



Professor Radmila Janicic, Ph.D

Short Biography

Dr Radmila Janicic is professor of Marketing and Public Relations at University of Belgrade, Faculty of Organizational Sciences, Department for Marketing, Public Relations and Multimedia Communications. Professor Radmila Janicic is Visiting Professor at University Mediteran, Montenegro Business School, in Podgorica, Montenegro. The main topics of her lectures are: Marketing, Marketing in Art and Culture, Strategic Marketing, Media Communications and Philosophy of Marketing. She has organized many seminars in the field of Marketing in Art and Culture in Serbia and Montenegro. She was included in European Union projects for improving Marketing approach in Health Care Organizations in Serbia. She is member of the International Management Teachers Academy in Bled Business School, Slovenia. She participated at the project of education in the process of carrier transition, organized by Manchester Business School, England. She has lead the seminar *Internet marketing – What world want* and the seminar *Strategy of Branding – Brand Your Idea*, organized by the Board of European Students of Technology, at the Faculty of Organizational Sciences. She has given lectures at the Conference on Arts in Persuasion, at the Faculty of Organizational Sciences. She is a member of the team for building strategies for developing the national brand of Montenegro. Professor Radmila Janicic is a member of the Athens Institute for Education and Research, Atiner, World Association of Academics and Researchers, in Athens, Greece.