

VEDRAN JAKUPOVIĆ

Vedran Jakupović holds degree of DMD and Mr sci in Dentistry, from University of Sarajevo, Bosnia and Herzegovina and MBA from Henderson State University, USA and PhD from International University of Sarajevo (IUS), Faculty of Business and Administration at Management and Leadership Studies. PhD thesis „Applying service quality instrument (SERVQUAL) for improvement of patient's motivation to adhere to insulin therapy“ is defended in 2017.

Vedran Jakupović is specialist in Orthodontics.

With 10 years of experience in the Pharma Industry, worked as Sales Representative for Cardiology and Antibiotics at Abbott labs, Sales and Brand Manager at Fresenius Kabi and PharmaSwiss (representative for BMS, Wyeth, Astellas, Ferring).

Also he worked as the Diabetes Product Manager for Novo Nordisk responsible for Insulins & GLP-1 products as well as responsibilities Public relations for more than 2 years.

Prof Jakupović worked also as Head of marketing at Privredna Banka Sarajevo in charge of rebranding and strategic marketing as well as leading the marketing team.

As of 2017 works as university lecturer in business area and business trainer for Kurgan training and Veneda.

1. Education

Specialist in Orthodontics 2019.

PhD in Management International University of Sarajevo/Faculty of Business and Administration, Management and leadership studies. (Applying service quality instrument (SERVQUAL) for improvement of patient's motivation to adhere to insulin therapy) 2017.

M.Sc. in Dentistry University of Sarajevo – School of Dentistry 2010. (Thesis - Innovative management as a model for healthcare service improvement)

MBA – SGSB/ Henderson State University 2009.

Crestcom Bullet Proof Manager training 2008

D.M.D. State Exam 2006

Doctor of Dental Medicine University of Sarajevo – Graduated from School of Dentistry 2004

First Sušak Croatian High School in Rijeka, Croatia – graduated from high school 1996

High School of Administration Sarajevo – graduated from high school 1995

Elementary School „Bane Šurbat“ Sarajevo – 1992

2. Key positions (industry)

Lecturer (Corporate Strategy and Strategic Management, HR Management, Health economics) – Sarajevo School of Science and Technology 2017

Head of Marketing - Privredna Banka Sarajevo 2015

Consultant/Trainer - Kurgan Training 2014-2018

Product Manager Diabetes - Novo Nordisk BH, 2011-2014

Senior Assistant - Lecturer (Managing Innovation and Creativity and Integrated Advertising Campaign courses) International University of Sarajevo 2011,

Product Specialist OM /OTC, PharmaSwiss 2009 - 2011

Brand manager, Bosnafarm doo – Representative for Fresenius Kabi, Nobel and MN Pharmaceuticals 2007 - 2008

Sales representative PPD Cardiology products, Abbott Labs Representative office in BiH, 2004–2007

Assistant of Director, Veneda doo Sarajevo, 1997 – 2004 – Real estates and agriculture projects

3. Publications

1. Martinović M., **Jakupović V.**, Jakupovic S. Use of Internet Marketing in Private Dental Practice in Bosnia and Hercegovina. Acta Informatica Medica; 2010: Vol. 18, 1; 30-34
2. Zukić S. Vuković A. Bajsman A. Jakupović V. Gavranović Glamoč A Dental Age Estimation by Means of Video Spectral Comparator Acta Informatica Medica; 2010: Vol. 18, 2; 83-88
3. Ćorić S., Bara D., **Jakupović V.**.. The Marketing Aspect of the HL 7 Protocol Use in the “Sunce” Polyclinic Acta Informatica Medica; 2010: Vol. 18, 2; 91-95
4. **Jakupović V**, Martinović M, Özgüven K, Vuković A. Services Marketing in Dentistry – Knowledge, Practice, Attitude in Bosnia and Herzegovina. Materia Socio Medica (2010), 22/ 4, 195-199

5. **Jakupović V**, Solaković S , Čelebić N, Kulović DŽ, Reliability and Validity of Modified Service Quality Instrument (Servqual) in Patients Motivation to Adhere to Insulin Therapy. *Materia Socio Medica* (2018) 30(1):53-57

Congresses

1. Korać S., Jakupović S., Hasić- Branković Lajla., Džanković A., **Jakupović V.** Direktni restaurativni materijali u praksi stomatologa BiH, 3. Stomatološki dani BiH sa međunarodnim učešćem 2009
2. Martinović M., Vuković A., **Jakupović V.**, Primjena marketinških etičkih načela u stomatologiji, 3. Stomatološki dani BiH sa međunarodnim učešćem 2009
3. Martinović M., **Jakupović V.**, Jakupović S. Marketing usluga u stomatologiji- praksa u BiH, 3. Stomatološki dani BiH sa međunarodnim učešćem 2009.
4. Zgombić Popović V. Alić D. Jakupović V., Nakaš E. Bruxism in Dental Students population, 4th International Congress of Croatian Society of Orthodontics 2018.

4. Membership in international associations / collaborations

Croatian Society of Orthodontics 2019

Association of Dental Medicine Doctors of BiH 2007 to present

Bosnian Islamic Medical Association 2000 to present

Association of Dental Students - representative at Students Union – University of Sarajevo 2000

5. Research interests

Healthcare management, marketing and economics