

He was born on May 4, 1971. in Kragujevac. He finished elementary school and high school in Kragujevac as the holder of the Vukova diploma. He was declared a pupil of the generation.

He finished his bachelor studies at the Faculty of Economics in Kragujevac, study programme Marketing, in 1996.

Postgraduate studies, study programme Marketing, finished at the Faculty of Economics in Kragujevac.

The master thesis under the title The Impact of the Cultural Environment on International Marketing Activities and the PhD thesis under the title of Enterprises Entry Strategies in the International Market were defended at the Faculty of Economics in Kragujevac.

He has been working at the Faculty of Economics in Kragujevac since 1998. He teaching at the bachelor studies the following subjects: International Marketing, International Business and Service Management and Marketing. He teaching Intercultural marketing subject at the master study, study programme Business economics and management, and at doctoral academic studies, study programme Economics, International Marketing in a Global Environment subject.

The main areas of his scientific research are international marketing, international business and service marketing, and within that, he intensively explores the cultural environment, customer satisfaction, and forms of internationalization.

Personal bibliography:

<http://vbs.vbs.rs/cobiss/bibliografije/Y20180321123428-06753.html>