

## Veljko Marinković - Bio

Veljko Marinkovic is a Full Professor at the Faculty of Economics, University of Kragujevac. He holds PhD in Business Management from the Faculty of Economics, University of Belgrade, Serbia in 2010. He teaches Consumer Behavior and Marketing Research (Undergraduate Studies), Quantitative Analysis in Marketing (Master Studies), Methodology of Scientific Research and Customer Relationship Marketing (PhD Studies).

His major research interests are related to Services Quality, Customer Satisfaction and Loyalty, Mobile Marketing, Marketing in Tourism, Consumer Ethnocentrism. He has authored a number of articles in the leading International Journals (International Journal of Information Management, Technological Forecasting and Social Change, Online Information Review, Leisure Studies, International Journal of Tourism Research, International Journal of Consumer Studies, Total Quality Management and Business Excellence, Information Systems and e-Business Management, International Journal of Bank Marketing, Journal of Retailing and Consumer Services). He is member of the Editorial Board of the Serbian Journal: „Marketing“. He is also reviewer in several leading International Journals.

Veljko Marinković is a member of the Scientific Council of the Serbian Marketing Association (SeMA). He was Director of the Center for Economic Research at Faculty of Economics, University of Kragujevac (2016-2019). He was a president of the Organizing Committee of the 2<sup>nd</sup> International Scientific Conference on Contemporary Issues in Economics, Business and Management (EBM 2012). Also, he was member of Program or Organizing Committees of several Serbian or International Conferences. In addition, he was researcher in several projects in the field of Marketing Research.