

# CURRICULUM VITAE

## PERSONAL INFORMATION

**Name** Uglješa Marjanović, Ph.D, MBA  
**Address** University of Novi Sad, Trg Dositeja Obradovica  
 6, 21000 Novi Sad, Serbia  
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**Gender** Male  
**Date of birth** 30/04/1981  
**Nationality** Serbian



## FORMAL EDUCATION

2000 - 2004	<b>B.Sc. Engineering Management</b> University of Novi Sad, Serbia
2005 - 2007	<b>M.B.A. Master of Business Administration</b> Bloomsburg University, Pennsylvania, USA
2012 - 2015	<b>PhD Industrial Engineering/Engineering Management</b> University of Novi Sad, Serbia

## WORK EXPERIENCE

2020 – present	<b>Associate Professor</b> Faculty of Technical Sciences, University of Novi Sad, Serbia Department of Industrial Engineering and Engineering Management <ul style="list-style-type: none"> <li>Engaged in the following courses: Electronic Business, Strategic Management and Application of Internet, and Information Technology in Business</li> </ul>
2020 - 2021	<b>National SME Policy Expert for Serbia</b> PwC Société cooperative, Luxembourg
2019	<b>Visiting Scholar</b> Penn State University, USA
2018 - 2020	<b>Deputy Director, Department of Industrial Engineering and Management</b> University of Novi Sad, Serbia
2018	<b>Advisor to the Minister, Innovatio</b> Government of the Republic of Serbia, Serbi
2015 - 2016	<b>Member of Expert team for ICT and online learning</b> Ministry of Education, Science and Technological Development, Serbia
2015 - 2020	<b>Assistant Professor, Industrial Engineering and Management</b> University of Novi Sad, Serbia
2009 - 2015	<b>Teaching Assistant</b> University of Novi Sad, Serbia
2008 - 2013	<b>Manager and Facilitator</b> Cisco Entrepreneur Institute, Novi Sad, Serbia

# CURRICULUM VITAE

LIST OF CORE PROJECTS AND POSITIONS	
<b>National projects</b>	
<b>2021-2022</b>	<p><b><i>Principal Investigator</i></b>            Project title: The Path towards Industry 4.0 – Serbian Manufacturing (PI4SM)            Institution: Science Fund of the Republic of Serbia under the grant Serbian Science and Diaspora Collaboration            Program: Vouchers for Knowledge Exchange, Jan 2021 – Jun 2022, Principal Investigator.</p>
<b>2017-2018</b>	<p><b><i>Principal Investigator</i></b>            Project title: Development of a methodology for the introduction of virtual reality technology in training processes in companies of the manufacturing sector            Institution: Autonomous Province of Vojvodina (APV) - Provincial Secretariat for Higher Education and Scientific Research</p>
<b>International projects</b>	
<b>2023 - present</b>	<p><b><i>Project coordinator</i></b>            Project title: WEstern Balkan higher educational courses in data JOUrnalism (WEBJOU)            Institution: Faculty of technical sciences, University of Novi Sad            Funded under ERASMUS+ program</p>
<b>2022 - present</b>	<p><b><i>Researcher</i></b>            Project title: European Manufacturing Survey            Institution: Faculty of technical sciences, University of Novi Sad            Project Coordinator: Fraunhofer ISI, Karlsruhe, Germany</p>
<b>2022 - present</b>	<p><b><i>Project coordinator</i></b>            Project title: Versatile and Innovative open educational resources for collaborative Virtual and mobile learning Arrangements in HE (VIVA)            Institution: Faculty of technical sciences, University of Novi Sad            Funded under ERASMUS+ program</p>
<b>2021 - 2023</b>	<p><b><i>Project team member</i></b>            Project title: Enhanced Learning and teaching in International Virtual Environments (ENLIVEN)            Institution: Faculty of technical sciences, University of Novi Sad            Funded under ERASMUS+ program</p>
<b>2021</b>	<p><b><i>Researcher</i></b>            Project title: Digital Servitization Survey            Coordinated by Special Interest Group (SIG) on “Service Systems Design, Engineering and Management” of the International Federation of Information Processing (IFIP), Working Group (WG) 5.7 on Advances in Production Management Systems (APMS).</p>
<b>2020 - 2022</b>	<p><b><i>Project coordinator</i></b>            Project title: Data Literacy at the Interface of Higher Education and Business (DATALIT)            Institution: Faculty of technical sciences, University of Novi Sad            Funded under ERASMUS+ program</p>

# CURRICULUM VITAE

<b>2019 -2022</b>	<b><i>Project coordinator</i></b> Project title: Developing Data Literacy Courses for University Students (DEDALUS) Institution: Faculty of technical sciences, University of Novi Sad Funded under ERASMUS+ program
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## ADDITIONAL INFORMATION

<b>CORE COMPETENCIES</b>
<b>Core personal competences</b>
<ul style="list-style-type: none"><li>— Good knowledge of English language</li><li>— Good communication skills gained through my experience as a professo</li><li>— Good analytical skills acquired from my current job, and working as an Advisor to the Minister</li><li>— Advanced computer skills</li><li>— Excellent event management skills</li></ul>

## LIST OF PUBLICATIONS

<p>J. Leoste et al., "Environment Challenges of E-Learning in Higher Education—The Teachers' Perspective," in <i>Smart Innovation, Systems and Technologies</i>, 2023, vol. 908, pp. 143–156. doi: 10.1007/978-981-19-5240-1_10.</p> <p>A. Sofic, S. Rakic, G. Pezzotta, B. Markoski, V. Arioli, and U. Marjanovic, "Smart and Resilient Transformation of Manufacturing Firms," <i>Processes</i>, vol. 10, no. 12, pp. 1–13, 2022, doi: 10.3390/pr10122674.</p> <p>S. Rakic, M. Pero, A. Sianesi, and U. Marjanovic, "Digital Servitization and Firm Performance: Technology Intensity Approach," <i>Eng. Econ.</i>, vol. 33, no. 4, pp. 398–413, 2022, doi: 10.5755/j01.ee.33.4.29649.</p> <p>D. Ciric Lalic, U. Marjanovic, B. Lalic, M. Savkovic, and T. Lolic, "International Journal of Production Research over the past 25 years: A Retrospective Bibliometric Analysis," <i>IFAC-PapersOnLine</i>, vol. 55, no. 10, pp. 2413–2418, 2022, doi: 10.1016/j.ifacol.2022.10.070.</p> <p>M. Miloradov, S. Rakic, D. Ciric Lalic, S. Softic, and U. Marjanovic, "Digital Technologies as an Essential Part of Smart Factories and Their Impact," in: D.Y. Kim , G. Von Cieminski, D. Romero (Eds.), <i>Advances in Production Management Systems. Smart Manufacturing and Logistics Systems: Turning Ideas into Action</i>, 2022, vol. AICT 664, pp. 179–187, doi: 10.1007/978-3-031-16411-8_23.</p> <p>G. Pezzotta et al., "Digital Servitization in the Manufacturing Sector : Survey Preliminary Results," in: D.Y. Kim , G. Von Cieminski, D. Romero (Eds.), <i>Advances in Production Management Systems. Smart Manufacturing and Logistics Systems: Turning Ideas into Action</i>, 2022, vol. AICT 664, pp. 310–320, doi: 10.1007/978-3-031-16411-8_37.</p> <p>S. Rakic, U. Marjanovic, G. Pezzotta, P. Gaiardelli, A. Jankovic, and F. Adrodegari, "Future Trends in Digital Services and Products: Evidence from Serbian Manufacturing Firms," in: D.Y. Kim , G. Von</p>
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Cieminski, D. Romero (Eds.), *Advances in Production Management Systems. Smart Manufacturing and Logistics Systems: Turning Ideas into Action*, 2022, vol. AICT 664, pp. 341–350, doi: 10.1007/978-3-031-16411-8\_40.

U. Marjanović, “IJEM as a part of the world’s leading scientific citation search platform,” *International Journal of Industrial Engineering and Management*, vol. 13, no. 2, pp. 76–77, 2022, doi: 10.24867/IJEM-2022-2-editorial.

M. Miloradov, S. Rakic, and U. Marjanovic, “Towards digital economy through data literate workforce,” in *WWW ’22 Companion*, 2022, pp. 417–422, doi: 10.1145/3487553.3524696.

M. Samardžić, D. Stefanović, and U. Marjanović, “Transformation towards Smart Working: Research proposal,” in *21th International Symposium INFOTEH-JAHORINA*, 2022, pp. 1–6, doi: 10.1109/INFOTEH53737.2022.9751256.

U. Marjanović, “New Horizon for Industrial Engineering and Management,” *Int. J. Ind. Eng. Manag.*, vol. 12, no. 4, pp. 226–227, 2021, doi: 10.24867/IJEM-2021-4-editorial, doi: 10.24867/IJEM-2021-4-editorial.

T. Lolic, D. Stefanovic, R. Dionisio, U. Marjanovic, and S. Havzi, “Assessing Engineering Students’ Acceptance of an E- Learning System: A Longitudinal Study,” *Int. J. Eng. Educ.*, vol. 37, no. 3, pp. 785–796, 2021.

S. Rakic, M. Pavlovic, and U. Marjanovic, “A Precondition of Sustainability: Industry 4.0 Readiness,” *Sustainability*, vol. 13, no. 12, p. 6641, 2021, doi: 10.3390/su13126641.

J. Leoste, S. Rakic, F. Marcelloni, M. F. Zuddio, U. Marjanovic, and T. Oun, “E-learning in the times of COVID-19: The main challenges in Higher Education,” in: J. František (Ed.), *19th International Conference on Emerging eLearning Technologies and Applications (ICETA)*, 2021, pp. 225–230, doi: 10.1109/ICETA54173.2021.9726554.

B. Lalic, D. Ciric, M. Savkovic, S. Rakic, and U. Marjanovic, “Exploring the use of game-based learning in agile project management education,” in: J. František (Ed.), *19th International Conference on Emerging eLearning Technologies and Applications (ICETA)*, 2021, pp. 218–224, doi: 10.1109/ICETA54173.2021.9726599.

M. Samardzic and U. Marjanovic, “Multi-perspective View on Sustainable Production : A Literature Review,” in: A. Dolgui, A. Bernard, D. Lemoine, G. von Cieminski, D. Romero (Eds.), *Advances in Production Management Systems. Artificial Intelligence for Sustainable and Resilient Production Systems*, 2021, vol. AICT 632, pp. 55–63, doi: 10.1007/978-3-030-85906-0\_6.

S. Rakic, I. Visnjic, P. Gaiardelli, D. Romero, and U. Marjanovic, “Transformation of Manufacturing Firms: Towards Digital Servitization,” in: A. Dolgui, A. Bernard, D. Lemoine, G. von Cieminski, D. Romero (Eds.), *Advances in Production Management Systems. Artificial Intelligence for Sustainable and Resilient Production Systems*, 2021, vol. AICT 631, pp. 153–161, doi: 10.1007/978-3-030-85902-2\_17.

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D. Ciric, B. Lalic, U. Marjanovic, M. Savkovic, and S. Rakic, "A Bibliometric Analysis Approach to Review Mass Customization Scientific Production," in: A. Dolgui, A. Bernard, D. Lemoine, G. von Cieminski, D. Romero (Eds.), *Advances in Production Management Systems. Artificial Intelligence for Sustainable and Resilient Production Systems*, 2021, vol. AICT 634, pp. 328–338, doi: 10.1007/978-3-030-85914-5\_35.

D. Taibi et al., "Developing Data Literacy Competences at University: the experience of the DEDALUS project," in 1st Conference on Online Teaching for Mobile Education (OT4ME), 2021, pp. 112–113, doi: 10.1109/OT4ME53559.2021.9638912.

I. Spasojević, S. Havzi, D. Stefanović, S. Ristić, and U. Marjanović, "Research Trends and Topics in IJEM from 2010 to 2020: A Statistical History," *Int. J. Ind. Eng. Manag.*, vol. 12, no. 4, pp. 228–242, 2021, doi: 10.24867/IJEM-2021-4-290.

D. Stefanovic, D. Dakic, B. Stevanov, T. Lolic, and U. Marjanovic, "Process mining in the manufacturing context: Review and recommendations," *Int. J. Ind. Eng.*, vol. 28, no. 4, pp. 451–476, 2021, doi: 10.23055/ijetap.2021.28.4.7287.

N. Zivlak, S. Rakic, U. Marjanovic, D. Ciric, and B. Bogojevic, "The Role of Digital Servitization in Transition Economy: An SNA Approach," *Teh. Vjesn. - Tech. Gaz.*, vol. 28, no. 6, pp. 1–9, 2021, doi: 10.17559/TV-20210325083229.

U. Marjanovic, "The path towards the Web of Science," *Int. J. Ind. Eng. Manag.*, vol. 11, no. 4, pp. 213–214, 2020, doi: 10.24867/IJEM-2020-4-editorial.

U. Marjanovic, D. Scepanovic, N. Zivlak, B. Lalic, "Report on ICT in Education in the Republic of Serbia," in: D. Liu, R. Huang, B. Lalic, H. Zeng, N. Zivlak (Eds.), *Comp. Anal. ICT Educ. Between China Cent. East. Eur. Ctries.*, Springer, Singapore, 2020: pp. 325–340. doi:10.1007/978-981-15-6879-4\_16.

S. Rakic, T. Lolic, B. Lalic, D. Stefanovic, and U. Marjanovic, "The acceptance of electronic learning in transition economies: evidence from the Republic of Serbia," in: J. František (Ed.), *18th International Conference on Emerging eLearning Technologies and Applications (ICETA)*, IEEE, Starý Smokovec, 2020: pp. 552–557, doi: 10.1109/ICETA51985.2020.9379173.

U. Marjanovic, "The IJEM as a platform for engagement," *Int. J. Ind. Eng. Manag.*, vol. 11, no. 2, pp. 71–72, 2020, doi: 10.24867/IJEM-2020-2-editorial.

S. Rakic, N. Simeunovic, N. Medic, M. Pavlovic, and U. Marjanovic, "The Role of Service Business Models in the Manufacturing of Transition Economies," in: B. Lalic, V. Majstorovic, U. Marjanovic, G. von Cieminski, D. Romero (Eds.), *Advances in Production Management Systems. Towards Smart and Digital Manufacturing*, 2020, vol. AICT 592, pp. 299–306, doi: 10.1007/978-3-030-57997-5\_35.

M. Pavlović, U. Marjanović, S. Rakić, N. Tasić, and B. Lalić, "The Big Potential of Big Data in Manufacturing: Evidence from Emerging Economies," in: B. Lalic, V. Majstorovic, U. Marjanovic, G. von Cieminski, D. Romero (Eds.), *Advances in Production Management Systems. Towards Smart and Digital Manufacturing*, 2020, vol. AICT 592, pp. 100–107, doi: 10.1007/978-3-030-57997-5\_12.

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T. Todorovic, B. Lalic, V. Majstorovic, U. Marjanovic, and N. Tasic, "General Readiness Assessment of Industry 4.0: Evidence from Serbian Manufacturing Industry Tanja," in: B. Lalic, V. Majstorovic, U. Marjanovic, G. von Cieminski, D. Romero (Eds.), *Advances in Production Management Systems. The Path to Digital Transformation and Innovation of Production Management Systems*, 2020, vol. 591, pp. 139–146, doi: 10.1007/978-3-030-57993-7\_17.

V. Majstorovic, S. Stojadinovic, B. Lalic, and U. Marjanovic, "ERP in Industry 4.0 Context," in: B. Lalic, V. Majstorovic, U. Marjanovic, G. von Cieminski, D. Romero (Eds.), *Advances in Production Management Systems. The Path to Digital Transformation and Innovation of Production Management Systems*, 2020, vol. 591, pp. 287–294, doi: 10.1007/978-3-030-57993-7\_33.

U. Marjanovic, B. Lalic, N. Medic, J. Prester, and I. Palcic, "Servitization in manufacturing: role of antecedents and firm characteristics," *Int. J. Ind. Eng. Manag.*, vol. 10, no. 2, pp. 133–144, 2020. doi: 10.24867/IJIEEM-2020-2-259

N. Medic, Z. Anisic, U. Marjanovic, N. Tasic, B. Lalic, "Evaluation of Main Sources of Ideas for Innovation in Manufacturing Companies Using PROMETHEE Method," in: Z. Anisic, B. Lalic, D. Gracanin (Eds.), *Proceedings on 25th International Joint Conference on Industrial Engineering and Operations Management – IJCIEOM*, Springer International Publishing, Novi Sad, Serbia, 2020: pp. 388-395. doi: 10.1007/978-3-030-43616-2\_41

U. Marjanovic, "A word from the new Editor," *Int. J. Ind. Eng. Manag.*, vol. 11, no. 1, pp. 1–2, 2020. doi: 10.24867/IJIEEM-2020-1-editorial

S. Rakic, S. Softic, N. Tasic, I. Turcin, E. Lüftenegger, and U. Marjanovic, "Student Performance on an E-Learning Platform: Mixed Method Approach," *Int. J. Emerg. Technol. Learn.*, vol. 15, no. 2, pp. 187–203, 2020, doi: 10.3991/ijet.v15i02.11646.

S. Rakic, M. Pavlovic, S. Softic, B. Lalic, and U. Marjanovic, "An Evaluation of Student Performance at e-Learning Platform," in: J. František (Ed.), *17th International Conference on Emerging eLearning Technologies and Applications (ICETA)*, 2019, pp. 681–686, doi: 10.1109/ICETA48886.2019.9040066.

N. Medic, Z. Anisic, B. Lalic, U. Marjanovic, and M. Brezocnik, "Hybrid fuzzy multi-attribute decision making model for evaluation of advanced digital technologies in manufacturing: Industry 4.0 perspective," *Adv. Prod. Eng. Manag.*, vol. 14, no. 4, pp. 483–493, 2019, doi: doi.org/10.14743/apem2019.4.343.

U. Marjanovic, S. Rakic, and B. Lalic, "Digital Servitization: The Next 'Big Thing' in Manufacturing Industries," in: F. Ameri, K. E. Stecke, G. von Cieminski, D. Kiritsis (Eds.), *Advances in Production Management Systems. Production Management for the Factory of the Future*, 2019, pp. 510–517, doi: 10.1007/978-3-030-30000-5\_63.

M. Medojevic, N. Medic, U. Marjanovic, B. Lalic, and V. Majstorovic, "Exploring the Impact of Industry 4.0 Concepts on Energy and Environmental Management Systems: Evidence from Serbian Manufacturing Companies," in: F. Ameri, K. E. Stecke, G. von Cieminski, D. Kiritsis (Eds.), *Advances in Production Management Systems. Production Management for the Factory of the Future*, 2019, pp. 355–362, doi: 10.1007/978-3-030-29996-5\_41.

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B. Lalic, T. Todorovic, N. Medic, B. Bogojevic, D. Ciric, and U. Marjanovic, "The Impact of Inter-Organizational Cooperation on R&D Expenditure of Manufacturing Companies," *Procedia Manuf.*, vol. 39, no. 2019, pp. 1401–1406, 2019, doi: 10.1016/j.promfg.2020.01.315.

B. Lalic, S. Rakic, and U. Marjanovic, "Use of Industry 4.0 and organizational innovation concepts in Serbian textile and apparel industry," *Fibres Text. East. Eur.*, vol. 133, no. 3, pp. 10–18, 2019, doi: 10.5604/01.3001.0013.0737.

S. Rakic, B. Lalić, M. Vilkas, N. Medic, and U. Marjanovic, "The impact of servitization on firm performance: moderating role of digital solutions," in: G. Kovacs, M. Kuula (Eds.), *26th EurOMA Conference: Operations Adding Value to Society*, 2019, pp. 1–10.

S. Rakic, S. Softic, M. Vilkas, B. Lalic, and U. Marjanovic, "Key indicators for student performance at the e-learning platform: An SNA approach," in: J. František (Ed.), *16th IEEE International Conference on Emerging eLearning Technologies and Applications*, 2018, pp. 463–468, doi: 10.1109/ICETA.2018.8572236.

U. Marjanovic, B. Lalic, V. Majstorovic, N. Medic, J. Prester, and P. Iztok, "How to Increase Share of Product-Related Services in Revenue? Strategy Towards Servitization," in: I. Moon, G. Lee, J. Park, D. Kiritsis, G. von Cieminski (Eds.), *Advances in Production Management Systems. Smart Manufacturing for Industry 4.0*, 2018, vol. AICT 536, pp. 57–64, doi: 10.1007/978-3-319-99707-0.

U. Marjanovic, N. Simeunovic, M. Delic, Z. Bojanic, and B. Lalic, "Assessing the Success of University Social Networking Sites: Engineering Students' Perspective," *Int. J. Eng. Educ.*, vol. 34, no. 4, pp. 1363–1375, 2018.

N. Medic, U. Marjanovic, J. Prester, I. Palcic, and B. Lalic, "Evaluation of advanced digital technologies in manufacturing companies: Hybrid fuzzy MCDM approach," in: G. Vastag (Ed.), *25th EurOMA Conference: To Serve, to Produce and to Servitize in the Era of Networks, Big Data, and Analytics*, 2018, pp. 1–10.

N. Medic, U. Marjanovic, N. Zivlak, Z. Anisic, and B. Lalic, "Hybrid Fuzzy MCDM Method for Selection of Organizational Innovations in Manufacturing Companies," in: M. Condry, J. Chen, X. Quan, X. Liu (Eds.), *IEEE International Symposium on Innovation and Entrepreneurship (ISIE)*, 2018, pp. 109–116, doi: 10.1109/TEMS-ISIE.2018.8478445

B. Lalic, T. Todorovic, N. Cvetkovic, N. Tasic, and U. Marjanovic, "Strategic Outsourcing of SMEs in the Context of Industry 4.0: Evidence from Serbia," in: J. Ni, V. Majstorovic, D. Djurdjanovic (Eds.), *3rd International Conference on the Industry 4.0 Model for Advanced Manufacturing*, 2018, pp. 139–145, doi: 10.1007/978-3-319-89563-5\_10.

U. Marjanovic, B. Lalic, M. Delić, and N. Tasic, "Industry 4.0: Evidence from Transitional Economy," *Int. J. Glob. Bus.*, vol. 10, no. 1, pp. 26–36, 2017.

## CURRICULUM VITAE

B. Lalic and U. Marjanovic, "Success of Social Networking Sites: Evidence from the University of Novi Sad," in: J. František (Ed.), 15th International Conference on Emerging eLearning Technologies and Applications (ICETA), 2017, pp. 233–238, doi: 10.1109/ICETA.2017.8102498.

N. Cvetković, M. Delić, U. Marjanović, N. Tasić, S. Morača, and B. Lalić, "Servitisation in Manufacturing Firms in Developing Country: Evidence from Serbia," In: A. Anderla (Ed.), XVII International Scientific Congerence on Industrial Systems IS'17 , 2017, pp. 462–467.

M. Delić, T. Slåtten, B. Milic, U. Marjanovic, and S. Vulcanovic, "Fostering learning organisation in transitional economy – the role of authentic leadership and employee affective commitment," *Int. J. Qual. Serv. Sci.*, vol. 9, no. 3/4, pp. 441–455, 2017, doi: 10.1108/IJQSS-02-2017-0012.

B. Lalic, Z. Anisic, N. Medic, N. Tasic, and U. Marjanovic, "The impact of organizational innovation concepts on new products and related services," in: M. Feretsch, A. Stachowiak, B. Mrugalska, J. Oleskow-Szlapka, L. Hadas, P. Cyplik, P. Golinska-Dawson (Eds.), International Conference on Production Research - ICPR, 2017, pp. 110–115, doi: 10.12783/dtetr/icpr2017/17593.

B. Lalic, V. Majstorovic, U. Marjanovic, M. Delić, and N. Tasic, "The Effect of Industry 4.0 Concepts and E-learning on Manufacturing Firm Performance: Evidence from Transitional Economy," in: H. Lödding, R. Riedel, K.-D. Thoben, G. von Cieminski, D. Kiritsis (Eds.), *Advances in Production Management Systems. The Path to Intelligent, Collaborative and Sustainable Manufacturing*, 2017, vol. AICT 513, pp. 298–305, doi: 10.1007/978-3-319-66923-6\_35.

B. Lalic, N. Medic, M. Delic, N. Tasic, and U. Marjanovic, "Open Innovation in Developing Regions: An Empirical Analysis across Manufacturing Companies," *Int. J. Ind. Eng. Manag.*, vol. 8, no. 3, pp. 111–120, 2017.

D. Stefanovic, U. Marjanovic, M. Delić, D. Culibrk, and B. Lalic, "Assessing the Success of E-Government Systems: An Employee Perspective," *Inf. Manag.*, vol. 53, no. 6, pp. 717–726, 2016, doi: 10.1016/j.im.2016.02.007.

U. Marjanovic, M. Delić, and B. Lalic, "Developing a model to assess the success of e-learning systems: evidence from a manufacturing company in transitional economy," *Inf. Syst. E-bus. Manag.*, vol. 14, no. 2, pp. 253–272, 2016, doi: 10.1007/s10257-015-0282-7.

B. Lalić, N. Medić, M. Delić, N. Tasić, and U. Marjanović, "Open Innovation Potential for AP Vojvodina Manufacturing Sector Improvement," in: Z. Anišić, C. Forza (Eds.), 7th International Conference on Mass Customization and Personalization in Central Europe (MCP-CE 2016), 2016, pp. 147–150.

B. Lalić, N. Tasić, U. Marjanović, M. Delić, and N. Cvetković, "Inter-organizational collaboration for innovation in manufacturing firms," in: B. Katalinic (Ed.), *Annals of DAAAM and Proceedings of the International DAAAM Symposium*, 2016, vol. 27, no. 1, pp. 721–729, doi: 10.2507/27th.daaam.proceedings.104.

U. Marjanović, D. Gračanin, and B. Lalić, "Web stores in Serbia: Recommendations for e-business strategy implementation," *Metal. Int.*, vol. 18, no. 8, pp. 41–43, 2013.



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B. Milic, Z. Tesic, and U. Marjanovic, "Successful adoption of IT initiative: Organizational competencies as a pillar of organizational readiness," *Int. J. Comput. Appl.*, vol. IBC, no. 1, pp. 39–45, 2011.

D. Lalic, U. Marjanovic, and B. Lalic, "The influence of social networks on communication satisfaction within the organizations," in *Handbook of Research on Business Social Networking: Organizational, Managerial, and Technological Dimensions*, M. M. Cruz-Cunha, P. Gonçalves, N. Lopes, E. M. Miranda, and G. Putnik, Eds. New York, NY, USA: IGI Global, 2011, pp. 545–566.

B. Lalic and U. Marjanovic, "Organizational readiness/preparedness," in *E-Business Issues, Challenges and Opportunities for SMEs: Driving Competitiveness*, M. M. Cruz-Cunha and J. Varajão, Eds. New York, NY, USA: IGI Global, 2010, pp. 101–116.

## REPORTS:

Marjanovic, U., Whole-school approach to Online and Blended Teaching and Learning: Recommendations for ERI SEE member states, In An education policy and practice recommendation paper prepared by the Education Reform Initiative of South Eastern Europe (ERI SEE), Belgrade, 2021. <https://www.erisee.org/wp-content/uploads/2021/06/Whole-school-approach-to-Online-and-Blended-Teaching-and-Learning.pdf>

Marjanović, U. with Brolpito, A. and Hippe, R., European Training Foundation and Joint Research Committee, SELFIE WBL pilot country report: Republic of Serbia, European Training Foundation, Turin, 2021. <https://openspace.etf.europa.eu/sites/default/files/2021-06/SELFIE%20WBL%20Serbia.pdf>

Marjanovic, U., Virtual Networks to Support the Professional Development of Vocational Teachers and Trainers in Serbia, Report – Identification and recommendations for potential pilot network, European Training Foundation, Turin, 2017. [https://ec.europa.eu/epale/sites/epale/files/report-deliverable2\\_serbia.pdf](https://ec.europa.eu/epale/sites/epale/files/report-deliverable2_serbia.pdf)

## ACADEMIC CONFERENCES

- Sep 2020 – Advances in Production Management Systems (APMS), Novi Sad, Serbia.
- Nov 2019 – International Conference on Emerging eLearning Technologies and Applications (ICETA), Starý Smokovec, Slovakia.
- Sep 2019 – Advances in Production Management Systems (APMS), Austin, TX, USA.
- Aug, 2019 – International Conference on Production Research, Chicago, IL, USA.
- Jun, 2019 – EurOMA Conference, Helsinki, Finland.
- Sep 2018 – Advances in Production Management Systems (APMS), Seoul, Korea.
- Jun, 2018 – EurOMA Conference, Budapest, Hungary.
- Mar 2018 – IEEE International Symposium on Innovation and Entrepreneurship (ISIE), Beijing, China.

## MEMBERSHIP

- Aug 2020 – present: Full member of IFIP WG5.7
- Sep 2018 – present: EdTech Center Western Balkans
- Jan 2018 – present: Member of the Serbian Moodle Network
- Mar 2015 – Mar 2017: Program Committee Member, British Council