

## Aleksandra Penjišević

Associate Professor

Faculty of Economics and Finance  
Union-Nikola Tesla University  
Cara Dušana 62–64, Belgrade, Serbia

e-mail: [apenjisevic@unionnikolatesla.edu.rs](mailto:apenjisevic@unionnikolatesla.edu.rs)  
[aleksandra.penjisevic@gmail.com](mailto:aleksandra.penjisevic@gmail.com)



## EDUCATION

2020. Doctor of Economic Sciences – Quantitative Economics, Economic Academy D.A. Tsenov Academy of Economics, Svishtov, Faculty Management and Marketing, primary unit Department of Strategic Planning, Republic of Bulgaria
2013. Master of Economic Sciences – Quantitative Economics, Faculty of Economics, University of Skopje, Republic of North Macedonia
2008. Graduate mathematician, professor of mathematics and computer science, Faculty of Mathematics, University of Belgrade, Republic of Serbia

Passed professional exam - license

## TEACHING-SCIENTIFIC TITLE

2023. **Associate Professor** Faculty of Management, Sremski Karlovci, Union-Nikola Tesla University, Belgrade
2020. **Assistant professor** Faculty of Management, Sremski Karlovci, Union-Nikola Tesla University, Belgrade
2016. **Assistant** Faculty of Management, Sremski Karlovci, Union-Nikola Tesla University, Belgrade

## RESEARCH PROJECTS

### 2024.

Project name: „**The importance of media for improving the educational process for the 21st century**“

Project leader: Center for Culture, Education and Media "Akademac"

Ministry of Information and Telecommunications

Number: 401-01-1/2024-05 from June 28, 2024.

Position in the project: **project leader**

Project name: International scientific and professional conference „**Strengthening media credibility through improving ethical standards**“

Project leader: Center for Culture, Education and Media "Akademac"

Provincial Secretariat for Culture, Public Information and Relations with Religious Communities, Novi Sad

Number: 000750798 2024 80252 – 005 001 000 001 04 038 from July 1, 2024.

Position in the project: **project leader**

Project name: **The key cultural and historical heritage of Novi Sad as a generator of development: empirical and statistical analysis**

Project leader: Center for Culture, Education and Media "Akademac"

City of Novi Sad - City Administration for Culture

Number: 6-4/2024-686-II from April 30, 2024.

Position in the project: **project leader**

**2023.**

Project name: **„Restoration of the Cultural and Historical Heritage of the People of Sremski Karlovaci“**

Project leader: Center for Culture, Education and Media "Akademac"

Provincial Secretariat for Culture, Public Information and Relations with Religious Communities, Novi Sad

Number: 137-451-36/2023-05 from April 13, 2023.

Position in the project: **project leader**

Project name: **Round table "Ethics in scientific research activities in the field of culture"**

Project leader: Center for Culture, Education and Media "Akademac"

City of Novi Sad - City Administration for Culture

Number: 6-4/2023-604-II from April 28, 2023.

Position in the project: **project leader**

Project name: International scientific conference **„The importance of media interpretation for the promotion of cultural heritage“**

Project leader: Center for Culture, Education and Media "Akademac"

Provincial Secretariat for Culture, Public Information and Relations with Religious Communities, Novi Sad

Number: 137-451-38/2023-05 from April 27, 2023.

Position in the project: **project leader**

## **SELECTED PUBLICATIONS**

Sančanin, B., **Penjišević, A.**, Simjanović, D., Ranđelović, B., Vesić, N., Mladenović, M. (2024). A Fuzzy AHP and PCA Approach to The Role of Media in Improving Education and the Labor Market in 21st Century, *Mathematics*, 12(22), 3616; <https://doi.org/10.3390/math12223616> **M21**  
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**Penjisević, A.**, Sančanin, B., Simjanović, D., Ranđelović, B. (2024). The Importance of Higher Education Institutions for Improving Key Competences in the 21st Century in the Republic of Serbia, *Nastava i vaspitanje*, 73(2): 203-216. <https://doi.org/10.5937/nasvas2402203P> **M23**

**Penjisević, A.**, Sančanin, B., Bogdanova, M., Parashkevova, E., Simjanović, D. (2024). Development of competence-based education in higher education institutions in Serbia and Bulgaria (Non-EU/EU): conceptual and statistical framework with empirical findings, *Andragoške studije*, Vol 1(2) **M23**

**Penjišević, A.**, Sančanin, B., Domitijovska-Jankulovska, A., Denkovska M. (2024). Preservation and Promotion of Material Cultural Heritage: A Comparative Analysis of the Republic of Serbia and the Republic of North Macedonia. *SCIENCE International journal*, 3(3): 117-124. <https://doi.org/10.35120/sciencej0303117p> **M23**

Stojanović, K., Sančanin, B., & **Penjišević, A.** (2024). Cities typology under the influence of financialization: phenomenon of ghost towns, *SCIENCE International journal*, 3(1): 13-18. <https://doi.org/10.35120/sciencej0301013> **M23**

UDK: 336.1:711.4]:303.446(100)

**Penjišević, A.**, Somborac, B., Anufrijević, A., Aničić, D. (2024). Achieved Results and Perspectives for Further Development of Small and Medium-sized Enterprises: Statistical Findings and Analysis, *Oditor*, 10(2): 313-329 <https://doi.org/10.59864/Oditor102402AP> M24

**Penjišević, A.**, Sančanin, B., & Turanjanin, D. (2024). The Importance of Training for the Development and Strengthening of a Company's Competitive Position. *Journal of Economics, management and Informatics „Bizinfo“*, 15(1): 57-63. M51

**Penjišević, A.**, Sančanin, B., Stojanović, K. (2024). The influence of the media on the recognition and promotion of the cultural heritage of the city of Novi Sad: Statistical findings and analysis, *Economic Challenges*, Year 13, no. 25, pg. 65-77 M51  
<https://doi:10.5937/EkoIzazov2425066P>

Sančanin, B., **Penjišević, A.** (2024). Developing Sustainable Internal Communications Systems in the Entrepreneurial Environment: Empirical and Statistical Analysis, *Trendovi u poslovanju*, 24(2): 68-78 M51  
<https://doi.org/10.5937/trendpos2402068S>

Sančanin, B., **Penjišević, A.** (2024). Non-communicable diseases in Republic of Serbia: Causes and consequences, *MEDIS - Medical Science and Research*, 3(1):19-25 M53  
<https://doi.org/10.35120/medisij030119s>

Sančanin, B., & **Penjišević, A.** (2024). Impacts of tobacco use and exposure to tobacco smoke on health, society, economy, and environment, *MEDIS - Medical Science and Research*, 3(2): 25-29. M53  
<https://doi.org/10.35120/medisij030225s>

Sančanin, B., **Penjišević, A.**, Mladenović, M. (2024). Ethical Standards in Protecting Against Unreliable Sources on Social Media. The Fifth International Scientific Conference *Strengthening Media Credibility Through the Improvement of Ethical Standards*. Sremski Karlovci: Center for Culture, Education and Media "Akademac", Sremski Karlovci, October 26, 2024 M31  
ISSN 978-86-81866-06-1,9-24 [https://doi.org/10.18485/akademac\\_nsk.2024.5.ch1](https://doi.org/10.18485/akademac_nsk.2024.5.ch1)

Sančanin, B., **Penjišević, A.** & Stojanović, K. (2024). The Role and Significance of Media Convergence for the Development of Sports. *Zbornik radova sa Međunarodne naučne konferencije Mediji i ekonomija*. Banja Luka: Banjaluka College (September 20, 2024). M33  
<https://doi.org/10.7251/BLCZR0723023S>

Sančanin, B., Stojanović, K., & **Penjišević, A.** (2024). The Influence of Demographic Dynamics on the Labor Market. Forging the Future: Pioneering Approaches in Business. Management and Economic Engineering to Overcome Emerging Global Challenges – 2024. M33

Sančanin, B., **Penjišević, A.** & Stojanović, K. (2024). The Effect of Educational Achievement on the Labor Market. III naučni skup "Balkan na Jahorini 2024" – "Partnerstvo na putu ka efektivnom obrazovanju". (20-21. septembar 2024) M33

Sančanin, B., & **Penjišević, A.** (2024). The critical role of detection in effective melanoma treatment, *MEDIS - Medical Science and Research*, 3(3): 7-12. <https://doi.org/10.35120/medisij030307s> M53

**Penjišević, A.** & Sančanin, B., (2024). Examining the Influence of Human Potential on Organizational Efficiency in the Company. *Revizor*, 3(107): 1-7. <https://doi.org/10.56362/Rev24107001P> M53

- Sančanin, B., **Penjišević, A.** & Stojanović, K. (2024). The Influence of Labor Market Reconfiguration on the Efficiency of the Candidate Selection Process. Nacionalna naučno-stručna konferencija sa međunarodnim učešćem "Trendovi u poslovanju 2024" (1. novembar 2024.) **M63**
- Sančanin, B., **Penjišević A.** (2023). Media Promotion in the Function of Preserving Cultural Heritage from the UNESCO List: Statistical Findings and Analysis. The Fourth International Scientific Conference *The Importance of Media Interpretation for the Promotion of Cultural Heritage*. Centar za kulturu, edukaciju i medije „Akademac“, Sremski Karlovci, pg 9-34 **M14**  
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- Sančanin, B., **Penjišević, A.** (2023) The Importance of the Digitization Process for the Promotion of Cultural Heritage of the Republic of Serbia: Empirical and Statistical Findings, *International Journal of Cognitive Research in Science Engineering and Education*, 11(2):221-229. **M23**  
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- Sančanin, B., **Penjišević, A.**, Stojanović, K. (2023). Key cultural-historical determinants tourism improvements of the municipality of Bač. *Hotel and Tourism Management*, 11(1): 177-191. **M24**  
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- Penjišević, A.** & Sančanin, B. (2023). Key factors for safe and rational security of blood components. *MEDIS – Medical Science and Research*. Skopje: Institute of Knowledge Management, 2(3): 19-24. ISSN 2671-3497 <https://doi.org/10.35120/medisij020319p> **M53**
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- Penjišević, A.** & Sančanin, B. (2023). Credibility of online media sources, 40 th International scientific conference *Knowledge in Practice*, Sokobanja, Serbia, April 7-9, 2023 **M31**
- Penjišević, A.**, & Sančanin, B. (2023). Ethics in Scientific Research Work: Overview of Research in the Field of Cultural Heritage. *KNOWLEDGE - International Journal*, 61(5): 1017–1023. **M33**  
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- Sančanin, B. & **Penjišević, A.** (2023). Media promotion in the function of preserving cultural heritage from the UNESCO list: statistical findings and analysis. *The importance of media interpretation for the promotion of cultural heritage* (Chapter 1: 11- 34). Sremski Karlovci: Center for Culture, Education and Media "Akademac" - Faculty of Management. ISBN 978-86-81866-04-7 **M33**  
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- Sančanin, B. & **Penjišević, A.** (2023). Uticaj oglasnih poruka u elektronskim medijima na proces privlačenja kvalifikovanog ljudskog potencijala. Zbornik radova sa Međunarodne naučne konferencije Mediji i ekonomija. Banja Luka: Banjaluka College (September 30, 2023). ISSN 2566-4697 **M33**

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**Penjišević, A., & Sančanin, B.** (2023). Razvoj kompetencija mladih – ključne konkurentske determinante na tržištu rada. XXVIII Međunarodna naučna konferencija „Regionalni razvoj i demografski tokovi zemalja jugoistočne Evrope“ (359-367). Niš: Ekonomski fakultet. **M33**  
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Sančanin, B., **Penjišević, A.**, Stojanović, K. (2023). Ethical determinants of the use of artificial intelligence, XI International Scientific Conference *Humanity Before the Challenge of Artificial Intelligence III*, European University Brčko District, Brčko, BiH, pg 329-339 **M33**

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Stefanović, M., Vesić, N., **Penjišević, A.**, Vujadinović, Đ. (2023). Advanced cryptography using conformal mappings. *14th International Conference on Business Information Security*, November 24th, 2023, BISEC, Niš **M33**

Sančanin, B., **Penjišević, A.**, Somborac, B. (2023). Internet u funkciji privlačenja i regrutacije ljudskih resursa. *Zbornik radova VII Nacionalne naučno–stručne konferencije sa međunarodnim učešćem* (119-128). Visoka poslovna škola strukovnih studija „Prof. dr Radomir Bojković“, Kruševac. ISBN 978-86-7566-066-8 **M63**

Somborac, B., **Penjišević, A.**, Lazović, I. (2022). The Modern Paradigm of Adverse Working Conditions Impact on Serbian SMEs from Employees Perspective: Empirical and Statistical Findings, *New Technologies, Development and Application V*, 1111-1118. **M13**  
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[https://link.springer.com/chapter/10.1007/978-3-031-05230-9\\_131](https://link.springer.com/chapter/10.1007/978-3-031-05230-9_131)

Adžić, S., Nestorović, O., Zakić, N., Aničić, D., **Penjišević, A.** (2022). The impact of tax policy, system and administration on small and medium-sized enterprises in the Republic of Serbia: statistical analysis of the situation, *Eastern European Economics*, 61(1): 86-109. **M23**  
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Somborac, B., Nikitović, Z., **Penjišević, A.** (2022). Employees Training in the Context of Organizational Changes in Small and Medium Enterprises in Serbia, *International Review*, 3-4: 24-29. **M24**  
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Radović Marković, M., Nikitović, Z., Somborac, B., **Penjišević, A.**, Vujičić, S. (2022). Integration of Gender Aspects into Development of Knowledge Management System in The Entrepreneurial Organizations in Serbia, *Journal of Women’s Entrepreneurship and Education*, 1-2: 154-169. **M24**  
<https://doi.org/10.28934/jwee22.12.pp154-169>  
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- Knežević, V., **Penjišević, A.**, Simjanović, D., Grčak, D., Grčak, M. (2021). Statistical analysis of macroeconomic importance of agriculture for Serbia, *Agrieconomica*, 92: 31-44. **M51**  
[https://agroekonomika.rs/images/Brojevi/ae92/Agroekonomika\\_92.pdf](https://agroekonomika.rs/images/Brojevi/ae92/Agroekonomika_92.pdf)
- Nikitović, Z., **Penjišević, A.**, Somborac, B. (2022). The impact of training on employees' performance in an entrepreneurial environment in Serbia: empirical and statistical findings, *The Annals of the Faculty of Economics in Subotica*. <https://doi.org/10.5937/AnEkSub2200003N> **M51**  
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- Simjanović, D., Randelović, B., Vesić N., **Penjišević, A.** (2021). Increasing student motivation for learning mathematics using the problems that involves actual calendar year, *Facta Universitatis, Series: Teaching, Learning and Teacher Education*, 5(2): 191-200. **M53**  
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- Nestorović, O., Aničić, J., Adžić, S., **Penjišević, A.**, Aničić, D., Petrović, V. (2022). Influence of Financing Structure on Business Results of Companies in Serbia, *The second international conference on sustainable environment and technologies "Create sustainable community"*, University Union Nikola Tesla, Belgrad, Serbia, pg 281-293 **M33**  
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- Aničić, D., Adžić, S., **Penjišević, A.**, Aničić, J. (2022). Inventory Management Policy in the Function of Efficiency of Company Business Operations, *The second international conference on sustainable environment and technologies "Create sustainable community"*, University Union Nikola Tesla, Belgrad, Serbia, pg 295-302 **M33**  
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