

LIST OF PUBLICATIONS

DR MARIJA JANKOVIC

Dr Marija Jankovic, "Electronic insurance," University Mediterranean, Podgorica 2017.

Drasković M., Delibasić M., Ivic M., Jankovic M., "Fundamentals of modern economic systems", ELIT, Podgorica, 2018

Jankovic M. 2019. "Factors of electronic marketing adoption in aommercial banks in the countries of South-Eastern Europe", International Journal of Scholarly Papers. Transformations in Business & Economics (TIBE), 2020. (SSCI, SS, JCP / SCE, SCOPUS, IBSS, EconLit, e-JEL, JEL on CD, Cabell's Directory, EBSCO)

Abrham, J .; Britchenko, I .; **Jankovic, M.;** Garškaitė-Milvydienė, K. 2018. Energy security issues in contemporary Europe, Journal of Security and Sustainability Issues, 7 (3): 387-398. [https://doi.org/10.9770/jssi.2018.7.3\(1\)](https://doi.org/10.9770/jssi.2018.7.3(1)) (SCOPUS, CrossRef, EBSCO, DRJI), journal on Q2 list;

Jankovic M., 2017. "Application of Emotional Branding Strategy in the Model Development of Sports Brand of the Bottled Water Market", SportMont 15 (2017) 2: 49-52, Original Scientific Paper, UDC 663.64.059.796; (SCOPUS, DOAJ, SCImago, Index Copernicus, SPORTDiscus), a magazine on the Q4 list;

Jankovic M., 2019. "Holistic Marketing Approach in Media Communications of Sport Organizations", SportMont, October 2019, (SCOPUS, DOAJ, SCImago, Index Copernicus, SPORTDiscus), magazine on the Q4 list;

Jankovic M., Jaksic - Stojanovic A., Vukilic B., Seric N., Ibrahim A., »Branding Of Protected Areas And National Parks: A Case Study Of Montenegro«, African Journal Of Hospitality, Tourism And Leisure, 2019. Volume 8 (2), (SCOPUS, DOAJ, DOAR);

Janković M., Jakšić - Stojanović A., "Challenges Of Sports Branding", Sport Mont 2019, 17 (1), 75-78 | DOI: 10.26773 / smj.190213, (SCOPUS, DOAJ, SCImago, Index Copernicus, SPORTDiscus), journal on Q4 list;

Jakšić-Sojanović A., **Janković M.**, Šerić N., Montenegro As High Quality Sports Tourism Destination - Trends And Perspectives, Sport Mont 2019, 17 (1), 93-95 | DOI: 10.26773 / smj.190218, (SCOPUS, DOAJ, SCImago, Index Copernicus, SPORTDiscus), journal on Q4 list;

Jankovic M., Luburic V., Sofranac R. „Sustainable Tourism As A Basis Of Management Of National Parks In Montenegro“, Ekonomika, 04/2018., Journal For Economic Theory And Practice And Social Issue, ISSN 0350-137X, EISSN 2334- 9190, UDC 338 (497,1), Available On [Http://www.Ekonomika.Org.Rs/Sr/PDF/Ekonomika/2017/Clanci17-4/4.Pdf](http://www.Ekonomika.Org.Rs/Sr/PDF/Ekonomika/2017/Clanci17-4/4.Pdf)), (Reference At SCINDEKS, ERIH PLUS, PROQUEST , DOAJ, EBSCO, ECONLIT, ECONPAPERS, CNKI, J-GATE, CEEOL, KOBSON).

Jovović R., **Jankovic M.**, „Trend Of An Increasing Inequality, And Consequence“, Economics And Economy, ISBN 2336-9213, Vol.5, Number 9-10, December 2017.

Jankovic M., "Price competition in oligopolistic markets with homogeneous products", Economics & Economy, ISBN 2336-9213, Podgorica, 2017.

Dautovic E., **Jankovic M.**, "Challenges of Women's Entrepreneurship in Montenegro", Economics & Economy, Podgorica, Vol.1, No.4, December 2014. ISSN 2336-9213, COBISS.CG-ID 21910544;

Jankovic M., “The Importance of Information in Crisis Communication”, Media Dialogues, Research Media Center Podgorica, No. 24, May 2016. ISSN 1800-7074 COBISS.CG - ID 12734480;

Jankovic M., Jagodic N., Janicic R., "Ethical aspect of advertising content", Media Dialogues, Research Media Center Podgorica, November 2016, IX / no. 25, ISSN 1800-7074 COBISS.CG-ID 12734480;

Maroš M., **Jankovic M.**, “Media Promotion of Montenegrin Sports”, Media Dialogues, pp.77-87, ISSN 1800-7074 COBISS.CG - ID 12734480, Research Media Center Podgorica, IX / no. 25, November 2016.

Maroš M., **Jankovic M.**, "Media Branding", Media Dialogues, Research Media Center Podgorica,, No. 21, 2015, ISSN 1800-7074, COBISS.CG-ID 12734480;

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Jankovic M., Janicic R., Đakonović S., "Inclusion of postmodernism in new media", Media Dialogues, no. pp., ISSN 1800-7074 COBISS.CG - ID 12734480, Research Media Center Podgorica, X / No.29, November 2017;

Šofranac R., **Jankovic M.**, "Development of TQM system", Neum, June 14-16, 2019., Scientific conference with international participation;

Sofranac Milica, Sofranac Rajko, **Jankovic Marija**, Mustur Dusan, "Meeting the needs of users - an important dimension of the quality of medical services", Neum, June 14-16, 2019, Scientific conference with international participation;

Sofranac Milica, Sofranac Rajko, **Jankovic Marija**, Mustur Dusan, "An approach to calculating the quality of medical services", Neum, June 14-16, 2019, Scientific conference with international participation;

Sofranac Milica, Sofranac Rajko, **Jankovic Marija**, Mustur Dusan, "Medical ethics is an important factor that determines the health care system", Neum, June 14-16, 2019, Scientific conference with international participation;

Zivkovic O., **Jankovic M.**, "Analysis Of The Activities Of The Branch Offices Of Foreign Transnational Companies In Montenegro And The Economies Of The Countries Surrounding", GSI Symposium, Abstract Book And Full Paper, 2018.

Jankovic M., "Branding in Banking", Bankar, domestic magazine, number 30, June issue, Association of Banks of Montenegro, ISSN 1800-7465;

Jankovic M., "Branding of Montenegro from the (tourist) aspect of wine brand destination development", Proceedings, Conference organized in cooperation with the Ministry of Economy of the Government of Montenegro with the Hans Seidel Foundation, Kolašin, Bianka, February 2016.

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Jankovic M., "Social networks in the service of improving the national brand", Third International Conference of the Ministry of Economy of Montenegro, March, 2017, Budva.

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Approach of Montenegro Tourism", Economics & Economy, No.3, June 2014, ISSN 2336-9213, COBISS.CG-ID 21910544

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