



Selma Hadžihalilović

Date of birth: 06/03/2000 | **Nationality:** Bosnian-Herzegovinian, Croatian | **Gender:** Female |

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<https://www.linkedin.com/in/selma-hadzihalilovic/> | **Address:** Copenhagen, Denmark (Home)

ABOUT ME

I am a PhD Fellow at Copenhagen Business School researching corruption in B2B sales. My research project examines how compliance standards interact with local social norms and how these tensions shape corrupt practices in buyer-seller interactions. By focusing on sales ethics and corporate corruption, I aim to generate insights that support both academic research and practical approaches to managing ethical risks in business.

EDUCATION AND TRAINING

01/09/2025 – CURRENT Copenhagen, Denmark

PHD AT THE DEPARTMENT OF MARKETING Copenhagen Business School

My research investigates how corruption in B2B sales emerges and is interpreted across diverse sales contexts. It examines the tension between compliance standards and local social norms, contributing to research on sales ethics and corporate corruption.

Website <https://www.cbs.dk/en>

01/10/2021 – 30/01/2024 Rome, Italy

MASTER'S DEGREE IN ECONOMICS AND COMMUNICATION FOR MANAGEMENT AND INNOVATION.

Sapienza University of Rome

Main subjects:

- Customer Satisfaction and Customer Behaviour
- Innovation and Economic Development
- European Union Law

Studying at the Sapienza University helped me develop a multidisciplinary approach to analyzing economic and communication challenges.

Website <https://www.uniroma1.it/it/pagina-strutturale/home> | **Final grade** 110 Cum Laude |

Thesis "The Influence of Local Social Norms and Culture on Customer Satisfaction in Foreign Markets"

2018 – 2021 Sarajevo, Bosnia and Herzegovina

BACHELOR'S DEGREE IN MARKETING MANAGEMENT School of Economics and Business, University of Sarajevo

Main subjects:

- Marketing Research
- B2B Marketing
- Business ethics

Website <https://www.efsa.unsa.ba/ef/en> | **Thesis** "Customer Engagement"

WORK EXPERIENCE

 **FABRIKA D.O.O.** – SARAJEVO, BOSNIA AND HERZEGOVINA

Website <https://fabrika.com/>

DIGITAL MEDIA ASSISTANT – 01/09/2023 – 01/08/2025

Responsibilities:

- Conducted data-driven analysis of consumer behavior, decision-making patterns, and digital interactions.

- Led and evaluated data-driven campaigns on Meta, Google, and e-commerce platforms.
- Prepared analytical reports and insights on public behavior in digital spaces.

Clients I worked with the most: Meggle SEE, Triglav Fonds, Teekanne, Sparkasse Bank and Alpina.

 **FABRIKA D.O.O.** – SARAJEVO, BOSNIA AND HERZEGOVINA

COMMUNICATION AND MARKETING INTERN – 04/2021 – 09/2021

Responsibilities:

- Established and maintained relationships with key clients.
- Created and carried out social media campaigns on several platforms.
- Collaborated with cross-functional teams.

LANGUAGE SKILLS

Mother tongue(s): **BOSNIAN/CROATIAN/SERBIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
ITALIAN	B1	B1	B1	B1	B1
GERMAN	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

PROJECTS

2019 – 2019

Dialogue for the future, the United Nations

I had the honor to participate and win first place in the project “**Media and information literacy in the function of developing critical thinking and advocacy of young people**”.

HONOURS AND AWARDS

Awards and Scholarships – Ministry of Foreign Affairs and International Cooperation

Holder of a scholarship from the “**Ministry of Foreign Affairs and International Cooperation**” for the second year of my master’s studies at Sapienza University of Rome.

VOLUNTEERING

2023 – 2023 Rome

World Bee Day - The Food and Agriculture Organization of the United Nations

2018 – 2018 Sarajevo

“Career and Entrepreneurship Opportunities” project within the Faculty of Economics, University of Sarajevo

OTHER

Skills

- Data Analysis
- R Studio Statistics
- Google Analytics
- Good communication skills
- Team player
- Creative thinker