

Name and Surname	Aleksandar Grubor
Title	Full Professor
The name of the institution where teacher works full or part-time and since when	University of Novi Sad, Faculty of Economics Subotica, since 1996.
Narrow scientific (artistic) field	Marketing and Commerce

Academic career				
	Year	Institution	Scientific or artistic field	Narrow scientific or artistic area
Election to the title of university teacher	2013	University of Novi Sad, Faculty of Economics Subotica	Economics Sciences	Marketing
Doctor's degree	2003	University of Novi Sad, Faculty of Economics Subotica	Economics Sciences	Marketing
Specialization				
Magister's degree	1999	University of Novi Sad, Faculty of Economics Subotica	Economics Sciences	Marketing
Master's degree				
Bachelor's degree	1993	University of Novi Sad, Faculty of Economics Subotica	Economics Sciences	Marketing

List of subjects taught by the teacher at the first and second study level					
No	Marc of the course	Course title	Type of teaching	Title of the study program	Type of studies (OCC, CCC, OAC, MCC, MAC, CAC)
1.	OACME02	Marketing	Lectures	Economics, Business Informatics	Bachelor
2.	OE-422	Marketing of services	Lectures	Economics	Bachelor
3.	OE-421	Strategic Marketing	Lectures	Economics	Bachelor
4.	МДМ-01	Digital Marketing	Lectures	Digital Marketing	Master
5.	ADA12	Digital Marketing Analytics	Lectures and Exercises	Advanced Data Analytics in Business	Master

Representative references (minimum 5, not more than 10)	
1.	Grubor, A., Milićević, N. & Đokić, N. (2019). Social-Psychological Determinants of Serbian Tourists' Choice of Green Rural Hotels, <i>Sustainability</i> , 11, 1-13.
2.	Grubor, A., Milićević, N. & Đokić, N. (2018). Serbian Organic Food Consumer Research and Bioeconomy Development, <i>Sustainability</i> , 10(12), 1-12.
3.	Milićević, N., Grubor, A., Đokić, N. & Avlijas, G. (2018). Retail out-of-stocks in the context of centralized and direct delivery, <i>Promet - Traffic and Transportation</i> , 30(1), 105-114.
4.	Đokić, N., Grubor A., Milićević, N. & Petrov, V. (2018). New Market Segmentation Knowledge in the Function of Bioeconomy Development in Serbia, <i>Amfiteatru Economic</i> , 20(49), 700-716.
5.	Grubor, A., Milićević, N. & Đokić, N. (2017). The impact of store satisfaction on consumer responses in out-of-stock, <i>Revista Brasileira de Gestão de Negócios</i> , 19(66), 520-537.
6.	Grubor, A., Milićević, N., Đokić, N. & Berber, N. (2017). Shelf Based Out-of-Stocks in the Context of Employee Density, <i>Inzinerine Ekonomika-Engineering Economics</i> , 28(4), 446-454.
7.	Грубор, А., Токић, Н. & Милићевић, Н. (2018). Профил потрошача органске хране у Србији – контрадикторности досадашњих истраживања и методолошке могућности, <i>Школа бизниса</i> , 1, 123-130.
8.	Грубор, А., Милованов, О. & Токић, И. (2017). Улога корисничког сервиса потрошача у процесу брендирања, <i>Анали Економског факултета у Суботици</i> , 53(37), 71-89.
9.	Грубор, А. & Милованов, О. (2016). Управљање брендом у међународном маркетингу, <i>Анали Економског факултета у Суботици</i> , 52(35), 29-44.

10.	Грубор, А., Ђокић, Н. & Милићевић, Н. (2015). Маркетинг микс органске и функционалне хране, Анали Економског факултета у Суботици, 51(34), 29-42.	
Aggregate data on the scientific (artistic) and professional activities of teachers		
Total number of citations	44	
Total number of papers from the SCI (SSCI) list	14	
Current participation at the projects	National 3	International 4
Specialization	2004. Portland State University, School of Business Administration	
Other relevant information		