

PUBLICATIONS

1. Arslanagić-Kalajdžić M., Černe M. & Kadic-Maghlajlic S. (2019) Certainly uncertain that culture matters: Unleashing intrapreneurial intentions with self-efficacy and creativity, *Journal of Macromarketing*, forthcoming
2. Michaelidou N., Micevski M., Kadic-Maghlajlic S. Budhathoki T. & Sarkarsid D. (2019) Does Non-profit Brand Image Mean the Same across Cultures? A Three Country Evaluation, *International Marketing Review*, 36(6), pp. 979-995. <https://doi.org/10.1108/IMR-10-2018-0284>
3. Kadic-Maghlajlic S. Arslanagic-Kalajdzic M., Micevski M., Dlacic J., Zabkar V. (2019) Being Engaged is a Good Thing: Understanding Sustainable Consumption Behavior among Young Adults, *Journal of Business Research*, 104, pp. 644–654
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4. Espinosa, A., & Kadić-Maghlajlić, S. (2019). The Role of Health Consciousness, Patient–Physician Trust, and Perceived Physician’s Emotional Appraisal on Medical Adherence. *Health Education & Behavior*, 109019811985940. <https://doi.org/10.1177/1090198119859407>
5. Micevski M., Dewsnap B., Cadogan J. W., Kadic-Maghlajlic S. & Boso N. (2019) Sales Intra-Functional Flexibility: Its Relationship to Performance and Moderating Effects on Role Stressors, *Journal of Business Research*, 104, pp. 552-562
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6. Kadic-Maghlajlic S., Micevski M., Lee N., Boso N. Vida I. (2019). Three Levels of Ethical Influences on Selling Behavior and Performance: Synergies and Tensions, *Journal of Business Ethics*, 156(2), pp 377–397 <https://doi.org/10.1007/s10551-017-3588-1>
7. Bodlaj, M., Kadic-Maghlajlic, S., & Vida, I. (2019). Disentangling the impact of different innovation types, financial constraints and geographic diversification on SMEs’ export growth. *Journal of Business Research*, 104, pp. 644-654 <https://doi.org/10.1016/j.jbusres.2018.10.043>
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9. Bortoluzzi, G., Kadic-Maghlajlic, S., Arslanagic-Kalajdzic, M., & Balboni, B. (2018). Innovativeness as a driver of the international expansion of developing markets’ firms: Evidence of curvilinear effects. *International Marketing Review*, 35(2), pp. 215–235. <https://doi.org/10.1108/IMR-11-2015-0258>
10. Kadic-Maghlajlic, S., Boso, N., & Micevski, M. (2018). How internal marketing drive customer satisfaction in matured and maturing European markets? *Journal of Business Research*, 86, pp. 291-299, <https://doi.org/10.1016/j.jbusres.2017.09.024>
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15. Husic-Mehmedovic M., Arslanagic-Kalajdzic M., Kadic-Maglajlic S., Z. Vajnberger, (2017) Live. Eat. Love: life equilibrium as a driver of organic food purchase, *British Food Journal*, 119(7), pp. 1410-1422, <https://doi.org/10.1108/BFJ-07-2016-0343>
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20. Boso N., Story V. Cadogan J.W., Micevski M., Kadić-Maglajlić S. (2013) Firm innovativeness and export performance: environmental, networking and structural contingencies, *Journal of International Marketing*, 21(4), pp. 62-87, <https://doi.org/10.1509/jim.13.0052>

PEER REVIEWED PROCEEDINGS (INTERNATIONAL CONFERENCES)

1. Vida I., Bodlaj M., Kadic-Maglajlic S. (2018) Boundary effects of SMEs export growth driven by innovation, at the **AIB US Southeast Conference** in Nashville, TN. November 1-3, 2018
2. Zabkar V., Arslanagic-Kalajdzic M., Dlacic J., Kadic-Maglajlic S. (2018) Understanding cause-related purchase intentions of young adults in transition economies: the role of social connection and regulation of emotion at the **47th EMAC Annual Conference**, Glasgow, UK, May 29-June 1st
3. Makri K. Arslanagic-Kalajdzic M. Kadic-Maglajlic. S. (2018) From perceived advertisement value to word of mouth: the moderating role of users' dominance on Facebook advertising at the **47th EMAC Annual Conference**, Glasgow UK, May 29-June 1st
4. Kadic-Maglajlic S., Vida I., Bodlaj M. Obadia C., Mogos Descotes R. (2018) Drivers of marketing innovation for SMEs export growth and performance: the role of financial constraints and geographic diversification at the **2018 AMA Winter Academic Conference**, New Orleans, LA, February 23-25, 2018.
5. Bodlaj M., Kadic-Maglajlic S., Vida I. (2017) An examination of various innovation types on SMEs growth and business performance at the **4th AIB-CEE** chapter, September 27-28 Ljubljana, Slovenia.
6. Micevski M., Kadić–Maglajlić S., Boso N., Dewsnap B. & Cadogan J. (2017). Sales intra-functional flexibility: its relationship to performance and moderating effects of customer orientation and role stressors **8th EMAC Regional**, Timișoara (Romania), September 20-22, 2017, West University of Timișoara. ISBN: 978-973-125-580-4.
7. Zabkar V., Arslanagić-Kalajdžić M., Kadić–Maglajlić S., Micevski M. & Dlačić J. (2017). The role of emotional intelligence in the relationship between consumer engagement and sustainable consumption. **8th EMAC Regional**, Timișoara (Romania), September 20-22, 2017, West University of Timișoara. ISBN: 978-973-125-580-4.
8. Kadic-Maglajlic S., Boso N., Micevski M. (2017) Role of cross-functional goal alignment and emotional labor in linking internal marketing to customer satisfaction at the **47th EMAC 2017 Conference**, Groningen, The Netherlands, from May 24-27, 2017.
9. Bortoluzzi, G., Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S. & Balboni, B. (2016). Exploring the Curvilinear Effect of Innovativeness as a Driver of the International Expansion of Developing Markets' Firms: Evidence from South Eastern Europe, at the **7th EMAC REGIONAL CONFERENCE: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe**, p. 73, September 14-16, 2016, School of Economics and Business, Sarajevo, Bosnia and Herzegovina.
10. Kadic-Maglajlic, S. & Vida, I. (2016). A moderated mediation approach: Can emotional intelligence improve the transfer of training on customer satisfaction via collaboration?, at the **7th EMAC REGIONAL CONFERENCE: Where the East kisses the West: Marketing Convergence and Divergence in the New Europe**, p. 51, September 14-16, 2016, School of Economics and Business, Sarajevo, Bosnia and Herzegovina.
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12. Espinosa A., Kadic-Maglajlic S. (2016) The Moderating effect of emotional intelligence on the relation between health consciousness and health behaviors, at the **28th Association for Psychological Science Annual Convention**, May 26-29, Chicago, IL, USA.
13. Micevski M., Dewsnap B., Kadic-Maglajlic, S. Boso N. and Cadogan J.W. (2016) Performance

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14. Kadic-Maglajlic, S., Vida I. and Raskovic (2015) Cultural Antecedents of Selling Behavior: the Mediating Role of Emotional Intelligence, at the **41st EIBA (European International Business Academy) Annual Conference**, Rio de Janeiro, Brazil, December 1-3, 2015
15. Kadic-Maglajlic, S., Arslanagic-Kalajdzic, M. & Micevski, M. (2015). Multilevel Approach to The Role Of Sales Manager's Facilitating Of Emotions In Salesperson Orientation And Team Performance. Proceedings of the **6th EMAC Regional Conference** "Convergence and Divergence in the New Europe: Marketing Challenges and Issues", September 16-18, 2015, Vienna University of Economics and Business (WU Vienna), Vienna, Austria, Editors: Adamantios Diamantopoulos, Bodo B. Schlegelmilch, Arnold Schuh and Udo Wagner. ISBN 978-3-200-04265-0.
16. Kadić-Maglajlić S., Boso N., Micevski M., Lee N., and Vida I. (2015). Industrial ethical climate and moral equity: relevance to the adaptive selling behavior and salesperson performance, (poster) at the **AMA 2015 Winter Marketing Educators Conference**, February 13-15, 2015, San Antonio, USA.
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20. Boso N., Micevski M. Kadic-Maglajlic S. (2013) The Effects of Radical Firm Innovativeness, Managerial Ties and Entrepreneurial Orientation on Firm Performance. **42nd EMAC Conference** hosted by ITU Faculty of Management, Istanbul, Turkey, June 4-8th, 2013, Book of Abstracts, p.302
21. Micevski M., Kadic-Maglajlic S (2012) Customer Orientation as Antecedent of Sales Coordination Flexibility **3rd EMAC CEE Regional Conference**- Marketing Theory Challenges in Emerging Societies, September 12-14th, 2012, Belgrade. Serbia, Book Conference Proceedings ISBN 978-86-403-1240-0, pp140-147
22. Kadic-Maglajlic S., Husic-Mehmedovic M., Arslanagic M., Markovic S., Raspor S. (2012) Application of a Modified DINESERV Methodology in Bosnia and Herzegovina, at the **41th EMAC 2012 Conference**, hosted by ISCTE Business School, Lisbon, Portugal from May 22-25, 2012. Conference Proceedings ISBN: 978-989-732-004-0
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BOOKS & CHAPTERS

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2. Kadic-Maglajlic S. & Draskovic N., Tomasevic-Lisanin, M, (2019). Prodaja i pregovaranje (engl. Sales and Negotiations). 2nd edition. School of economics and Business, University of Sarajevo, Bosnia and Herzegovina, ISBN 978-9958-25-140-5
3. Kadic-Maglajlic S., Chaker N.N. & Arslanagic-Kalajdzic M. (forthcoming) The same only different: Seven steps of selling in emerging markets in Handbook of Research on Sales, Elgar Original Reference series eds. Fernando Jaramillo and Jay Mulki, Edward Elgar Publishing

CASE STUDY

1. Kadić-Maglajlić, S., & Arslanagic-Kalajdzic, M. (2019). Internationalization of Bosnian black coffee brand: bringing the traditional coffee experience to the world. Emerald Emerging Markets Case Studies, 9(1), 1-24. <https://doi.org/10.1108/EEMCS-05-2017-0104>