teme</i> , 39 (1), 191-206.
3.	Sokolov Mladenović, S. & Ćuzović, S. (2015). Kvalitet usluga u maloprodaji kao osnova donošenja odluka o kupovini. <i>Marketing</i> , 46 (1), 26-35.
4.	Sokolov Mladenović, S. & Ćuzović, Đ. (2015). Partnership of trade and manufacturers in the development of trademarks. <i>Ekonomika</i> , 4, 35-46.
5.	Ćuzović, S. & Sokolov Mladenović, S. (2015). Customer Loyalty Management in Retail in Conditions of Internationalization. <i>5th South-East European (SEE) meeting & scientific conference of management departments</i> , Varaždin, pp. 151-159.
6.	Ćuzović, S., Sokolov Mladenović, S. & Ćuzović, Đ. (2015). Institutional Innovation as a factor of food retail development. <i>International Scientific Conference "Trade perspectives 2015: Innovations in Food Retailing"</i> , Faculty of Economics, Zagreb, pp. 4-18.
7.	Sokolov Mladenović, S. & Ćuzović, Đ. (2014). The role of franchising in attracting foreign investment in Serbia. Thematic Proceedings <i>"Possibilities and Perspectives for Foreign Direct Investment in the Republic of Serbia"</i> (261-275).
8.	Ćuzović, S. & Sokolov Mladenović, S. (2014). Kreiranje „paketa ponude“ trgovinskih kompanija u uslovima internacionalizacije. Tematski zbornik <i>„Antikrizne politike i postkrizni procesi: izazovi ekonomske nauke“</i> , 309-320.
9.	Ćuzović, S., Sokolov Mladenović, S. & Ćuzović, Đ. (2014). E-Commerce as the Leader of International Business. <i>Journal of Economic and Business Sciences</i> , 18-29.
10.	Sokolov Mladenović, S. & Ćuzović, S. (2014). Trgovinski menadžment u savlađivanju tajni održivog razvoja. <i>Ekonomске teme</i> , 3, 361-378.
11.	Sokolov Mladenović, S. & Ćuzović, Đ. (2014). Development of the concept of corporate social responsibility in trade under conditions of market globalisation. <i>Ekonomika</i> , 117-129.

12.	Ćuzović, S., Sokolov Mladenović, S. & Ćuzović, Đ. (2014). Marketing instrumentalisation of HACCP standards in trade-an example of the market of the Republic of Serbia, 4th South-East European (SEE) meeting&scientific conference of management departments: <i>"Management, leadership, organisation and entrepreneurship in 21st century: How to develop managerial and entrepreneurial skills and competences in the SEE region"</i> , Tuzla, 177-186.
13.	Ćuzović, S. & Sokolov Mladenović, S. (2014). Elektronička trgovina kao poslovni koncept zasnovan na tehnološkim inovacijama. Međunarodna naučna konferencija „ <i>Perspektive trgovine 2014: Ljudi, tehnologija, znanje</i> “, Zagreb, pp. 281-296.
14.	Ćuzović, S. & Sokolov-Mladenović, S. (2013). Politika zaštite potrošača u Srbiji u funkciji njene harmonizacije sa Evropskom unijom. U: Leković V. (Ed.), Tematski zbornik sa Naučnog skupa <i>Institucionalne promene kao determinante privrednog razvoja Srbije</i> (467-477).
15.	Ćuzović, S. & Sokolov-Mladenović, S. (2013). Trade in Terms of Ecological Economics. In: Knezovic B. (Ed.), <i>The volume "Challenges for the trade of Central and Southeast Europe"</i> , <i>International Business & Management</i> (37-53).
16.	Ćuzović, S. & Sokolov-Mladenović, S. (2013). Kreiranje vrednosti za potrošače kao izvor konkurentske prednosti trgovinskih preduzeća. U: Petrović D. (Ur.), <i>Tematski zbornik sa Projekta "Istraživanje savremenih tendencija strateškog upravljanja primenom specijalizovanih menadžment disciplina u funkciji konkurentnosti srpske privrede"</i> br. 179081 (60-81).
17.	Ćuzović, S., Mladenović, I. & Sokolov-Mladenović, S. (2013). Business performance of the trade sector in Serbia in economic crisis. <i>Metalurgia International</i> , 18 (6), 222-226.
18.	Ćuzović, S. & Sokolov-Mladenović, S. (2013). Strategije prilagođavanja trgovinskog sektora na ekonomsku krizu. <i>Teme</i> , 1, 117-139.
19.	Ćuzović, S. & Sokolov-Mladenović, S. (2013). Estetizacija sistema kvaliteta u funkciji korporativne prepoznatljivosti trgovinskog preduzeća. <i>Anali Ekonomskog fakulteta u Subotici</i> , 49 (30), 279-293.
20.	Ćuzović, S. & Sokolov-Mladenović, S. (2013). Važnost partnerstva trgovine i proizvođača u opskrbnom lancu za osiguranje kvalitete asortimana proizvoda. Međunarodna konferencija <i>"Perspektive trgovine 2013: Odnosi u lancima opskrbe"</i> , Zagreb, pp. 134-152.