**CURRICULUM VITAE**

**Maja Pulic, PhDc**

**Lecturer**

Sarajevo School of Science and Technology

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**Education**

2015 – **PhD Researcher.** Department of Marketing. College of Social Sciences, Business School, University of Birmingham, UK.

2011 – 2013 **MA in Diplomacy**. Department of Political Science and International Relations. Sarajevo School of Science and Technology/University of Buckingham. (Distinction).

2007 – 2011 **BA in Political Science and International Relations.** Department of Political Science and International Relations. Sarajevo School of Science and Technology/University of Buckingham.

**Foreign language proficiency**

English (fluently spoken, written, read)

Slovenian (working language, fair proficiency)

Italian (beginner)

**Computer skills**

Microsoft Word, Microsoft Excel, Microsoft PowerPoint, NVivo, SPSS, MAXQDA, ATLAS.ti.

**Professional experience**

2014 - **Lecturer.** Department of Political Science and International Relations. University Sarajevo School of Science and Technology. 71000 Sarajevo, BiH.

2011 – 2013 **Teaching Assistant.** Department of Political Science and International Relations. University Sarajevo School of Science and Technology. 71000 Sarajevo, BiH.

2011. **Researcher.** Prism Research. Agency for marketing/media/social research. Maršala Tita 6/III, 71000 Sarajevo, BiH.

**Research grants**

2014. Complexity of Social Identity in Western Balkans. Swiss Agency for Development and Cooperation (Principal applicant: Dr. Nebojsa Petrovic,). RRPP Grant. 15.000 EUR.

**Research projects**

2018-2021 **Jean Monnet Network**: Migration and asylum policies systems. Weaknesses, shortcomings and reform proposals – MAPS

Academic Expert

2018 – 2021 **Jean Monnet Network**: Democratization and Reconciliation in Western Balkans

Academic Expert

2018 **Cross-national Study on Communal Roles.** University of Leuven, Department of Psychology.

Single country data collector

2015 **Erasmus + Capacity Building Project 2015-2017. Curriculum Development (joint European Political Science MA).** Lead partner: University of Salzburg – Department of Political Science and Sociology.

Working package in Methodology and Project Management. Development of curriculum for qualitative research methodology and project management.

2014 **RRPP Project: Complexity of Social Identity in Western Balkans. In cooperation with the University of Belgrade (Nebojsa Petrovic)**

Researcher

2012 Post-conflict reconciliation in Bosnia and Herzegovina by **Dr. Sabina Čehajić – Clancy**

Research Assistant

2011 **Google Student Ambassador Team Projects** (three independent projects at public Universities – Google Power Searching Tools)

Social Science Leader – Statistical Research

**Deutsche Gesellschaft für Internationale Zusammenarbeit** (GIZ) GmbH – Development of Local and Regional Economic Development

Researcher

**Non-enrolment and School Dropout Study by UNDP**

Researcher

**Small arms control and reduction in Bosnia and Herzegovina by NATO**

Researcher

**Local governance in Bosnia and Herzegovina by UNDP**

Researcher

**Research interests**

1. Critical marketing; space and place consumption; place marketing, nation branding, post-conflict countries, territory
2. Consumer Culture Theory (CCT), experiential consumption
3. Tourism and heritage marketing, dark tourism, post-ideological heritage, heritage management.
4. Qualitative research methods; Grounded Theory

**Publications**

**Peer-reviewed journal articles**

Pulic M. (2013) Effectiveness of EU’s Climate Change Policy. *Sarajevo Social Science Review*. 2 (2), 63-79.

**Conference proceedings**

Pulic M. (2018) Towards Social Space in Place Marketing: Consumption of Divided Territory in the Post-Conflict City. Academy of Marketing Conference (2-5 July), University of Stirling, Scotland, UK. ISBN: 978-1-908063-43-4.

Pulic M. (2015) Regional Development in EU’s Border Areas: Croatia as a Regional Model for Destination Branding Strategy in Bosnia and Herzegovina. *Centre for European Studies Alexandru Ioan Cuza University of Iasi Working Papers*, Vol VII, Issue 2, 2015

**Books/book chapters**

Turjacanin, V., Dusanic, S., Lakic, S., Cehajic-Clancy, S., & Pulic de Sanctis, M. (2017). Ethnic, Religious and National Identities among young Bosniaks and Serbs in Minority and Majority Contexts in Bosnia and Herzegovina. In, F. Pratto, I. Zezelj, E. Maloku, V. Turjacanin, & M. Brankovic (Eds.), *Shaping Social Identities after the Violent Conflicts: Youth in Western Balkans.* Palgrave Publishing.

**Guest lectures**

University of Philosophy, Belgrade, Serbia.Workshop on Qualitative Research Methodology as a part of RRPP Project on Complexities of Social Identities.20 November, 2015.

**Professional Service**

2017 - Programme and Organization Board Member, Marketing Research Group BBS (United Kingdom).

**Teaching**

Undergraduate courses: Marketing, Consumer Behavior, Thesis Research and Design, Public Diplomacy

Postgraduate courses: Marketing Communications and Branding, Business Research Methods (MBA)

**Membership in international associations and research groups**

Institute for Cultural Diplomacy (ICD), Berlin

Institute of Place Management, Manchester Metropolitan University Business School

Marketing Group BBS (Arts, Heritage and Cultural consumption), UK

Academy of Marketing, Scotland, UK