

PERSONAL INFORMATION

Prof. Dr. Ana Stranjancevic



✉ anamstranjancevic@gmail.com

Gender Female

Nationality Serbian, Montenegrin

University Professor

Tourism and Hospitality Management, Management, Sports Management

WORK EXPERIENCE

August 2023 – July 2024

Associate Professor

Emirates Academy of Hospitality Management, Dubai, UAE

Bachelor studies – International Hospitality and Tourism Business, Research Methods, International Tourism Management

Master (MIHM) studies – Quality and Standards in Hospitality, Designing Unique Experiences

2019 – 2023

Program Director, University Professor

MODUL University Dubai, UAE - branch campus Modul University Vienna, Austria

Department of Tourism and Service Management

Program Director, BBA in Tourism and Hospitality Management

2017 - 2023

University Professor

MODUL University Dubai, UAE- branch campus Modul University Vienna, Austria

Department of Tourism and Service Management

BBA studies - Latest Trends in Tourism, Hospitality, and Events; Destination Management; Tourism Product and Experience Design; Tourism Capstone Project; Designing Experiences; Business, Sports, and Culture Events.

MBA studies - Health Tourism and Hospitality

Department of International Management

BSc studies - Organizational Behavior and Corporate Social Responsibility; Strategic Management; Human Resource Management and Management Development; Latest Trends in International Management; Marketing and Consumer Behavior; Bachelor Thesis Tutorial.

The Centre for Sustainability through Research and Education

Program Development & Research

Program Development - Covid-19 and Tourism Industry Online Course

Research Project - The UAE as a Sustainable Tourism Destination, Dubai Expo 2020

2016 - 2017

Assistant Professor, Program Coordinator for the Development of BBA in Events and Tourism Program

Canadian University Dubai, UAE

School of Business Administration

Program Development - Program Coordinator for the Development of BBA in Events and Tourism Program - responsible for needs assessment and curricular development

Undergraduate studies - Principles of Management, Human Resource Management Program

2013 - 2016 **Assistant Professor, Assistant to the Dean**
Mediterranean University, Montenegro

2013 - 2016 Faculty of Tourism

Undergraduate studies - Management of Natural and Cultural Resources in Tourism; Intercultural Management; Sport and Recreation in Tourism; Controlling; Business Communication.
Graduate studies - Contemporary Trends in Tourism.

2013 - 2015 Faculty of Foreign Languages

Undergraduate studies - Culture of Business Communication.

2013 - 2015 **Assistant Professor**

Faculty of International Management in Tourism and Hotel Industry, Montenegro (in cooperation with Algonquin College Ottawa, Canada)

Undergraduate studies - MICE Events Management; Conferences and Seminars Organization; Sales Management.

2010 - 2013 **Teaching Assistant**

Mediterranean University, Montenegro

Faculty of Tourism

Undergraduate studies - Tourism Economics; Hotel Management; Controlling; Entrepreneurship in Tourism & Hospitality.

Graduate studies - Contemporary Trends in Tourism.

Faculty of Foreign Languages

Undergraduate studies - Introduction to Tourism; Culture of Business Communication.

2007-2010 **Teaching Associate**

Mediterranean University, Montenegro

Faculty of Tourism

Tourism Economics; Hotel Management; Controlling; Entrepreneurship in Tourism & Hospitality.

2006-2007 **Sales and Marketing Manager**

5-star hotel "Park" Novi Sad, Serbia

Sales and Marketing Manager

VISITING PROFESSOR

June 2017

Visiting professor

University of Applied Sciences Burgenland, Austria, International Business Relations, granted a scholarship within CEEPUS - Central European Exchange Program for University Studies - professors' exchange

June 2016

Visiting professor

University of Business Studies, Bosnia and Herzegovina, Faculty of Tourism and Hospitality, Banja Luka, at the Tourism Management Program

May 2016

Visiting professor

Warsaw University of Life Sciences in Poland, Faculty of Economic Sciences, granted a scholarship within CEEPUS - Central European Exchange Program for University Studies - professors' exchange

- August 2015 **Visiting professor**
Akdeniz University in Antalya, Turkey, Faculty of Tourism at the Tourism Management Program, Scholarship within Mevlana Exchange Program - Academic Staff Mobility Program
- March-May 2014 **Visiting professor**
University of Belgrade, Serbia, Faculty of Agriculture, at the Rural Tourism Program, Scholarship within CEEPUS – Central European Exchange Program for University Studies - professors' exchange

EDUCATION

- 2014-2015 **Postdoctoral program**
The program "*Leisure – Culture, Tourism, Sport and Recreation as a Human Development Factor*," Faculty of Social and Human Sciences, University of Deusto, Bilbao, Spain, Erasmus Mundus scholarship grantee
- 2009-2012 **Doctor of Philosophy (Ph.D.)**
An interdisciplinary area of Sport and Tourism Management, University of Novi Sad, Serbia, Association of Centers for Interdisciplinary and Multidisciplinary Studies and Research, Sports and Tourism Management program
Thesis "*Development of Sports and Recreational Tourism on the Coast of Montenegro*"
- 2005-2009 **Master of Science (MSc)**
An interdisciplinary area of Sport and Tourism Management, University of Novi Sad, Serbia, Association of Centers for Interdisciplinary and Multidisciplinary Studies and Research, Sports and Tourism Management program
Two-Year master's degree Program (GPA 9.67)
- 2000-2005 **Bachelor studies (BSc)**
Graduate geographer-tourismologist of hotel management, University of Novi Sad, Serbia, Faculty of Sciences, Department of Geography, Tourism and Hotel Management
Major: Hotel Management (GPA 8.68)
- 1996-2000 **High School**
High School "Gimnazija" Cacak, Serbia
Major: Science and Mathematics

ACADEMIC ADMINISTRATION

- 2019- 2023 **Program Director**
BBA in Tourism and Hospitality Management Program Director, Department of Tourism and Service Management, Modul University Dubai
- 2016-2017 **Program Coordinator**
Program Coordinator for the proposed Events and Tourism Program, School of Business Administration, Canadian University Dubai; Solely responsible for crafting its needs assessment, rationale, and development of all the required courses and associated syllabi for the program.
- 2012-2015 **Assistant to the Dean**
Assistant to the Dean for Education - Undergraduate and Graduate Studies, Faculty of Tourism, Mediterranean University, Montenegro
- 2010-2014 **Project Coordinator**
Student practical training and internship in the Hotel Industry, Faculty of Tourism, 4-star Hotel "Princess" Montenegro
- 2009-2013 **Organization of Scientific Meetings**
METUBES – Horwath Hotel Industry Survey Montenegro, Ministry of Tourism Montenegro, Horwath Consulting International, Mediterranean University Montenegro, Faculty of Tourism
- 2013 **Expert Group Membership**
Member of the Expert Group for Tourism, Trade, and Hospitality, formed by the Ministry of Education, Montenegro, Luxembourg Agency for Development Cooperation

PROGRAM DEVELOPMENT, LICENSURE, AND ACCREDITATION

2017- 2020	CAA Licensure and Accreditation Institutional Licensure and Program Accreditation - Application for Modul University Dubai, Ministry of Education, Commission for Academic Accreditation, United Arab Emirates
2017 - 2018	UNWTO. TedQual Re-licensure UNWTO. TedQual Re-licensure - Application for Modul University Dubai, The United Nations World Tourism Organization (UNWTO), the UNWTO. Themis Foundation
2016- 2017	CAA Accreditation Program Accreditation – BBA in Events and Tourism, School of Business Administration, Canadian University Dubai, Ministry of Education, Commission for Academic Accreditation, United Arab Emirates
2010-2017	Accreditation and Reaccreditation, Quality Assurance Accreditation and Reaccreditation Committee, Quality Assurance Committee, Self-evaluation Committee, Student Evaluation Committee, Faculty of Tourism, Mediterranean University Montenegro, Ministry of Education, Montenegro

BESPOKE TRAINING, PROFESSIONAL EDUCATION, GUEST LECTURES, MASTERCLASSES AND PANEL PRESENTATIONS

September 2019	Professional Education – Bespoke Training Training on the topic “The 21st Century Tourism Industry”, Bespoke course “Destination Abu Dhabi” delivered to the Abu Dhabi Department of Culture and Tourism, Abu Dhabi, UAE
September 2019	Panel Speaker Presentation on the topic "Sustainable Tourism in the UAE: Challenges and Opportunities," Sustainable Tourism Panel Discussion, Emirates Environmental Group (EEG), Swiss Business Council, Clean Energy Business Council MENA, Arabia CSR Network, Dubai, UAE
September 2019	Guest Speaker Presentation on the topic “Jobs in Tourism: Global vs. UAE perspective” on the celebration of World Tourism Day 2019, Sharjah Commerce and Tourism Development Authority, Modul University Dubai
April 2018	Masterclass Masterclass on the topic “Global Code of Ethics for Tourism - Ethics and Social Responsibility,” Modul University Dubai, Dubai, UAE
November 2017	Panel Speaker Session on the topic "The Role of New Technologies and the Digital Media in Tourism Marketing," Regional Conference: Tourism in MENA Cities: Competitiveness for Sustainable Growth, Amman, Jordan
September 2017	Masterclass and Panel Discussion Masterclass on the topic “Latest Trends in Hospitality and Tourism Driving Economic Growth,” Modul University Dubai, Dubai, UAE
September 2017	Professional Education Training on the topic “Customer Service Excellence,” Professional Education program for hotel managers, Gloria Hotel Dubai, UAE
April 2016	Professional Education Training on the topic “Social Entrepreneurship: Opportunities and Challenges,” Professional Education program for people with special needs, Project on Social Entrepreneurship “Small Business – Big Chance,” organized by EAM and NGO Mogul Group, Ulcinj, Montenegro
March 2016	Guest Speaker Presentation on the topic “The Role and Significance of Investments for the Development of Tourism in Montenegro”, 8 th International Scientific Conference "The Role and effectiveness of investments in the integration process of the Balkans societies after Stabilization Association Agreement", The Institute for Scientific Research and Development Montenegro
May 2013	Guest Speaker Presentation on the topic “Heath Tourism: Key Concepts and Principles”, 1 st International Conference “Medical Tourism in Montenegro”, Ministry of Sustainable Development and Tourism, National Tourism Organization of Montenegro
2009-	Guest Speaker Student Summer Environmental camps in Montenegro

SPECIALIZATION

March 2024	Workshop on Navigating the Academic Landscape: Strategies for Publishing in Top-Ranked Journals and Safeguarding Against Predatory Journals Global Hospitality and Leisure Summit 2024, EAHM, University of Macau (UM), University of Nevada-Las Vegas (UNLV)
February 2024	Workshop on Generative AI: Beyond the Hype - A Practical Insight into AI and the Future of Business Future Hospitality Summit (FHS), EAHM, Dubai UAE
June 2022	SCoT Webinar Smart Community Tourism - SCoT Webinar Satellite V 13 on "UNWTO.TedQual Certification Supporting Tourism communities through Training"
March 2022	Annual Investment Meeting Congress Annual Investment Meeting Congress 2022 "Investments in Sustainable Innovation for a Thriving Future", UAE Ministry of Economy, Dubai Exhibition Center, Dubai Expo 2020
March 2022	Presentation and Education Networking Event Presentation and Education Networking Event – Academic and Business Delegations of the United States of America and the Republic of Serbia, Serbian Pavilion, Dubai Expo 2020
February 2022	Seminar Sustainable Development Leadership Program, Dr. Rashed Karkain Research & Training Institute, Dubai, UAE
February 2022	Global Tourism Resilience Forum Global Tourism Resilience Forum: Accelerating Recovery Through Resilience and Investment, The Global Tourism Resilience and Crisis Management Centre, Dubai Expo 2020
December 2021	Presentation and Education Networking Event Presentation and Education Networking Event – United Arab Emirates and Serbian higher education institutions, research institutes, and companies, Expo 2020 Dubai Knowledge and Learning Week, Serbian Pavilion, Dubai Expo 2020
November 2021	Presentation and Education Networking Event Presentation and Education Networking Event – Representatives of the Ministry of Education UAE, Dubai Investment Industries, Modul University Dubai, European partner universities, UAE Pavilion, EXPO 2020 Dubai
November 2020	Harvard Education Webinar Harvard Education Webinar "Making Online Classrooms Work for You (and Your Students)", Harvard Business School (HBS)
April-June 2020	Online Course - UNWTO - Tourism Online Academy Online Course "Tourism Industry Management. MOOC," UNWTO - Tourism Online Academy
February 2020	Seminar Panel Discussion "Sustainable Fashion: A Moment or a Movement, Emirates Environmental Group (EEG), Clean Energy Business Council MENA, Arabia CSR Network, Dubai, UAE
December 2019	Seminar Seminar and Networking Event in "Negotiation and Dispute Resolution", prof. dr. Manfred Wandt, prof. dr. Hanns-Christian Salger, Dubai, UAE
November 2019	HRM Seminar - Certification Certificate of Continuing Professional Development, The CPD Certification Service, London, UK
October 2019	Conference The First Youth Conference "Novi Sad for Youth" - Tourism and Entrepreneurship Conference, Serbia for Youth, University of Novi Sad, Serbia
June 2019	Seminar Environmental Impact Assessment, Dr. Rashed Karkain Research & Training Institute, Dubai, UAE
May 2019	Conference The 3rd International Conference on Interdisciplinary Business, Economy, Management, and Social Studies (IBEMS), Research Synergy Foundation and The Centre for Sustainability through Research and Education (CSRE), Dubai - Best Paper Award
April 2019	UNWTO Executive Education Workshop UNWTO/UAE Executive Education Workshop on "Sustainability in Tourism Destinations," The UNWTO Academy, UN World Tourism Organization (UNWTO), Ministry of Economy – The National Tourism Programme of the UAE, MODUL University Dubai, Dubai, UAE, Co-organizer and Participant
April 2019	Seminar at ATM "Glimpse into the Future: How Emerging Technology is Simplifying the Travel Experience," Ben Vinod, Senior VP & Chief Scientist, Sabre Corporation, Arabian Travel Market 2019, Dubai, UAE
April 2019	Conference Symposium on "Luxury Tourism: Challenges, Opportunities and Future Prospects in the GCC," American University of Sharjah, Sharjah, UAE
November 2018	Global Forum The 2018 Global Forum, "Mission Possible? The International Quest to Define and Improve Student Success A global forum on student well-being and outcomes in higher education", The Observatory on

	Borderless Higher Education (OBHE), Government of Dubai, The Knowledge and Human Development Authority (KHDA) in Dubai, Hilton V Hotel Curio Collection, Dubai, UAE
May 2018	UNWTO Executive Training Workshop UNWTO/UAE Executive Training Workshop on "Innovative Approaches to Destination Branding," Ministry of Economy of UAE, The World Tourism Organization (UNWTO), the UNWTO. Themis Foundation, MODUL University Dubai, Dubai, UAE, Co-organizer and Participant
April 2018	Seminar Panel Discussion "Technology of Today, Lifestyle of Tomorrow," Emirates Environmental Group (EEG), UNEP, Clean Energy Business Council MENA, Arabia CSR Network, Dubai, UAE
April 2018	Workshop Annual HR Conclave on "Integrating Human and Artificial Intelligence: Creating Resilient Workplaces," Workshop on "Decision Making in the Digital Era," S P Jain School of Global Management, Dubai, UAE
March 2018	Conference Annual scientific and professional development conference Innovation Arabia 11, "Innovate, Disrupt and Transform," the Hamdan Bin Mohammed Smart University, Dubai International Convention & Exhibition Centre, Dubai, UAE
March 2018	Workshop Workshop on "The Art of Decision-making," Annual School Educators' Networking Event, Hotel Sofitel Dubai, UAE
October 2017	Seminar The "Dubai Investment Week 2017", the Dubai Investment Development Agency (Dubai FDI), Dubai, UAE
June 2017	Training - Certification IBM SPSS Statistics - IBM Certified Specialist - SPSS Statistics Level 1 v2; the University of Belgrade, Faculty of Economics - Centre for Scientific Research of the Faculty of Economics
November 2015	Seminar HERE Seminar "Implementing Research Based Education," Wolfgang Deicke - academic expert from Humboldt University, Berlin, University of Montenegro
October 2015	Study visit Study visits to Slovenia (Ljubljana, Nova Gorica) and Italy (Gorizia), School of Advanced Social Studies, Nova Gorica
January 2015	FITUR 2015 International Tourism Trade Fair, Madrid, Spain, as a representative of the Tourist Organization of Belgrade, Serbia
December 2014	Training - Certification CTW-Chinese Tourist Welcome Train-the-trainer Workshop, Slovenia, prof. Wolfgang Georg Artl, COTRI-China Outbound Tourism Research Institute, Germany and CEATM - COTRI Country Partner in Slovenia
September 2014	Workshop The Second Southeast European (SEE) UNESCO Science Communication Workshop, UNESCO, Ministry of Science, Montenegro, Podgorica
October 2013	Study visit Study visit to Albania (Shkodra, Tirana), Faculty of Economics, University of Shkodra "Luigj Gurakuqi"
June 2012	Seminar National Recap Seminar on Climate Change, Delegation of the European Union, Ministry of Sustainable Development and Tourism, Montenegro, Podgorica
October 2011	Course - Certification Amadeus Functionality Course - Amadeus Certified Agent, Amadeus Commercial Organization Belgrade
September 2011	Training Training for Project managers, EUREKA Secretariat, Brussels, Ministry of Science, Montenegro, Podgorica
November 2010	Seminar and workshop Seminar and workshop „Criteria for effective quality management systems,“ EU delegation in Montenegro, Ministry of Education and Science, University of Montenegro
September 2008	Course Curriculum Development course, Tilburg University, Fontys Business School, Fontys Academy for Public Administration, Netherlands, University Mediterranean, Montenegro
June 2008	Seminar Seminar "How to deal with fundamental marketing challenges?" Philip Kotler, University Mediterranean Montenegro
May 2008	Seminar Seminar "Destination excellence measurement ", George Washington University, prof. Donald Howkins, Montenegro
2000-2007	Practice and Internship Student practice and internship in hotel companies, and visits of international fairs of tourism in Montenegro, Serbia, Hungary, Greece, and Great Britain

Thesis Supervision and Academic Advising

- 2023-2024 **Thesis Supervision**
Bachelor Thesis supervision, and Master Thesis supervision, Emirates Academy of Hospitality Management, Dubai, UAE
- 2017-2023 **Thesis Supervision**
Bachelor Thesis supervision, and Master Thesis supervision, Modul University Dubai, Dubai, UAE
- 2013-2016 **Thesis Supervision**
Bachelor Thesis supervision, Faculty of tourism, Mediterranean University, Montenegro
- 2017-2023 **Academic Advising**
Department of Tourism and Service Management, Department of International Management, Modul University Dubai, Dubai, UAE
- 2016-2017 **Academic Advising**
Marketing Program, International Business Program, School of Business Administration, Canadian University Dubai, Dubai, UAE

Reviewing and Consultancy

- 2019-present **Journal Reviewing**
Scopus and WoS Journals reviewing
- April 2018 **Judging for the Sustainability Awards**
The International Business Excellence Awards, Awards International, The Dubai Economy, Dubai, UAE
- February 2018 **Judging for the Business Awards**
10th Annual Student Business Leadership Forum 2018 (SBLF), Wesgreen International School, Sharjah, UAE
- 2016 **Journal Reviewing**
Economic Research-Ekonomska Istrazivanja, Juraj Dobrila University of Pula, Croatia, Taylor & Francis
- 2016 **Journal Reviewing**
Journal of the Geographical Institute "Jovan Cvijić" of SASA (Serbian Academy of Sciences and Arts), Belgrade, Serbia
- 2016 **Journal Reviewing**
Annals of Marketing Management & Economics, Warsaw University of Life Sciences, Faculty of Economic Sciences, Poland
- 2016 **Journal Reviewing**
Economics-Journal for Economic Theory and Analysis, OIKOS INSTITUT - Research Centre, Bosnia and Herzegovina
- 2013-2014 **Textbook Reviewing and Consultancy**
Institute for textbooks and teaching materials of Montenegro, textbooks: "Introduction to Tourism," "The Business Communication."

Event Organization

- March 2024 **GHLS2024 Global Hospitality and Leisure Summit 2024: Mega projects, integrated resorts, and tourism diversification in the age of AI**
The Emirates Academy of Hospitality Management, University of Macau (UM), University of Nevada-Las Vegas (UNLV)
- February 2024 **Masterclass**
Masterclass "The Significance of Branding in Ultra-luxury Hospitality", EAHM Dubai, UAE
- December 2023 **Masterclass**
Masterclass "Pillars of Hospitality Management", EAHM Dubai, UAE
- November 2023 **Masterclass**
Masterclass "Introducing Jumeirah Marsa Al Arab", EAHM Dubai, UAE
- November 2023 **Masterclass**
Masterclass "Quality at the heart of Hospitality", EAHM Dubai, UAE
- November 2023 **Masterclass**
Masterclass "Montenegro as a Tourism Destination", EAHM Dubai, UAE
- October 2023 **Masterclass**
Masterclass "Sustainable Development – Setting Standards", EAHM Dubai, UAE
- November 2019 **Masterclass**
Masterclass "Impact of Sustainable Tourism to Sustainable Development", Modul University Dubai, Dubai, UAE

June 2019	Student Competition Student Competition “How to Attract Students with Travel Packages?”, Capstone Project Presentations, Department of Tourism and Service Management, Modul University Dubai
April 2019	Field trip Field trip to Arabian Travel Market 2019, Dubai, UAE for Modul University Dubai students
April 2019	Masterclass Masterclass “Smart Tourism, Real-time Marketing, and Nowness,” delivered by Prof. Dimitrios Buhalis, the Head of the Department of Tourism and Hospitality at Bournemouth University in England, Modul University Dubai, Dubai, UAE
March 2019	Masterclass Masterclass “Sustainable Food and Wine Tourism,” delivered by Prof. Paolo Corvo, Associate Professor at the University of Gastronomic Sciences in Italy, Modul University Dubai, Dubai, UAE
November 2018	Masterclass Masterclass “Contemporary HRM Trends in the Hospitality Industry,” delivered by Mr. Aklilu Admekom, Director of Talent & Career Development, Gloria Hotels and Resorts, Dubai, Modul University Dubai, Dubai, UAE
May 2018	Field trip Field trip to the Media One Hotel, Dubai, UAE for Modul University Dubai students
April 2018	Masterclass Masterclass “Aspects of Sustainable Development,” for MSc in Sustainability students, delivered by Dr. Rashed Karkain, Founder & CEO of Dr. Rashed Karkain Research & Training Institute, Modul University Dubai, Dubai, UAE
November 2017	Masterclass Masterclass “Dubai Medical Tourism – Challenges and Opportunities,” delivered by Dr. Laila Al Jassmi, Founder & CEO of Health Beyond Borders, Dubai, Modul University Dubai, Dubai, UAE
November 2017	Masterclass Masterclass “Dubai - Global Hub for Health Tourism,” delivered by Dr. Jenny Mariam John, Dubai Health Authority / Dr. Layla Mohamed Al-Marzouqi, Director, Medical Tourism Council, Dubai Health Authority, Government of Dubai, Modul University Dubai, Dubai, UAE
October 2017	Field trip Field trip to the Gloria Hotel, Dubai, Dubai, UAE for Modul University Dubai students
October 2017	Masterclass Masterclass “Role of HRM & Learning and Development in the Tourism Industry,” delivered by Mr. Aklilu Admekom, Director of Talent & Career Development, Gloria Hotels and Resorts, Dubai, Modul University Dubai, Dubai, UAE
November 2016	Conference 41st Conference on Local Computer Networks (LCN), Dubai, November 2016, Canadian University Dubai (CUD), and the Institute of Electrical and Electronics Engineers (IEEE) Computer Society, USA

Event Participation

April 2024	International Business Forum: World of Opportunities, Dubai, UAE
March 2024	GHLS2024 Global Hospitality and Leisure Summit 2024: Mega projects, integrated resorts, and tourism diversification in the age of AI The Emirates Academy of Hospitality Management, University of Macau (UM), University of Nevada-Las Vegas (UNLV)
February 2024	EAHM Leadership Series Workshop 2024: Challenges and Opportunities in the Event Industry in the UAE The Bench, EAHM
January 2024	MEA Future Leaders Challenge (FLC): Shaping the Future of Hospitality Talent in the Middle East and Africa GameChangers Community, EAHM, Hilton MEA
September 2023	EAHM Leadership Series Workshop at FHS 2023: Contemporary Hospitality Trends The Bench, EAHM, Future Hospitality Summit 2023, Abu Dhabi, UAE
September 2023	Future Hospitality Summit: Focus on Investment 2023, Abu Dhabi, UAE The Bench – Event Services
December 2022	UAE “Tourism TechGen” Hackathon Awarding ceremony UAE Ministry of Economy, Government of UAE, Dubai, UAE
March 2021	Bosnia and Herzegovina Networking Event Bosnia and Herzegovina Pavilion, Expo 2020 Dubai, UAE
February 2021	Montenegro Business Forum Montenegro Ministry of Economy, UAE Ministry of Economy, Dubai, UAE
February 2021	Tourism Destination Presentation - Montenegro National Tourism Organization of Montenegro, Expo 2020 Dubai, UAE

November 2019	HRSE 2019 HR Summit and Expo HRSE 2019 HR Summit and Expo - Learning Seminars in the Latest Trends and Innovations in the HRM, Dubai, UAE
November 2019	The Dubai Accessible Tourism International Summit The Dubai Accessible Tourism International Summit – Tourism for Everyone, The AccessAbilities Expo 2019 - Exhibition for People of Determination, Dubai, UAE
September 2019	Presentation “Digital Transformation in Sharjah”, Mr. Karim El Marmari - Head of division-Digital marketing, SCTDA, on the celebration of World Tourism Day 2019, Sharjah Commerce and Tourism Development Authority, Modul University Dubai, UAE
September 2019	The Hotel Show Dubai The Hotel Show Dubai - The Region's Premier Exhibition for the Hospitality Products and Services, Dubai World Trade Centre, Dubai, UAE
May 2019	Conference - The 3rd International Conference on Interdisciplinary Business, Economy, Management, and Social Studies (IBEMS), Dubai, UAE
December 2018	Parent's Community Evening Second Parent's Community Evening, Modul University Dubai, UAE
December 2018	Anniversary Celebration the 10th Anniversary of the Austrian Business Council UAE, Sweden Island, The Heart of Europe, Dubai, UAE
October 2018	Austrian National Day the Austrian National Day Event, Austrian Embassy, Shangri-La Hotel Abu Dhabi, UAE
September 2018	Study visit and a field trip to Sharjah, UAE on the celebration of World Tourism Day 2018, Sharjah Commerce and Tourism Development Authority, Modul University Dubai, UAE
April 2018	GETEX 2018 GETEX 2018 - Gulf Education & Training Exhibition Dubai in Dubai on behalf of Modul University Dubai, Dubai World Trade Center
February 2018	The Gulf Sustainability and CSR Awards The Gulf Sustainability and CSR Awards - RECOGNISING AND INSPIRING POSITIVE CHANGE, Jumeirah Creekside Hotel, Dubai, UAE
January 2018	The International Education Show in Sharjah The International Education Show in Sharjah on behalf of Modul University Dubai, Expo Centre Sharjah, Sharjah, UAE
December 2017	Personality of the Year Award 2017 The personality of the Year Award 2017, The Austrian Business Council UAE, the Austrian Embassy Abu Dhabi, the Austrian Chamber of Commerce, ADVANTAGE AUSTRIA, Palazzo Versace Hotel, Dubai, UAE
October 2017	Parent's Community Evening First Parent's Community Evening, Modul University Dubai, UAE
October 2017	Information Evening Information Evening, Modul University Dubai, UAE
September 2017	Open Day Open Day, Ramada Jumeirah Hotel, Dubai, UAE
September 2017	Open Day Open Day, Modul University Dubai, UAE
May 2017	Open House Open House Summer & Fall 2017, Canadian University Dubai, UAE
April 2017	GETEX 2017 GETEX 2017 Gulf Education & Training Exhibition Dubai on behalf of Canadian University Dubai, Dubai, UAE
March 2017	Open House Open House Summer & Fall 2017, Canadian University Dubai, Dubai, UAE
March 2017	Career Fair Career Fair stand – preparation for the Career Fair, Canadian University Dubai, Dubai, UAE
February 2017	Sharjah Education Expo Sharjah Education Expo in Sharjah on behalf of Canadian University Dubai, UAE
November 2016	Najah Education Exhibit Najah Education Exhibit in Abu Dhabi on behalf of Canadian University Dubai, UAE

ADDITIONAL INFORMATION

Profession	Graduate geographer-tourismologist of hotel management
Specialization	Tourism and Hospitality Management, Sports Management
Languages	English - C1; EDI Level 2 Certificate in ESOL International JETSET Level 6 (CEF C1), London Chamber of Commerce and Industry International Qualifications Spanish - B1; Español 2, Educación de personas adultas, Bilbao, Spain Italian - B1; IV livello – corso di lingua italiana (intermediate level – B1), Oxford Center, ILC – International Language Center, Montenegro, European Association Quality Languages Services
Computer skills	Computers programs - MS OFFICE: Word, Excel, PowerPoint, Outlook
Memberships	The Center for Young Scientists of MASA - The Montenegrin Academy of Sciences and Arts (2013-2015), Rotary International - Rotaract Club Ulcinj, Rotary Club Bar (2010-2015) NGO Geoeco Montenegro, (2012-2015) Bizkaia Talent Bilbao, Spain (2015)
Driving license	Category B

PUBLISHED BOOKS

Knežević, M., Lugonja, A., Djurašević, S., & **Stranjančević, A.** (2023). *Possibilities of Connecting the Coastal and Inland Tourism in the Framework of the Adriatic-Ionian Strategy*. Banja Luka, Bosnia & Herzegovina: Government of Bosnia & Herzegovina, Ministry of Science.

Braun, S., Ben Moussa, M., Dafri, W., & **Stranjančević, A.** (2019). Socialization and the construction of professional identity among public relations students in the United Arab Emirates. In M., Carmo (Ed.), *Education applications & developments IV* (pp. 15-24). Lisbon, Portugal: InScience Press.

Raspor, A., **Stranjančević, A.**, Bulatović, I., & Lacmanović, D. (2017). Tourism Invisible Part of Exports: the Analysis of Slovenia and Montenegro on the Chinese Outbound Tourism. In A., Macek (Ed.), *International Trade - On the Brink of Change*, (pp. 95-121). London, United Kingdom: InTech. ISBN 978-953-51-2912-7, Print ISBN 978-953-51-2911-0.

<http://dx.doi.org/10.5772/66628>.

Raspor, A., Lacmanović, D., **Stranjančević, A.**, & Bulatović, I. (2016). *Chinese tourists in Slovenia and Montenegro: Preferences, characteristics, and trip motivation*. London, Great Britain: Vega Press LTD. ISBN: 978-1-909736-09-2.

PUBLISHED ARTICLES

Stojanović, I., Malak, M.A.N.A., Ljepava, Lj., Selaković, M., Osmanović, N., **Stranjančević, A.** (2024). The Factor analysis and principal component analysis of project delays during the Covid-19 pandemic due to supply chain disruptions: Lessons Learned. *Journal of Contemporary Economics*, 8(1), 1-14.

Alderaawi, M., & **Stranjančević, A.** (2024, March). Breaking Barriers: Exploring Strategies to Aid Empowering Women in Leadership Positions in Dubai's Hospitality Industry. Paper presented at *Global Hospitality and Leisure Summit 2024: Mega projects, integrated resorts, and tourism diversification in the age of AI*, Dubai, UAE. March 5-6, 2024.

Hakimzadeh, A., Kleber, D.M.S., **Stranjančević, A.** (2020). Analysis of Milestones and Achievements to Increase Sustainability at Expo 2020. *Tourism and Sustainable Development Review Journal (TSDR)* 1(1), 1-5.

Ćurčić, N., Milinčić, U. V., **Stranjančević, A.**, & Milinčić, M. A. (2019). Can Winter Tourism Be Truly Sustainable in Natural Protected Areas? *J. Geogr. Inst. Cvijic*, 69(3), 241–252. [ISSN - 2683-3867](https://doi.org/10.2478/1846-3745-18-2019-0003)

Đurašević, S., Adžić, S., & **Stranjančević, A.** (2019). Tourism Development Montenegro – Crucial Challenge Within the Structural Changes in Economy. *GSI Journals Serie A: Advancements in Tourism, Recreation and Sports Sciences (ATRSS)*, 2(1), 1-17.

Raspor, A., Bulatović, I., **Stranjančević, A.**, Lacmanović, D. (2019). How Important is Gambling in National GDP: Case Study from Austria, Croatia, Italy, and Slovenia. *ECONOMICS- Innovative and Economics Research Journal*, 7(1), 31-51.

Sharma, S., **Stranjančević, A.**, & Kleber, D. M. S. (2019). The Effects of Hosting Events on Destination Branding: Dubai Expo 2020. *KINERJA*, 23(2), 91-102.

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Covid-19 and Tourism Industry Online Course, The Centre for Sustainability through Research and Education (CSRE) Dubai Modul University Dubai, UAE; Researcher, 2020-2021

The UAE as a Sustainable Tourism Destination, The Centre for Sustainability through Research and Education (CSRE) Dubai, EXPO 2020, Modul University Dubai, UAE; Researcher, 2019-2021

Marketing Tourism in Saudi Arabia to the West, the University of Queensland, Australia, Modul University Dubai, UAE; Researcher, 2018-2019

BleuTourMed_C3 - Horizontal Project of the Med Interreg Program "Protecting and promoting Mediterranean natural and cultural resources to enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area", the European Regional Development Fund, the Interreg Med Program; Latin Arc (Lead Partner), Barcelona Provincial Council, UNIMED - Mediterranean Universities Union, Adriatic-Ionian Euro region; Researcher, 2016-2018

Possibilities of Connecting the Coastal and Inland Tourism in the Framework of the Adriatic-Ionian Strategy, Bilateral project between Bosnia & Herzegovina and Montenegro, Government of Bosnia & Herzegovina, Ministry of Science, Government of Montenegro, Ministry of Science, University of Business Studies, Bosnia and Herzegovina, Faculty of Tourism and Hospitality, Mediterranean University Montenegro, Faculty of Tourism; Researcher, 2016-2018

Joint Experience of the Casino Business Development in the Tourist Destination - Montenegro and Slovenia, Bilateral project between Montenegro and Slovenia, Government of Slovenia, Ministry of Science, Government of Montenegro, Ministry of Science, School of Advanced Social Studies, Nova Gorica, Slovenia, Mediterranean University Montenegro, Faculty of Tourism; Researcher, 2016-2018

Strategy for the Development of Religious Tourism in the Municipality of Cetinje, Municipality of Cetinje, Montenegro; Consultant, 2014

Development of the Integrated and Sustainable Tourism Offer of Slovenia and Montenegro for the Far Eastern Market (China), Bilateral project between Montenegro and Slovenia, Government of Slovenia, Ministry of Science, Government of Montenegro, Ministry of Science, School of Advanced Social Studies, Slovenia, Mediterranean University Montenegro, Faculty of Tourism; Researcher, 2014-2016

Strategy for the Development of Sports and Recreational Tourism in the Municipality of Bar, Municipality of Bar, Montenegro; Consultant, 2013

Educational Program for Tourist Guide: Tourist Guide Training 2013, Government of Montenegro, Ministry of Tourism, Mediterranean University Montenegro, Faculty of Tourism Bijelo Polje, Faculty of Tourism Bar; Project Coordinator, Lecturer, Examiner, 2013

Sustainable Tourism Development in Skadar Lake National Park in the Function of Economic Activation of Natural and Cultural Resources, National Project, Government of Montenegro, Ministry of Science, Mediterranean University Montenegro, Faculty of Tourism; Researcher, 2013-2015

Tourism Development Strategy of Bar Municipality for 2011-2016, Municipality of Bar; Researcher, 2012

Educational Program for Tourist Guide: Tourist Guide Training 2012, Government of Montenegro, Ministry of Tourism, Mediterranean University Montenegro, Faculty of Tourism Bar; Lecturer, Examiner, 2012

Test Learning System at the Mediterranean University Montenegro, Faculty of Tourism; Coordinator, 2010

Tempus Project: Ref. No.158675 - Gastronomy DEBUT-M Course Project II: Development of Business Training in Montenegro, Tourism Management – module Catering, Institute of Catering and Tourism, Budapest Business School, Hungary, Mediterranean University Montenegro, Faculty of Tourism; Researcher and Trainer, 2010-2012

Establishment of **Distance Learning System** at the Mediterranean University Montenegro, Faculty of Tourism, 2009

Educational Program for Tourist Guide: Tourist Guide Training 2009, Government of Montenegro, Ministry of Tourism, Mediterranean University Montenegro, Faculty of Tourism Bar; Project Coordinator Lecturer, Examiner, 2009

Research of the Contribution of Tourism Sector to Socio-Economic Development in Montenegro, Government of Montenegro, Ministry of Tourism, GTZ – German Agency for Technical Cooperation, Mediterranean University Montenegro, Faculty of Tourism; Researcher, 2008-2009

Horwath Hotel Industry Survey Montenegro, National Project, Government of Montenegro, Ministry of Tourism, Horwath International, Mediterranean University Montenegro, Faculty of Tourism; Researcher, 2007- 2017

