



## Srđan Šapić

Department for Business economics and management  
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### RESEARCH INTERESTS

Cultural environment, International marketing activities, Service marketing

### CURRENT POSITION

**Faculty of Economics** Kragujevac, Serbia  
Associate Professor 2015

### EDUCATION

**Faculty of Economics** Kragujevac, Serbia  
PhD 2010

**Faculty of Economics** Kragujevac, Serbia  
MSc 2004

**Faculty of Economics** Kragujevac, Serbia  
BSc 1996

### TEACHING EXPERIENCE

**Faculty of Economics** Kragujevac, Serbia  
Associate Professor 2015 - year

**Faculty of Economics** Kragujevac, Serbia  
Assistant Professor 2011 - 2015

**Faculty of Economics** Kragujevac, Serbia  
Assistant 2005 - 2011

### COURSES

**Faculty of Economics** Kragujevac, Serbia  
(PhD), International Marketing in a Global Environment (MSc); Intercultural Marketing (BSc). International Marketing, International Business, Service Management and Marketing

### PROFESSIONAL ASSOCIATIONS

**SeMA-Serbian Marketing Association** Belgrade, Serbia

### COMPUTING SKILLS

Microsoft Office, SPSS, AMOS

### LANGUAGES

English