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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name and Surname** | | | | | | | | Aleksandar Grubor | | | | | | |
| **Title** | | | | | | | | Full Professor | | | | | | |
| **The name of the institution where teacher works full or part-time and since when** | | | | | | | | University of Novi Sad, Faculty of Economics Subotica, since 1996. | | | | | | |
| **Narrow scientific (artistic) field** | | | | | | | | Marketing and Commerce | | | | | | |
| **Academic career** | | | | | | | | | | | | | | |
|  | | | | | Year | Institution | | | | Scientific or artistic field | | | Narrow scientific or artistic area | |
| Election to the title of university teacher | | | | | 2013 | University of Novi Sad, Faculty of Economics Subotica | | | | Economics Sciences | | | Marketing | |
| Doctor's degree | | | | | 2003 | University of Novi Sad, Faculty of Economics Subotica | | | | Economics Sciences | | | Marketing | |
| Specialization | | | | |  |  | | | |  | | |  | |
| Magister's degree | | | | | 1999 | University of Novi Sad, Faculty of Economics Subotica | | | | Economics Sciences | | | Marketing | |
| Master's degree | | | | |  |  | | | |  | | |  | |
| Bachelor's degree | | | | | 1993 | University of Novi Sad, Faculty of Economics Subotica | | | | Economics Sciences | | | Marketing | |
| **List of subjects taught by the teacher at the first and second study level** | | | | | | | | | | | | | | |
| No | Marc of the course | | Course title | | | | | | Type of teaching | | | Title of the study program | | Type of studies (ОСС, ССС, ОАС, МСС, МАС, САС) |
|  | ОАСМЕ02 | | Marketing | | | | | | Lectures | | | Economics, Business Informatics | | Bachelor |
|  | ОЕ-422 | | Marketing of services | | | | | | Lectures | | | Economics | | Bachelor |
|  | ОЕ-421 | | Strategic Marketing | | | | | | Lectures | | | Economics | | Bachelor |
|  | МДМ-01 | | Digital Marketing | | | | | | Lectures | | | Digital Marketing | | Master |
|  | ADA12 | | Digital Marketing Analytics | | | | | | Lectures and Exercises | | | Advanced Data Analytics in Business | | Master |
| **Representative references (minimum 5, not more than 10)** | | | | | | | | | | | | | | |
|  | | **Grubor, A.**, Milićević, N. & Đokić, N. (2019). Social-Psychological Determinants of Serbian Tourists’ Choice of Green Rural Hotels, Sustainability,11, 1-13. | | | | | | | | | | | | |
|  | | **Grubor, A.**, Milićević, N. & Đokić, N. (2018). Serbian Organic Food Consumer Research and Bioeconomy Development, Sustainability, 10(12), 1-12. | | | | | | | | | | | | |
|  | | Milićević, N., **Grubor, A.**, Đokić, N. & Avlijas, G. (2018). Retail out-of-stocks in the context of centralized and direct delivery, Promet - Traffic and Transportation, 30(1), 105-114. | | | | | | | | | | | | |
|  | | Đokić, N., **Grubor A.**, Milićević, N. & Petrov, V. (2018). New Market Segmentation Knowledge in the Function of Bioeconomy Development in Serbia, Amfiteatru Economic, 20(49), 700-716. | | | | | | | | | | | | |
|  | | Grubor, A., Milićević, N. & Đokić, N. (2017). The impact of store satisfaction on consumer responses in out-of-stock, Revista Brasileira de Gestão de Negócios, 19(66), 520-537. | | | | | | | | | | | | |
|  | | **Grubor, A.**, Milićević, N., Đokić, N. & Berber, N. (2017). Shelf Based Out-of-Stocks in the Context of Employee Density, Inzinerine Ekonomika-Engineering Economics, 28(4), 446-454. | | | | | | | | | | | | |
|  | | **Грубор, A.**, Ђокић, Н. & Милићевић, Н. (2018). Профил потрошача органске хране у Србији –контрадикторности досадашњих истраживања и методолошке могућности, Школа бизниса, 1, 123-130. | | | | | | | | | | | | |
|  | | **Грубор, A.**, Милованов, O. & Ђокић, И. (2017). Улога корисничког сервиса потрошача у процесу брендирања, Анали Економског факултета у Суботици, 53(37), 71-89. | | | | | | | | | | | | |
|  | | **Грубор, A.** & Милованов, O. (2016). Управљање брендом у међународном маркетингу, Анали Економског факултета у Суботици, 52(35), 29-44. | | | | | | | | | | | | |
|  | | **Грубор, A.**, Ђокић, Н. & Милићевић, Н. (2015). Маркетинг микс органске и функционалне хране, Анали Економског факултета у Суботици, 51(34), 29-42. | | | | | | | | | | | | |
| **Aggregate data on the scientific (artistic) and professional activities of teachers** | | | | | | | | | | | | | | |
| Total number of citations | | | | | | | 44 | | | | | | | |
| Total number of papers from the SCI (SSCI) list | | | | | | | 14 | | | | | | | |
| Current participation at the projects | | | | | | | National 3 | | | | International 4 | | | |
| Specialization | | | | 2004. Portland State University, School of Business Administration | | | | | | | | | | |
| Other relevant information | | | | | | | | | | | | | | |