

## RESUME

### BORIS KNEZEVIC

*"what we have done for ourselves alone dies with us; what we have done for others  
and the world remains and is immortal."*

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**Nationality:** Serbian

**Date of Birth:** March 24th 1974

**Gender:** Male

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## EDUCATION

- Time of Study: **Faculty of Trade and Banking**, Belgrade, Serbia  
PhD studies  
Proposal for PHD Thesis submitted/accepted  
Thesis Title: "Influence of IT and Internet on creation of inovative B-C business models"
- Time of Study: 2001-2004 **Faculty of Trade and Banking**, Belgrade, Serbia  
Post-graduated Studies  
Title obtained: Master Degree of Science in Management  
Title of These: "Electronic Retailing"
- Time of Study: 1998-2001 **Faculty of Trade and Banking**, Belgrade, Serbia  
Title obtained: Bachelor of Science in Management-  
Manager in Trade
- Time of Study: 1995-1997 **Belgrade Business School**, Belgrade, Serbia  
Title obtained: Economist of BBS

## WORK EXPERIENCE

- Starting from November, 2007      **"Studio 77+", Agency for Business, Marketing and Internet Consulting and Development of Web Applications Belgrade, Serbia**  
*CEO & Founder*
- Starting from February, 2010      **Belgrade Business School, Belgrade, Serbia**  
*Professor of Management of Information Systems in Electronic Government*
- Starting from October, 2010      **Faculty for trade and banking, Belgrade, Serbia**  
 Job Description: *Assistant Professor of Information Systems in Trade*
- Starting from January, 2010      **School of Journalism, Belgrade, Serbia**  
 Job Description: *Lecturer, Web Journalism*
- Starting from January, 2004      **Belgrade Business School, Belgrade, Serbia**  
 Job Description: *Assistant Professor of Electronic Business*  
*Assistant Professor of International Business*
- Starting from May, 2007      **Belgrade Business School, Belgrade, Serbia**  
 Job Description: *ECDL Instructor*
- March 2003 – October 2003      **Business School Novi Sad, Serbia**  
 Job Description: *Assistant Professor of Business Environment*
- December 2002 – March 2003      (Part Time)  
 Employer: **Business School Novi Sad, Serbia**  
 Job Description: *Assistant Professor of Microeconomics Analysis*
- January 2001 – December 2002      **University of Applied Sciences "Megatrend"**  
**Business School "Megatrend", Belgrade**  
 Job Description: *Assistant Professor of International Business*  
*Assistant Professor of Business Economics*

## RELATED WORK EXPERIENCE

- January 2001 – February 2003 **Consulting Agency “Zona Frimex”, Belgrade, Serbia**  
Job Description: Economic evaluation of investments and development project for Free Trade Zones
- January 2002 **Belgrade Chamber of Economy, Belgrade, Serbia**  
Job Description: Lecturing on following subjects:  
International trade arrangements and techniques  
E-business strategies and models
- October 2004 - **“Studio 77+”, Agency for Business, Marketing and Internet Consulting and Development of Web Applications Belgrade, Serbia**  
Job Description: E-business consulting in car industry, restaurant and hotel management, tourism, sport etc.  
Business Consulting  
Web site management and projects  
Search engine optimization projects
- February 2003 – October 2004 **School of International Studies  
Belgrade Business School & Berufsakademie  
Mosbach, Baden Württemberg, Germany**  
Job Description: Assistant and Coordinator

## OTHER ACTIVITIES

- March 2010 - today **Humanitarian Society „Nezaboravak“**

## PUBLICATIONS

### PUBLISHED BOOKS

1. Knezevic, B., Kotlica, S. (2002) *International Economics and Business*, University of Applied Sciences Megatrend, Beograd, co-authored
2. Knezevic, B., Rakic, S. (2002) *Practical Course of Business Economics*, Business School "P. M. Nenadovic", Valjevo, co-authored
3. Knezevic, B., Rakic, S. (2002) *Business Economics*, Business School "P.M. Nenadovic", Valjevo, co-authored
4. Knezevic, B., Zivkovic, M. (2003) *Practical Course of Business Economics*, University of Applied Sciences Megatrend, Beograd, co-authored
5. Knezevic, B., Kotlica, S. (2004) *Economics of International Business*, University of Applied Sciences Megatrend, Beograd, co-authored
6. Knezevic, B., Kotlica, S. (2005) *Economics of International Business (second edition)*, University of Applied Sciences Megatrend, Beograd, co-authored
7. Knezevic, B., Visnjic, C. (2006) *Instructive Manual for Participants of General Management Course*, Belgrade Business School, co-authored
8. Knezevic, B., Todorovic, M. (2007) *ECDL Modul 7. Information and Communications*, Belgrade Business School, co-authored
9. Knezevic, B., Todorovic, M. (2008) *ECDL Modul 7. Information and Communications. New Edition*, Belgrade Business School, co-authored
10. Knezevic, B., Vidas, B. M. (2008) *Electronic Business Manual*, Belgrade Business School, co-authored
11. Knezevic, B., Knezevic, R. (2008) *Marketing*, Belgrade Business School, co-authored
12. Knezevic, B. (2011) *Management of Information Systems in Electronic Government*, Belgrade Business School
13. Knezevic, B., Todorovic, M. (2011) *Internet and Communication*, Belgrade Business School, Belgrade Business School
14. Knezevic, B., (2013) *Management of Information Systems in Electronic Government*, Belgrade Business School

## REPORTS FOR GOVERNMENT

1. Zivkovic, M., Knezevic, B. (2001) *Report on Economic Evaluation of Establishing Free Trade Zone "Sid"*, Zona Frimex, Belgrade, co-authored
2. Zivkovic, M., Knezevic, B., Milosavljevic, M., Krstic, S. (2002) *Report on Economic Evaluation of Establishing Free Trade Zone "Slobex Co."*, Zona Frimex, Belgrade, co-authored
3. Zivkovic, M., Knezevic, B. (2002) *Report on Economic Evaluation of Establishing Free Trade Zone "Gradina"*, Zona Frimex, Belgrade, co-authored
4. Zivkovic, M., Knezevic, B. (2002) *Report on Economic Evaluation of Establishing Free Trade Zone "Dobanovci"*, Zona Frimex, Belgrade, co-authored
5. Zivkovic, M., Knezevic, B. (2002) *Report on Economic Evaluation of Establishing Free Trade Zone "Indjija"*, Zona Frimex, Belgrade, co-authored

**PUBLISHED ARTICLES**

1. Knezevic, B. (2002) *Internet Marketing*, Quarterly Marketing Journal Vol. 3, IntermaNet Ltd., Belgrade
2. Knezevic, B. (2005) *B-C Business Models on Internet*, X Yugoslav ICT Association Congress, June 12-17, Herceg Novi, Montenegro
3. Knezevic, B. (2006) *Case Study. Livedoor*, Internet Mirror, Belgrade
4. Knezevic, B. (2006) *Effects of Implementation of Direct Marketing on Internet*, The E-trgovina 2006 Conference, Palic, Serbia and Montenegro, April 05-07
5. Knezevic, B. Vidas, B. M. (2006) *Analysis of Electronic Commerce Adoption in Serbia 2006*, The 29<sup>th</sup> International Convention MIPRO 2006, Opatija, Croatia, May 22-26th
6. Knezevic, B., Vidas, B. M. (2006) *Analysis of Electronic Commerce Adoption in Serbia 2006*, Social Science Research Network (<http://www.ssrn.com/>), New York
7. Knezevic, B., (2007) *New Forms of Governance in South-East Europe with Special Emphasis on Serbia*, Paper and Oral Presentation, 9th Annual Kokkalis Graduate Student Workshop, John F. Kennedy School of Government, Harvard University, USA, February
8. Knezevic, B., Vidas, B. M. (2007) *New Activities in e-Government Development in Serbia*, The 30<sup>th</sup> International Convention MIPRO 2007, Opatija, Croatia
9. Knezevic, B. (2008) *Perspective of Business Schools in Serbia- The Right or Wrong Path?*, Conference „Education Resource for the Future“, Tara, Serbia
10. Knezevic, B.(2008) *Development of E-G Services in Serbia*, The 8<sup>th</sup> International Conference on Electronic Commerce and Electronic Business 2008, Palic, Serbia, April 16-18
11. Knezevic, B.(2008) *Case Study: E-Government Development in Serbia*, The 7<sup>th</sup> Conference on South East Europe Forum for Information and Communication Technologies, Dubrovnik, Croatia, June 10-12
12. Knezevic, B. (2009) *Case Study: Development of Serbian E-G portal*, Belgrade Business School, Belgrade, Serbia
13. Knezevic, B. (2009) *Internet in function of gaining profit*, Oral presentation, Conference „Strategies for Raising Profitability in 21st Century“, Splendid, Becici, Montenegro, December 1
14. Knezevic, B., Vidas, B. M. (2010) *Search engine optimization as key factor in generating quality online visitors*, The 33<sup>th</sup> International Convention MIPRO 2010, Opatija, Croatia
15. Knezevic, B., Vidas, B. M. (2010) *ICT e-Business as key factor for innovation, competitiveness and growth of companies*, The 33<sup>th</sup> International Convention MIPRO 2010, Opatija, Croatia



16. Knezevic, B., Vidas, B. M. (2011) *The Importance of ICT Research and Development for Innovative eBusiness Application and Information Society*, 34<sup>th</sup> International Convention MIPRO 2011, Digital Economy 8<sup>th</sup>, Opatija, Croatia
17. Knezevic, B. (2012) *Harvard Business School from perspective of Belgrade Business School's lecturer*, Magazine „Info“, Belgrade Business School

### **PUBLICATION UNDER REVIEW**

Internet marketing, book under review.

## BUSINESS PROJECT AND CONSULTING

1. Opel AC Brajic (Belgrade, Serbia) – Serbian car dealer;
2. HIT auto Serbia (Belgrade, Serbia) – Renault, Dacia and Nissan car dealer in Serbia;
3. Handy (Belgrade, Serbia) – Largest IT retailer in Serbia;
4. Hotel Palisad (Zlatibor, Serbia) – Serbian hotel industry;
5. Trend Signal (London, UK) – Stock trade, financial market;
6. Service Octopus (London, UK) – Facility management Industry;
7. Matrix (USA) – Sport equipment industry;
8. DAES Group (Dallas, USA) – Aviation industry;
9. Pizza Hut (USA, Cyprus & Serbia) – Food & Beverage industry;
10. UNIDO & Faculty of Technology and Metallurgy (Belgrade, Serbia) – Environment health industry
11. Faculty of Mechanical Engineering & IIPP Institute (Belgrade, Serbia) - Mechanical engineering industry
12. Freyssinet (France & Serbia) - Construction, renovation and civil engineering works
13. Pro Green Carpet Cleaning (Vancouver, Canada) – Maintenance and cleaning services
14. Night Spender (Nice, France) – Tourism industry;
15. Cinema Cadmus, (Budva, Montenegro) - Movie industry, Montenegro;
16. Starcar Montenegro (Montenegro) – Rent a Car;
17. KIT Commerce (Belgrade, Serbia) – Serbian automotive industry;
18. Auto Line (Belgrade, Serbia) – Serbian automotive industry;
19. ECOAQUA (Zurich, Switzerland) – Custom aquarium manufacturing;
20. Star Division (Schlieren, Switzerland) – Event management;
21. Glass Service Serbia (Belgrade, Serbia) – Automotive industry;
22. GOMMA Line (Kragujevac, Serbia) – Fiat strategic partner in Serbia – Automotive industry;
23. Novauto Nis (Nis, Serbia), Mercedes representative in Serbia – Automotive industry;
24. Fiat cars repairment shop Goran (Belgrade, Serbia) - Automotive industry;
25. Peugeot cars repairment shop (Belgrade, Serbia) - Automotive industry;

26. Volvo cars repairment shop (Belgrade, Serbia) - Automotive industry;
27. Kia & Hyundai repairment shop (Belgrade, Serbia) - Automotive industry;
28. Kribzon, Kia, Hyundai, Chevrolet and Daewoo spare car parts dealer (Belgrade, Serbia) - Automotive industry;
29. Juice market (Zurich, Switzerland) - Food & Beverage industry;
30. Dragons Cave, (Zurich, Switzerland) - Jewelry sales;
31. Ervamatn, (Belgrade, Serbia) - Health food industry
32. Restaurant Zabar (Belgrade, Serbia) – Food & Beverage industry;
33. Restaurant Tri Sesira (Belgrade, Serbia) - Food & Beverage industry;
34. Restaurant Kasina (Belgrade, Serbia) - Food & Beverage industry;
35. Restaurant Monument (Belgrade, Serbia) - Food & Beverage industry;
36. Restaurant Boutique (Belgrade, Serbia) - Food & Beverage industry;
37. Restaurant Milagro (Belgrade, Serbia) – Food & Beverage industry;
38. Restaurant Druga prica (Belgrade, Serbia) – Food & Beverage industry;
39. Restaurant Pallazo Pitti (Belgrade, Serbia) – Food & Beverage industry;
40. Fast food Has (Belgrade, Serbia) - Food & Beverage industry;
41. ML International (Belgrade, Serbia) – Food & Beverage industry;
42. Husqvarna Serbia (Sweden) – Official representative in Serbia;
43. Tourist Organization of Belgrade (Belgrade, Serbia) – Tourism industry;
44. Travel Agency CFC Krstarenja (Belgrade, Serbia) - Tourism industry;
45. Samsic (Belgrade, Serbia) - French, Croatian & Slovenian company, Facility Management;
46. Sport Center Medjugorje (Medjugorje, BiH – Sport & Recreational Center, Bosnia and Herzegovina);
47. Pejkom, sport equipment and surfaces – Sport industry;
48. etc.

## SEMINARS/LECTURES

1. Seminar: "*Lecture on Macroeconomics in Serbia 2003*",  
10-14 March 2003, Belgrade Business School, Belgrade  
Lecturer: Prof. dr. Uwe Mummert (Georg-Simon-Ohm Fachhochschule, Nürnberg, Germany);
2. Seminar: "The Content and Pedagogy of Introduction to e-Business for Business Students", 1–6 Jun. 2003, Belgrade Business School, Belgrade;  
Lecturer: Professor Sunny Marche, PhD. (School of Business Administration, Dalhousie University, Halifax, NS. Canada)
3. Seminar: "*Topsim- General Management*",  
26-30 February 2004. Serbian Chamber of Commerce, Belgrade;  
Lecturer: Prof. dr. Uwe Schulte (Fachhochschule München Munich University of Applied Sciences, Germany)
4. Seminar: "The Challenges of International Media Technology and Policy"  
Held on 5-10 July, Olympia Summer Seminars 2007 of the Kokkalis Foundation, Olympia, Greece  
Lecture: "Leadership and American Foreign Policy"  
20 June 2008. Gennadius library of the American School of Classical Studies, Athens  
Lecturer: Joseph Nye, University Distinguished Service and former Dean of Harvard Kennedy School of Government, Vice Chairman of the Trilateral Commission
5. Lectures: "National interests and private capital" and "Serbia in Europe: Turning a promise into reality"  
20 March 2009 Belgrade Business School, Belgrade, Serbia  
Lecturers: Milan St. Protic, Serbian Ambassador at Swiss Confederation, Dimitris Keridis, PhD, Ass. Professor of International Politics, Department of Balkan, Slavic and Oriental Studies, University of Macedonia, Thessaloniki, Greece, former director of Kokkalis foundation at J. F. K. School of Government, Harvard University; Organizer
6. Lecture: "Competitive strategies for the Third Millennium"  
15 May 2009 Vatroslav Lisinski Hall, Zagreb, Croatia  
Lecturers: Michael E. Porter, Bishop William Lawrence University Professor, Harvard Business School, Harvard, Harvard University, Boston.
7. Seminar "Art & Craft Of Discussion Leadership Part I"  
11–12 November, 2011 – Harvard Business School, Cambridge, Massachusetts  
Lecturers: James L. Heskett, Harvard Business School Professor, William J. Bruns, Harvard Business School Professor
8. Lecture: Serbia 2015 - What Mind Genomics Can Do For Serbia's Future  
14 March, 2013 – Serbian Academy of Sciences and Arts  
Lecturer: Howard Moskowitz, SigmaXi Prize Winner, Founder of Mind Genomics

9. Lecture: Internet in the Function of Generating Revenue and Profit

25 April, 2015 – Humanitarian Center Novi Sad

Lecturer: Boris Knezevic, Apatin, Serbia

10. Lecture: Internet Trends in 2017

5 October 2017 – Hotel SentreVille, The Capital Plaza, Podgorica, Montenegro

Lecturer: Boris Knezevic

## REGULAR ACTIVITIES

Sport      Basketball - University Basketball Champion (2000), Basketball - University  
Basketball Cup Champion (2000)  
Alpine Skiing  
Tennis

**SKILLS**

IT HTML 5, XML, PHP, jQuery, Java Script, Action Script, Adobe Professional CS (Photoshop, InDesign, Illustrator, ImageReady), Adobe Premier, Macromedia Flash, Macromedia Dreamweaver MX, Corel, AutoPlay Media Studio 5.0 Professional etc.

Languages Serbian (mother tongue)

English

Russian

German (basic)

## AWARDS

Champion of Belgrade Municipality in Mechanical Engineering (1989)

Champion of Republic Serbia in Mechanical Engineering (1989)

Champion of Socialistic Federative Republic of Yugoslavia in Mechanical Engineering (1989)