



*Abbreviated CV*

Sections relating to academic experience only need to be completed for individuals with academic roles.

**1. Title and name**

Title	First and other names	Last name
Dr	Marko	Selaković

**2. Position and academic leadership responsibilities (current and previous)**

Position(s)	Academic leadership responsibilities (if any)
Assistant Professor – Marketing and Communications	Deputy Director (global)

**3. Completed academic qualifications**

Full name of award	Subject/major area	Full name of awarding institution and year of award (if an overseas institution, also include the country and verification of legitimacy of the award and the institution)
Doctor of Business Administration	Communication	S P Jain School of Global Management, 2021
Master of Business Sciences	International business / communications	DOBA Faculty of Applied Business and Social Studies Maribor, Slovenia, 2017
Bachelor with Honours of Chemistry	Natural sciences	University of Pristina, Serbia, 2009

**4. Teaching experience (previous seven years)**

Teaching period (from most recent)	Field of study area/course title	Name of organisation/institution and, if an overseas institution, the country
Since 2021	Communications / Marketing / Consulting	S P Jain School of Global Management
Since 2023	Strategy / Marketing / Communications	Dubai Institute of Design and Innovation
2021-2023	Marketing / Communications	Curtin University

## 5. Relevant employment/experience

Note: Provide a brief history of the employment and/or other experience (if different to 2 & 4 above) which is **relevant to the current higher education role** and field of education.

Employment period	Name of employer	Position title	Relevant duties
Since 2018	S P Jain School of Global Management	Various positions	<ul style="list-style-type: none"> <li>▪ As a Deputy Director – internships, managing Master of Global Business internship programs and activities globally (2023-onwards)</li> <li>▪ Managing institutional development, international relations, communications / public relations, marketing, and student recruitment functions at S P Jain Dubai campus (2018-2020)</li> <li>▪ Teaching S P Jain undergraduate and postgraduate students, academic rank of the Assistant Professor (2022-onwards)</li> <li>▪ Managing development activities in Europe (2020-2022)</li> <li>▪ Liaison with the Governments, Universities and stakeholders. Representing S P Jain at global, international and national thought leadership events</li> <li>▪ Development of new programs, products and services</li> <li>▪ Deployment of internationalization strategies and activities. Expanding S P Jain academic partnerships</li> <li>▪ Creating local, regional and international brand awareness strategies</li> <li>▪ Member of a team for development of Hybrid Global MBA Program</li> <li>▪ End-to-end management of people, teams and budgets</li> <li>▪ Member of various national and international delegations</li> </ul>
2016-2017	American University in the Emirates	Supervisor – Continuing Education & Training Centre	<ul style="list-style-type: none"> <li>▪ Strategic planning and strategy execution – created profit centre within 6 months</li> <li>▪ External and internal identification of learning and training needs</li> <li>▪ Design and development of learning and training programs</li> <li>▪ Liaison with business and Government entities</li> <li>▪ Developing policies, procedures and documents aligned with domestic regulations and demands of the national and international academic accreditation authorities</li> <li>▪ Strategic planning and communication with</li> </ul>

Employment period	Name of employer	Position title	Relevant duties
			<ul style="list-style-type: none"> <li>internal audiences – Board, faculty members</li> <li>▪ Supervision of the training programs creation, development and implementation</li> <li>▪ Researching best practices and designing learning programs curricula and solutions</li> <li>▪ Training of trainers, faculty members, staff and students</li> </ul>
2007-2014	GIZ	Principal consultant – Vocational Education reform	<ul style="list-style-type: none"> <li>▪ Pivotal role in strategic development of the vocational education reform in Serbia</li> <li>▪ Creation and managing of public relations and awareness-raising campaigns within the project of the vocational education and training reform in Serbia</li> <li>▪ Providing consultancy in internal communications and organizational development of the structures built within the project of the vocational education reform in Serbia</li> <li>▪ Capacity development of headmasters and educational institutions involved into the project regarding communications, partner management and process management</li> <li>▪ Pivotal role into formation of the Regional Centres of Competences</li> <li>▪ Preparation of the strategic documents and papers related to the program development and organizational development</li> <li>▪ Preparing curricula and assessment of proposed learning outcomes with the stakeholders and industry partners</li> <li>▪ Providing consultancy to the institutions responsible for implementation of the reform steps, monitoring policy development and implementation of the innovations – Ministry of Education, Serbian Chamber of Commerce, National Employment Service, Government of Serbia - Vocational Education and Training Centre</li> <li>▪ Preparing project leaders for meetings with ministers and key decision-makers</li> </ul>

6. Other relevant information (including professional and/or honorary memberships, directorships and related scholarly activities)

**Academic:**

- Special issue editor: International Communication of Chinese Culture (Springer)
- Chair: 32<sup>nd</sup> International Public Relations Research Symposium Bledcom (Bled, Slovenia)
- Chair: 8<sup>th</sup> International Conference of Economic and Social Sciences (Bucharest, Romania)
- Chair: 4<sup>th</sup> Serbian International Conference on Applied Artificial Intelligence (Zlatibor, Serbia)
- Associate editor: 3<sup>rd</sup> Serbian International Conference on Applied Artificial Intelligence (Kragujevac, Serbia)
- Editorial Board member: International Journal of Knowledge and Innovation Studies (Serbia)

**Professional and honorary:**

- Co-Chair of International Public Relations Association Committee for development and adoption of Ethical standards for usage of Artificial Intelligence (AI) in communications
- Affiliate member of Global Strategic Communication Consortium
- Member of International Public Relations Association
- Vice-President of the East-West Bridge
- Chairman of Serbia Business Council
- Board member of Dubai Basketball Club
- Senate member of London Premier Centre
- Managing partner at NIMA Consulting

**Other:**

- Performing artist: studio and concert drummer (Iconic Violin – Dubai, Bora Dugic ensemble – Serbia)
- Strategizing mega-events with the involvement of creative industries: director of Expo 2020 Serbia Business Programme, the biggest business programme in the history of the country

**Recent speeches and keynotes:**

- Keynote – Dubai Chamber Business Groups and Councils Meeting (2025) - UAE
- Keynote – Eurasia Balkan Business Summit (2025) - UAE
- Keynote – Solus City Summit (2025) - UAE
- Panellist – Economist Intelligence Corporate Network AI Roundtable (2025) - UAE
- Panellist – PRCA Mena Annual Meeting (2025) - UAE
- Panellist – Global Research Council Annual Meeting (2025) – Saudi Arabia
- Keynote – Abu Dhabi Dialogue (2025) – UAE
- Keynote – Digital Media 360 (2025) – Serbia
- Panellist – Annual Investment Meeting Congress (2025) – UAE
- Keynote – IPRA AI and PR Ethics (2025) – USA
- Panellist – Budapest Balkans Forum (2025) – Hungary
- Keynote – Iran-UAE Forum (2025) – UAE
- Masterclass – AI in Education (2025) – UAE
- Keynote – AUE International Research Conference (2024) - UAE
- Keynote – Future of Europe (2024) - Romania
- Keynote – India Science Forum (2024) - India
- Panel moderator – BRICS Future Cities Forum (2024) - Russia

- Keynote – The 5<sup>th</sup> Xi'an Smart Media International Forum (2024) - China
- Keynote – Eurasia Gulf Meeting (2024) - UAE
- Keynote – Abu Dhabi Dialogue (2024) - UAE
- Panellist – Annual Investment Meeting (2024) - UAE
- Panellist – SEE Global Sustainability Summit (2024) - UAE
- Panellist – Higher Education Conference (2024) – UAE
- Panellist – ELCA (2024) – UAE
- Panel Moderator – World Association of SME Conference (2023) - UAE
- Masterclass – Global Media Congress (2023) – UAE
- Panellist – Global Media Congress (2023) – UAE
- Panellist – Media Future Labs (2023) – UAE
- Keynote – Slovak Investment Agency (2023) – Slovakia
- Keynote – Diplomatic Business Lunch (2023) - UAE
- Expert presentation – European Union ICBuild Cluster (2022) - Slovenia
- Opening Keynote – SMEPP Conference (2022) – Serbia
- Keynote – FAO Food Sector Conference (2022) - Serbia
- Keynote – Slovakia Digital Summit (2022) – UAE
- Inaugural Keynote – Republic of Serbia National Day Investment Conference (2022) – UAE
- Keynote – Expo 2020 Serbia B2B Matchmaking (2022) – UAE
- Keynote – Expo 2020 Multilateral Business Meeting (2021) – UAE
- Keynote – Ilma University conference (2021) – Pakistan
- Keynote Presentation – Expo 2020 International Participants Meeting (2021) - UAE
- Inaugural Keynote – GGS IP University Conference (2021) - India
- Keynote – Serbia – UAE Blockchain Summit (2020) – UAE
- Keynote – Plum Days (2020) - Serbia
- Panellist – AI Tamimi Knowledge Series (2020) – UAE
- Panel Moderator – Presentation of Serbian Food Industry (2020) – UAE
- Master of Ceremony – Presentation of Chamber of Commerce and Industry of Serbia (2019) - UAE
- Panel Moderator – Education Investment Summit MENA (2019) – UAE
- Panellist – Education Salon St. Petersburg (2019) - Russia
- Panellist – AI Tamimi Conference (2019) - UAE
- Keynote – Presentation of Chamber of Commerce and Industry (2019) - UAE
- Keynote – Business 2030: How to Succeed in a VUCA world (2019) – UAE
- Panel Moderator – Career Success in Disruptive Times (2019) – UAE
- Keynote – Rajasthan Business Group (2019) – UAE
- Panel Moderator – World Association of Small and Medium Enterprises (2018) - UAE
- Panellist – Expo Forum St. Petersburg (2018) – Russia
- Keynote – NAJAH (2018) – UAE
- Keynote – Business Intelligence for Entrepreneurs (2018) - Romania
- Panellist – Transform Africa Summit (2018) – Rwanda
- Keynote Speaker – Restaurant Show Middle East (2018) – UAE
- Panel Moderator – CEO Clubs Network Session (2018) - UAE
- Guest lecturer – MODUL University Dubai (2017) – UAE
- Panellist – 2<sup>nd</sup> UNESCO World Open Educational Resources Congress (2017) – Slovenia

#### Memberships:

- 2024-present Member: International Public Relations Association
- 2023-present Affiliate Member: Global Strategic Communication Consortium
- 2023-present Chairman: Serbia Business Council
- 2023-present Advisory Board member: East West Bridge (member of Presidency since 2025)
- 2017-2019 Member of the Program Advisory Committee: IABC World Communications Conference
- 2017-2019 Representative of Knowledge Economy Network (KEN) for the GCC
- 2016-present Vice-President of the International Association of Business Communicators GCC
- 2015-present Member of the Middle East Public Relations Association (MEPRA)
- 2010-2012 Vice-President of the Serbian Public Relations Society
- 2008-2010 Board Member of the Serbian Public Relations Society
- 2007-2010 President of the Jury of the Serbian Public Relations Society Student PR Competition
- 2007-2010 Editor-In-Chief of the Serbian Public Relations Society Bulletin
- 2007-2016 Member of SALTO European Pool of Trainers

**Honors and awards:**

- 2019 Rajasthan RPBG Appreciation Award – India
- 2018 World Association of Small and Medium Enterprises Award
- 2010 National Public Relations Award – Corporate Communications – Serbia
- 2012 National Public Relations Award – Crisis Communications – Serbia

**7. Research supervision experience** *(if supervising research candidates)*

Not Applicable



**8. Publications (scholarship and research outputs)**

Author(s)		Year of publication	Title of publication	Journal/volume/proceedings	Type of publication (1)	Peer-refereed/reviewed	Research classification (research/scholarship)	Broad Field of Education
Selakovic Krkic Kersevan	M M T	2025	Regulatory frameworks for protecting critical infrastructure from risks posed by ai-generated fake news: a global overview	3rd international scientific and professional conference: critical infrastructure risk and crisis management in the new reality	Conference paper	Peer review	Research	Communications, fake news, crisis management
Krkic Selakovic Filipovic	M M N	2025	AI-generated fake news as instrument of crisis induction: a new typology	3rd international scientific and professional conference: critical infrastructure risk and crisis management in the new reality	Conference paper	Peer review	Research	Communications, artificial intelligence, fake news
Selakovic Tarabasz Ljepava	M A N	2025	The Evolution of Disinformation: A Study of Digital Transformation of Fake News	<i>Media Studies</i> , 15(30), 114-131.	Journal Article	Double blind peer review	Research	Communications, fake news
Zhu Selakovic	Y M	2025	Culture and role-based AI agencies in strategic communication: special issue overview.	<i>International Communication of Chinese Culture</i> , 12(2), 177-182	Journal article	Double blind peer review	Research	Communications, artificial intelligence
Selakovic Ljepava Gacic Filipovic	M N M N	2025	Will AI Replace Humans in Strategizing Communications? Ethical Considerations	International Conference on Applied Artificial Intelligence, Zlatibor, Serbia	Conference paper	Double blind peer review	Research	Communications, artificial intelligence, marketing
Ljepava Selakovic	N M	2025	AI-Generated Influencers in Strategic Communications: The AI Influencers Engagement Model (AIEM)	31st International Public Relations Research Symposium Bledcom, Bled, Slovenia	Conference paper	Double blind peer review	Research	Communications, artificial intelligence, marketing
Selakovic	M	2025	The New Strategies: Impact of Fake News on Creation of Country FDI Attraction Narratives - A Literature Review	8 <sup>th</sup> International Conference on Economic and Social Sciences, Bucharest, Romania	Conference paper	Double blind peer review	Research	Communications, fake news, FDI

Kersevan Selakovic	T M	2025	Strategic Communication and EU Digital Governance: Implications for Public Administration and Regulatory Legitimacy	8 <sup>th</sup> International Conference on Economic and Social Sciences, Bucharest, Romania	Conference paper	Double blind peer review	Research	Communications, media studies
Selakovic	M	2025	Lessons not learned: Crisis communication after mass shootings in Serbia	2025 Conference of the ECREA Organisational and Strategic Communication Section (OSC). Cagliari, Italy	Conference paper	Double blind peer review	Research	Communications, crisis communication, crisis management
Selakovic Tomic	M D	2025	Communication as risk mitigation tool during natural disasters: lessons learned and helping hand of future technologies	Global Strategic Communication Consortium Conclave. University of South Carolina	Conference paper	Double blind peer review	Research	Communications, crisis communication, crisis management
Selakovic Ljepava	M N	2025	Ethical Artificial Intelligence (AI) Governance in Strategic Communications: Identification of Key Pillars	Second International Conference on Media and Mass Communication. Ajman, UAE	Conference paper	Double blind peer review	Research	Communications, artificial intelligence
Ljepava Selakovic	N M	2025	Personalized AI Companions: How Machine Learning shapes Parasocial Attachment	International conference on business intelligence for technology innovation. IEEE	Conference paper	Double blind peer review	Research	Artificial intelligence, communications, machine learning
Selakovic	M	2025	Attitudes of Female Politicians in Serbia Towards Media Reporting About Them	CARP 5 <sup>th</sup> International Conference: Gender, Power, and Politics in Character Assassination. George Mason University	Conference paper	Double blind peer review	Research	Communications, political communications, media
Stojanovic Selakovic Gacic Kaplarevic Filipovic	I M M M N	2024	Project risks during the Covid-19 pandemic and their effects on delays and cost overruns	<i>Journal of the Serbian Society for Computational Mechanics</i> , 18(1).	Journal Article	Double blind peer review	Research	International business, crisis management, supply chain
Stojanovic Malak Ljepava Selakovic Osmanovic Stranjancevic	I MA N M N A	2024	The Factor analysis and principal component analysis of project delays during the Covid-19 pandemic due to supply chain disruptions: Lessons Learned	<i>Journal of Contemporary Economics</i> , 8(1), 1-14	Journal Article	Double blind peer review	Research	International business, crisis management, supply chain
Krkic Selakovic Filipovic	M M N	2024	Communicating Innovations in the Public Sector: Case Study of Serbia	International Business Creativity Research Conference, American University in the Emirates, Dubai, UAE	Conference Paper	Double blind peer review	Research	communications, innovation management

Nuretdinov a Alnasser Alshamsi Selakovic	S D M M	2024	Seasonality of Product Marketing and Communication Campaigns in the United Arab Emirates	International Business Creativity Research Conference, American University in the Emirates, Dubai, UAE	Conference paper	Double blind peer review	Research	communication s, marketing
Selakovic	M	2024	Government Crisis Communications and Business Crisis Response: The Case of Dubai Floods	7th International Conference on Economics and Social Sciences (ICESSE 2024), Bucharest University of Economic Studies, Bucharest, Romania	Conference paper	Double blind peer review	Research	communication s, crisis management
Ljepava Selakovic	N M	2024	Softfake: Impact of Artificial Intelligence on the Changing Global Communication Paradigm	7th International Conference on Economics and Social Sciences (ICESSE 2024), Bucharest University of Economic Studies, Bucharest, Romania	Conference paper	Double blind peer review	Research	Artificial intelligence, communication s, crisis management
Selakovic Ljepava Gacic Filipovic	M N M N	2024	Can artificial intelligence mitigate intra-organizational moral outrage? A theory-based model	3 <sup>rd</sup> Serbian International Conference on Applied Artificial Intelligence. University of Kragujevac, Kragujevac, Serbia. IEEE	Conference paper	Double blind peer review	Research	Artificial intelligence, communication s, crisis management
Ljepava Selakovic Gacic Filipovic	N M M N	2024	AI-generated softfakes as disruptors of politician-citizen interaction: ethical considerations	3 <sup>rd</sup> Serbian International Conference on Applied Artificial Intelligence. University of Kragujevac, Kragujevac, Serbia. IEEE	Conference paper	Double blind peer review	Research	Artificial intelligence, communication s, crisis management
Miletic Vuckovic Selakovic Ljepava Gacic Filipovic	A M N M N	2024	Factors influencing AI prediction of socially undesirable behaviors of foster care children	3 <sup>rd</sup> Serbian International Conference on Applied Artificial Intelligence. University of Kragujevac, Kragujevac, Serbia. IEEE	Conference paper	Double blind peer review	Research	Artificial intelligence, communication s, social care
Selakovic Ljepava	M N	2024	Future Role of Artificial Intelligence in Preparation of Crisis Communication Strategies	Global Strategic Communication Consortium 2024 Conclave. University of South Carolina, St. Pete, Florida, USA	Conference paper	Double blind peer review	Research	Artificial intelligence, communication s, crisis management
Selakovic Ljepava Bagheri El Chami	M N N R	2024	From greenwashing to greenbleaching: Green communication and mitigating moral outrage in the context of revisited Situational Crisis Communication Theory	Corporate Communication: an International Journal, 30(2), 209-223	Journal Article	Double blind peer review	Research	Sustainability, marketing, communication s, crisis management
Selakovic Ljepava Bowen Zhu	M N SA Y	2024	Redefining strategic communications and its future role: global strategic communication consortium conclave review	Economic Horizons, 26(2), 211-216	Journal article	Double blind peer review	Research	Artificial intelligence, marketing, communication

Erzikova Robertson	E B								s, crisis management
Selakovic Ljepava Krkic	M N M	2024	External Communications of Employee Well-being and Care: Contexts and Discrepancies	31st International Public Relations Research Symposium Bledcom, Bled, Slovenia	Conference paper	Double blind peer review	Research		Communications, human resources
Selakovic	M	2024	Context in Data Journalism – Between Truth and Falsity	Decisive Leadership in an Increasingly Complex Media Landscape (pp. 36-37). Global Media Congress: Emirates News Agency. Abu Dhabi, UAE	Chapter	Peer refereed	Scholarship		Communication, journalism, artificial intelligence
Selakovic Bowen	M SA	2024	New Contexts and Soft Power: Strategic Crisis Communication Paradigm Shift of the Abraham Accords Signatories	ICA preconference (joint with the 15th International Forum on Public Relations & Advertising (PRAD) Conference, the 8th Public Relations Scholars' Community (PRSC) Conference, and the 8th Asia Pacific Public Relations Research and Education Network's (APPRREN) Conference), University of Technology Sydney, Australia	Conference paper	Double blind peer review	Research		Communications, crisis management
Selakovic Hmoudi	M L	2024	Mass Shootings, Crisis Communication, Moral Outrage and Social Impact: Case of 2023 Mass Shootings in Serbia	ICA preconference (joint with the 15th International Forum on Public Relations & Advertising (PRAD) Conference, the 8th Public Relations Scholars' Community (PRSC) Conference, and the 8th Asia Pacific Public Relations Research and Education Network's (APPRREN) Conference), University of Technology Sydney, Australia	Conference paper	Double blind peer review	Research		Communications, crisis management
Selakovic Ljepava	M N	2024	Pioneering public relations in the communist block: evolution of public relations in Yugoslavia	13th International History of Public Relations Conference, Bournemouth, UK	Conference paper	Double blind peer review	Research		Communications, public relations
Selakovic Ljepava Tarabasz Stojanovic	M N A I	2023	E-Business as Catalyst for Global Transformation of SMEs: A Middle East Perspective	TEM Journal, 12(3), 1838-1844	Journal article	Double blind peer review	Research		International business, entrepreneurship, strategy, digital
Stojanovic Puska Selakovic	I A M	2023	Selection of Viable Suppliers for Project Organizations During the Long-Term Disruption of Supply Chains Using IMF SWARA	Operational Research in Engineering Sciences: Theory and Applications, 6 (1)	Journal article	Double blind peer review	Research		International business, crisis

Shafia Shamout Erceg	S M D							management, supply chain
Selakovic Ljepava	M N	2023	Online-ignited crises and post-crisis image restoration: example of flight 3411 incident	International Journal of Management Trends: Key Concepts and Research, 2 (1), 15-40	Journal article	Double blind peer review	Research	Digital media, communication, crisis management
Fakhry Tarabasz Selakovic	B A M	2023	Social media & uprisings: The case of the Egyptian revolution in 2011	MATEC Web of Conference, 377, 02002	Conference paper	Double blind peer review	Research	Digital media, communication, crisis management
Stojanovic Selakovic Gacic Kaplarevic Filipovic	I M M M N	2023	Risks during COVID 19 Pandemic and Their Effects on Delays and Cost Overruns	5 <sup>th</sup> South-East European Conference on Computational Mechanics	Conference paper	Double blind peer review	Research	International business, project management
Selakovic Ljepava Ljepava	M N A	2023	Green communication and moral outrages in the context of revisited Situational Crisis Communication Theory	30 <sup>th</sup> International Public Relations Research Symposium BledCom	Conference paper	Double blind peer review	Research	Crisis communication, ESG
Selakovic	M	2023	2023 Mass Shootings in Serbia: Crisis Response, Fake News and Moral Outrage in the Context of Situational Crisis Communication Theory	5 <sup>th</sup> AUE International Research Conference	Conference paper	Double blind peer review	Research	Crisis communication, crisis management
Ljepava Selakovic Miletic Vuckovic Gacic Filipovic	N M A M N	2023	Application of AI Chatbots in Social Care Interactions: Current Trends and Future Perspectives.. Kragujevac, Serbia	Second Serbian International Conference on Applied Artificial Intelligence (SICAAI). IEEE	Conference paper	Double blind peer review	Research	Artificial intelligence, communications
Stojanovic Puska Selakovic	I A M	2022	A Multi-Criteria Approach to the Comparative Analysis of the Global Innovation Index on the Example of the Western Balkan Countries	Economics, 10(2), 5-17	Journal article	Double blind peer review	Research	International business, innovations
Selakovic	M	2022	Impact of Fake News on Foreign Direct Investments Inflow	European Journal of Interdisciplinary Studies (accepted)	Journal article	Double blind peer review	Research	Communications, innovations, international business
Selakovic Ljepava Samolilenko	M N S	2022	Mediated Scandals as Show Trials: The Case Study of the COVID-19 Controversy with Serbian Tennis Player Novak Djokovic	29 <sup>th</sup> International Public Relations Research Symposium BledCom	Conference paper	Double blind peer review	Research	Communication, digital media, crisis management
Ljepava Selakovic Mladenovic	N M D	2022	Digital Transformation of the Marketing Research Industry in the Post-COVID19 Era	4 <sup>th</sup> AUE International Research Conference	Conference paper	Double blind peer review	Research	Digital marketing, marketing research, media

Selakovic Tarabasz Ljepava	M A N	2022	Going Digital: Transformation of Fake News in the Digital Era	4 <sup>th</sup> AUE International Research Conference	Conference paper	Double blind peer review	Research	Digital marketing, marketing research, media
Selakovic	M	2021	Theory-Based Concepts for Countering Crisis Threats Caused by Fake News: Pentagram Graph and Dynamic Crisis Communication Model Algorithm	2021 Broadcast Education Association Research Symposium: Media and Crisis Communication	Conference paper	Double blind peer review	Extract – doctoral research	Communications, media
Selakovic Gallant Tarabasz	M M A	2021	Historical Evolution of Fake News: From Pre-Press Era to Knowledge Economy	Arabian Gulf Security Conference	Conference paper	Double blind peer review	Extract – doctoral research	Communications, media
Selakovic Ljepava	M N	2021	COVID-19 vaccine effectiveness: regional differences in online reporting of media outlets from vaccine-manufacturing countries	28 <sup>th</sup> International Public Relations Research Symposium BLEDCOM 2021	Conference paper	Double blind peer review	Research	Communications, public relations, media
Selakovic Gallant Tarabasz	M M A	2020	Typology of Business-Related Fake News Online	11 <sup>th</sup> Global Conference on Business and Social Science	Conference paper	Double blind peer review	Extract-doctoral research	Communications, media
Selakovic Gallant Tarabasz	M M A	2020	Typology of Business-Related Fake News Online: A Literature Review	Journal of Management and Marketing Review, 5(4), 234-243	Journal article	Double blind peer review	Extract-doctoral research	Communications, media
Selakovic Abraham	M C	2020	Transformational Crisis Management of International Trade Missions During COVID-19 Pandemic: Case Study of Chamber of Commerce and Industry of Serbia Office in the UAE	World Free Zones Organization conference - New World Model: The Future of Industry	Conference paper	Peer review	Research	Communications, organizational development, leadership, management
Selakovic Ljepava Mateev	M N M	2019	Implications of the Paracrises on the Companies' Stock Prices	Corporate Communications: An International Journal, 25(1), 3-19	Journal article	Double blind peer review	Research	Communications, management, finance
Ljepava Selakovic	N M	2019	Importance of trust for influencer-follower relationship on Instagram: The UAE perspective	26 <sup>th</sup> International Public Relations Research Symposium BLEDCOM 2019	Conference paper	Double blind peer review	Research	Communications, marketing, online behaviour
Tarabasz Selakovic Abraham	A M C	2018	The Classroom of the Future: Disrupting the Concept of Contemporary Business Education	Entrepreneurial Business and Economics Review, 6(4), 231-245	Journal article	Double blind peer review	Research	Education, management, methodology, innovations
Selakovic Ljepava Djeletovic	M N M	2018	Managing innovation changes in the contemporary environment	Vojno Delo, 70(3), 448-459	Journal article	Peer review	Research	Organizational development, innovations, management
Selakovic Ljepava	M N	2018	Technology-Enhanced Learning in the UAE: The Teachers Perspective	Innovation Arabia 11	Conference announcement	Conference panel	Research	Education, management, methodology, innovations

Runic Ristic Selakovic Qureshi	M M TM	2017	Employee motivation strategies and creation of supportive work environment in societies of post-socialist transformation	Polish journal of management studies, 15(2), 205-217	Journal article	Double blind peer review	Research	Communications, organizational development, human resources
Ljepava Selakovic	N M	2017	Trends and Challenges of Political Polling and Research in a Digital Age	Bulatovic, Lj. (Ed): Digital Spaces: Challenges and Expectations	Book chapter	Peer review	Research	Marketing, methodology, communications
Ljepava Selakovic	N M	2017	Advances of Business Research: Impact of the Internet on Qualitative and Quantitative Marketing Research	ITEMA conference	Conference paper	Peer review	Research	Marketing, methodology
Selakovic	M	2017	Organizational Knowledge and Stakeholder Communications: A Substantial Interconnection	Journal of Innovative Business and Management, 9(2), 49-61	Journal article	Peer review	Research	Communications, organizational development, knowledge management
Malouf Selakovic Ljepava	A M N	2016	Exploring the relationship between corporate volunteering and internal communications in multinational organizations	Communication management review, 1(2), 6-22	Journal article	Double blind peer review	Research	Communications, human resources, social studies
Ljepava Selakovic	N M	2014	Interpersonal relationships as determinants of faculty job satisfaction	14 <sup>th</sup> International Symposium SYMORG	Conference paper	Peer review	Research	Human resources, education, psychology
Ljepava Selakovic	N M	2010	Non-governmental organizations and online social networking: Serbian Parents Network case study	12 <sup>th</sup> International Symposium SYMORG	Conference paper	Peer review	Research	Communications, psychology, organizational development
Selakovic Papic	M MZ	2009	Shaping educational offer of the vocational schools through implementation of knowledge management concept	5 <sup>th</sup> Educational Conference	Conference announcement	Conference panel	Research	Organizational development, education
Selakovic Karanac Papic	M R MZ	2009	Strategic planning of development of the expert organizations: case study of schools in Moravica district	5 <sup>th</sup> Educational Conference	Conference announcement	Conference panel	Research	Organizational development, education
Selakovic Papic	M MZ	2009	Role and application of the ICT in establishment of the contemporary school management	5 <sup>th</sup> TIO conference	Conference paper	Peer review	Research	Education, management, innovations