

## PERSONAL INFORMATION

Irma Dedić



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Sex F | Date of birth 25/03/1983 | Nationality Bosnia and Herzegovina

## WORK EXPERIENCE

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**Head of the tourism studies department - multidisciplinary university study programme (academic year 2017/2018. – present)**

Tourism management, Marketing in tourism, Project management, Start up business plan, Entrepreneurship, Project management in tourism, Marketing, Human resources management

University study programme Tourism studies „Džemal Bijedić“ University of Mostar, Faculty of Economics,

Sjeverni logor bb, Mostar; Higher education, [www.efmo.ba](http://www.efmo.ba), [www.st.unmo.ba](http://www.st.unmo.ba), [www.unmo.ba](http://www.unmo.ba)

**September 2017 – present**

Assistant professor, scientific field: Management,

Subjects: Fundamentals of management; Strategic management; Contemporary managerial concepts; Management (application in IT sector); Tourism management; Microeconomics; Crisis management, Start up - business plan, Entrepreneurship, Project management, Project management in tourism, Human resources management, Total Quality Management

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**February 2014 – Septembar 2017**

Senior instructor, scientific field: Management,

Subjects: Fundamentals of management; Strategic management; Modern managerial concepts; Management (application in IT sector); Microeconomics; Crisis management; Organisational behavior; Human resources management, Marketing; Start up - business plan, Entrepreneurship

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**June 2011 – February 2014**

Instructor, scientific field: Management,

Subjects: Fundamentals of management; Strategic management; Modern managerial concepts; Management (application in IT sector); Microeconomics; Crisis management; Organisational behavior; Marketing; Start up - business plan, Entrepreneurship, Human resources management; Total Quality Management

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### **April 2007-June 2011**

Instructor, scientific field: Banking and financial management, Subjects: Fundamentals of management; Strategic management; Microeconomics; Financial markets; Project management, Start up - business plan, Entrepreneurship

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## EDUCATION AND TRAINING

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**June 2014** = **April 2017** PhD - Doctor of Economic Science, “Džemal Bijedić” University of Mostar, Faculty of Economics; Field of study: Management Specific field Crisis management

**Novembar 2007** - **Novembar 2013** Master of Economic Science “Džemal Bijedić” University of Mostar, Faculty of Economics; Field of study: Financial management.

**October 2002** = **April 2007** Bachelor in Economics “Džemal Bijedić” University of Mostar, Faculty of Economics Field of study: Business studies/Project management

**December 2014** Successfully completed the course of training "Preparation of project proposals according to the methodology of the European Union" and acquired a certificate, School of Economics, "Džemal Bijedić" University of Mostar.



PERSONAL SKILLS

Mother tongue(s)      Bosnian

Other languages English (independent user); Spanish (Independent user); French (Beginner); Italian (Beginner)

LANGUAGE	UNDERSTANDING		SPEECH		WRITING
	LISTENING	READING	SPEECH INTERACTION	PRONOUNCATION	
ENGLISH	B2	B2	B2	B2	B2
SPANISH	A2	A2	A2	A2	A2
FRENCH	A2	A2	A2	A2	A2
ITALIAN	A2	A2	A2	A2	A2

Communication skills      Experienced public speaker and presenter of various topics in the field of Economics

Digital competence      MS Office; SPSS

Driving licence      A and B

ADDITIONAL INFORMATION

Publications and Conferences, Presentations

**Doctoral thesis** "Restructuring and rehabilitation strategies of enterprises in B&H", Thesis Reported on 10.06.2014. and was defended on 15.04.2017. at the Faculty of Economics, "Džemal Bijedić" University of Mostar, Faculty of Economics.

**Master's thesis** "Crisis management in the function of preventing and overcoming the business crisis of enterprises in FBiH", thesis defended on 22.11.2013. at the Faculty of Economics, "Džemal Bijedić" University of Mostar.

A collection of solved tasks from the subject of Economics; published at the Faculty of Business Management / Faculty of Economics, "Džemal Bijedić" University of Mostar, 2010. The book is cataloged in the National and University Library of BiH - ISBN 9958-604-20.

Marketing-management practicum (for the preparation of business and marketing plans, co-authorship with Veldin Ovcina), Faculty of Economics of the University "Džemal Bijedić" in Mostar, February 2018.

"The role and importance of business plans in achieving the organizational goals of the BiH company"; Proceedings, Faculty of Economics (University "Džemal Bijedić"), July-December 2011, ISSN 1512-8377, Mostar

"Organizational resources as a basis for competitive advantage"; Proceedings, Faculty of Economics (University "Džemal Bijedić"), January-June 2012, ISSN 1512-8377, Mostar.

"Promotional techniques for attracting foreign direct investment"; Proceedings, Faculty of Economics (University "Džemal Bijedić"), January-June 2012, ISSN 1512-8377, Mostar.

"Role of crisis management in the process of preparation of BiH business entities for EU accession", Irma Dedić, Adil Trgo, Proceedings, Faculty of Economics (University "Džemal Bijedić"), January - December 2013, ISSN 1512-8377, Mostar

Crisis management in the function of overcoming the crisis of Bosnian -Herzegovinian companies, Irma Dedić, Adil Trgo; Proceedings, Faculty of Economics (University "Džemal Bijedić"), January-December 2014, ISSN 1512- 7613

Crisis management in the function of detecting the symptoms and identifying sources of a business crisis, Irma Dedić, Adil Trgo; Institute of Knowledge Management, International scientific conference "The teacher of the future", ISSN2545-4439 (printed version), ISSN 1857-923X (e-version), Skopje 2017.god.

International Conference on "Legal and Economic Aspects of the BiH Integration Process in the European Union" Faculty of Economics (University "Džemal Bijedić"), December 2013.

#### Memberships

Co-owner and manager of the O2 Hyperbaric Center

President of the Association for Ecology and Economic Development "EKO-ENERGIJA".

Member of the Board of directors at "Džemal Bijedić" of University Mostar

Member of the Commission for Strategic development planning of the HNC

Member of the Commission for spatial planning of the City of Mostar

#### Recommendations

Recommendations from eminent professors and successful business people in Bosnia and Herzegovina with whom I had the opportunity to work with, which I used for different calls for applications, doctoral dissertation application, participation in different projects and conferences etc.

#### Courses

Lecturer at the educational courses on drafting of business and marketing plans (14 years experience). Mentor and Coordinator in the development of more than 100 student business (and marketing) projects. Lecturer at the international academic exchange programmes (Lyon – France, Ankara – Turkey, Granada – Spain etc.)

#### Honours and awards

Top rated (or one of the top) Instructor/teacher Faculty of Economics, "Džemal Bijedić" of University Mostar, according to a student survey during 14 years of work experience.

Peace ambassador – honored by Center for peacebuilding

INTERNATIONAL LABOUR ORGANISATION TRAINER (SIYB – start and improve your business methodology) – certified trainer of entrepreneurs

#### Projects

Coordinator of a business plan project to compete for the best student business ideas on all partner universities from the western balkans. Tempus project WBCINNO (Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation (WBCINNO) 530213-1-RS-TEMPUS-JPHES"), July 2015.

EU4Business - Inter-municipal cooperation to better and more inclusive practices of support for start-ups (36 businesses were established as a result of the project), SIYB trainer and consultant, 2020.

TRAIN (Training & Research for Academic Newcomers) project

A professional conference organizer entitled "Applying good business practical examples for the development of the City of Mostar", November 2015.

Coordinator of the CEO conference held at the Faculty of Economics, "Džemal Bijedić" University of Mostar, 2015.

Project manager NGO "Eko-energija", project named "Vidikovac", July-December 2015.

Start-up business mentor and consultant – Fondation Mozaik – center for social businesses

By inter-municipal cooperation to better and more inclusive support to start-ups (SYB and IB Officer – project partner Dzemal Bijedic University of Mostar), financed by International labour organisation, GIZ, UNDP

Erasmus plus capacity building project STEAM education- STEAMedu under programme EPPKA2- Cooperation for innovation and the exchange of good practice, action CBHE-JP- Capacity building in higher education- Joint projects

"Promotion of tourist potentials of cultural and historical heritage in the Herzegovina-Neretva Canton (Buna river area and accompanying settlements)".

“Valorization of cultural and national heritage through cross-border cooperation of urban tourist destinations on the Adriatic basin karst rivers”. Interreg IPA Cross-border Cooperation Program Croatia-Bosnia and Herzegovina-Montenegro.

ES-Balk Enseignement supérieur dans les Balkans occidentaux, international project for the higher education cooperation

