



## Jelena Erić Nielsen

**Associate Professor in Entrepreneurship and Management**  
**Ph.D. in Corporate Entrepreneurship**

University of Kragujevac, Faculty of Economic, Serbia  
 Department for Management and Business Administration

(Employed since Nov. 2002, Associate professor since June 2020)

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**Sex** Female | **Date of birth** 25/09/1977 | **Nationality** Serbian

**Marital status** Married; **Children** Konstantin (7) & Nikolina (3)

### WORK EXPERIENCE

June 2020 - present

#### Associate professor

University of Kragujevac, Faculty of Economics [www.ekfak.kg.ac.rs](http://www.ekfak.kg.ac.rs)  
 Djure Pucara Starog 3, 34 000 Kragujevac, Serbia

Teaching Ph.D. level course: **Strategic Management of Organizational Transformation**

Teaching Master level courses: **Corporate Entrepreneurship, Business Strategy, Green Entrepreneurship and Environment**

Teaching graduate level courses: **Entrepreneurship, Digital Entrepreneurship, Introduction to Management**

January 2014 – June 2020

#### Assistant professor

November 2002 – January 2014

Teacher and Researcher

### EDUCATION AND TRAINING

July 2013

European Qualification Framework: **Level 8 – Doctorate Degree (Dr.)**

#### Ph.D. Thesis “Development of Organizational Capacities for Encouraging Entrepreneurial Behaviour”

University of Kragujevac, Faculty of Economics, Serbia

(online available at doiSerbiaPhD University Repository - 10.2298/KG20130706ERIC)

September 2009

European Qualification Framework: Level 7 – Post Graduate Degree (M.Sc.)

#### Master of Science in Business Administration – Thesis title “Key Aspects of New Venture Creation”

University of Kragujevac, Faculty of Economics, Serbia

October 1996 - June 2001

European Qualification Framework: Level 6 – Graduate Degree

Bachelor of Science in Management and Business Administration

University of Kragujevac, Faculty of Economics, Serbia

Principal occupational skills covered Entrepreneurship, Management, Leadership, Innovation, Strategic Management, Organizational Behaviour

JOB-RELATED SKILLS AND  
COMPETENCES

- Experienced in leading multifunctional teams, planning and organizing:
- Initiated and implemented activities of building up organization innovative capacity– leading and developing new study programs, curricula, and establishment of research centres
- Initiated and developed new and enhanced business processes on faculty level – quality control procedures, self-evaluation methods, study programs, operational activities etc.
- Implemented business processes restructuring for efficient work flow with corporate organizations
- Member of various university bodies for developing strategic plans for organizational development and innovations
- Participated in setting up institutional politics and mechanisms for backing up innovative initiatives
- Experienced in advising and guiding small businesses in product portfolio innovation and strategy implementation – generated insight and proposed solutions
- Expertise in business plan development, collecting information and generating insight
- Participation in setting up institutional politics and mechanisms for backing up regional start-ups ecosystem
- Established and developed networks, cultivated key and prospective relationships between stakeholders from business, government and university
- Provided individual support and guidance, but with strong focus on team work
- Organized conferences and other major events (e.g. 2016, Chairman of the Organizational Committee, EBM - International Scientific Conference, University of Kragujevac)
- Designed and implemented various training programs and workshops; implemented different presenting, teaching, and pitching methods
- Initiated culture of learning internally and externally
- Help to enhance and uphold the open-minded and progressive reputation of the organization
- Mediated in conflict resolution and negotiation, worked to maintain good cooperation

## CURRICULUM DEVELOPMENT

1. Development of new Ph.D. level subject (at Medical School, University of Kragujevac, Serbia): *Management in Health Organizations*. New course dedicated to students with medical background and research interests, starting from autumn 2020.
2. Leading and managing the development of new Master study Program (at Faculty of Economics, University of Kragujevac), incorporating 10 subjects, entitled *Innovation and Technology Entrepreneurship*. New program dedicated to students within business and natural science academic background, starting from autumn 2020.  
(within this program new subject developed: *Green Entrepreneurship and Environment*)
3. Development of new Master study Program (at Faculty of Economics, University of Kragujevac), entitled *Management in Public Sector*. New program dedicated to students with working experience in public sector institutions, to help them improve efficiency of processes and procedures, starting from autumn 2020.

Previously (2009-2012) developed graduate level pilot program in the field of *Entrepreneurial Learning*, Faculty of Education in Jagodina, University of Kragujevac, Serbia. Program dedicated for students in pedagogy and social work, with non-business academic background

## CENTRES DEVELOPMENT

Development of two centres at University of Kragujevac:

1. Establishment of the faculty level *Centre for Student Counselling and Career Development*, within project no. SRB100-12-GR-357 funded by USA Embassy in Belgrade.
2. Establishment of the university level *Centre for Lifelong Learning*, within TEMPUS project, offering variety of *training programs and workshops* (e.g. International Business Environment, Managerial Skills for Successful Business etc.)

SPECIFIC COUNTRIES  
EXPERIENCE

December 2009	<b>Denmark</b> , The School of Education, Aarhus University, Copenhagen
September 2009	<b>Poland</b> , University of Technology and Life Sciences, Bydgoszcz
January - May 2008	<b>United States of America</b> , professional development and research study fellowship on <i>Alfred Lerner College of Business Administration and Economics</i> , University of Delaware, within <i>Junior Faculty Development Program (JFDP)</i> official United States government program, financed by <i>U.S. Department of State</i> , under administration of <i>American Councils for International Education</i> .
April 2008	<i>Haas School of Business</i> , University of Berkeley, University of California, San Francisco University of Stanford, University of California, San Francisco
March 2008	University of Columbia, New York University of Harvard, Boston
August 2005	<b>Bulgaria</b> , Fulbright International Summer Institute 2005 (FISI), Pamporovo, organized by the <i>Bulgarian-American Fulbright Commission</i>

## International Conferences

- **Russia** Stojanovic-Aleksic, V., Stamenković, M., & Eric Nielsen, J. (2016). Personal Life Impact on Leadership Styles: Empirical Evidence from Serbian Organizations. *Proceedings from 4<sup>th</sup> International Conference on Management, Leadership and Governance – ICMLG 2016*, 14-15.04, Saint Petersburg State University of Economics, Russia (ISBN 978-1-910810-84-2).
- **Switzerland** Eric Nielsen, J. & Stojanovic-Aleksic V., (2015). Cognitive Foundation of Corporate Entrepreneurship as a Mean of Sustainable Competitiveness and Growth. *Proceedings from Second European Academic Research Conference on Global Business, Economics, Finance and Banking*, 3-5.07, Zurich, Switzerland (ISBN 978-1-63415-477-2)
- **France** Stojanovic-Aleksic, V., Babic, V., & Eric, J. (2013). Job Satisfaction and Motivation of Employees: a case study in Serbian organizations. *U Economic and social development: Book of proceedings of the 2<sup>nd</sup> International Scientific Conference*, Paris, France, 5. april, str. 1309-1319 (ISBN 978-961-6825-73-3)
- **Turkey** Babic, V., Stojanovic Aleksic, V.& Eric, J. (2009). Redefining Organizational Culture in the Global Crisis: Affirmation of New Values. *Proceedings from International Academy of Management and Business Fall Conference – IAMB*, Istanbul, Turkey.
- **USA** Delaware Quest for Excellence (2008), Delaware Alliance for Excellence, USA.
- **USA** Presidents Forum on Entrepreneurship (2008), University of Delaware, USA.

## ADDITIONAL INFORMATION

## Projects

- *Establishing the Centre for Student Counselling and Career Development*, Faculty of Economics, University of Kragujevac, funded by United States of America Embassy in Belgrade, no. SRB100-12-GR-357, April 2012-July 2013.
- *Virtual incubator programme for SME's*, implemented by Business Innovation Centre Kragujevac under the grant scheme of Regional SocioEconomic Development Programme (RDEPR 2) funded by the European Union. Total grant amount: 142 045 EUR. Implementation period Feb 2011- Feb 2013.
- Project within *EU - IPA Multi-beneficiary programme* (Ref. No. 2009/225-746, contract signed between European Commission and SEECCEL (*South European Centre for Entrepreneurial Learning*)), about strategic piloting in the field of Entrepreneurial Learning in Serbia, 2009-2012.
- TEMPUS project *Development of Lifelong Learning Framework in Serbia* Project N°145010-TEMPUS-2008-RS-JPHES, (2009-2012) Grantholder: University of Kragujevac.
- Project funded by *European Agency for reconstruction (EAR)*, within Support to Enterprise Development and Entrepreneurship Program, named *Development of innovative SMEs networks in the furniture sector* (October 2006–August 2007)
- Project reviewed by foreign experts, funded by *European Agency for Reconstruction*, named: *Assistance to privatization agency of Serbia in establishing a network of regional offices and district branches*, (2004-2005), within *EU Program on relationships with non-EU countries*, contract no.1-1136/04-CA03
- Fundamental research project *Corporate Governance Development in Transition Economies*, (2002-2005), Faculty of Economics Kragujevac, funded by *Ministry of Science*.
- *Assistance to Privatization Agency of Serbia in establishing a network of Regional Offices and District Branches – Consultancy Services Kraljevo, Serbia and Montenegro*, Contract Type A (CA03), (2004-2005) on the behalf of European Agency for Reconstruction.

## Certificates

- *Project Management Certificate*, 2008, University of Delaware, USA; prof. S.Drury, J.Kmetz, & J.Brannen (42 hours course), including four modules: Maximising the use of MS Project, Project Management Fundamentals, Team Leader's Toolbox, Financial & Resource Management.
- During 2008 on the University of Delaware attended four other courses, too: 1. Current Issues in Global Business; 2. Organizational Development and Change; 3. Corporate Strategy; 4. Strategic Management.
- *Business Plan Development Program Certificate*, 2012, Business Innovation Programs, three day training program;
- *Advanced Academic Skills and Pedagogic Competences*, 2011, University of Kragujevac (20 hours);
- *E-learning*, 2011, University of Kragujevac (20 hours);
- *Fulbright International Summer Institute Certificate*, 2005, issued by *Bulgarian-American Fulbright Commission*. Within this program, successfully completed following courses: 1. Global Business Strategy (20 hours); 2. Negotiation and Conflict Resolution (20 hours); 3. Financial Management (20 hours); 4. US Foreign Policy in the Age of Globalization (20 hours);

## PhD &amp; Master thesis

Todorović Ana, Ph.D. student (mentoring Ph.D. thesis)  
Bošković Aleksandra, Ph.D. student (member of Ph.D. thesis committee)

Master thesis mentor and/or member of Master committee on several dozens of thesis.

## Publications

Book: Eric Nielsen, J. (2020). **Korporativno preduzetništvo**, Faculty of Economics, University of Kragujevac (ISBN 978-86-6091-098-3, UDK 005.21:334.72.021, 005.961:005.914.3, COBISS. SR-ID 282423564)

Babić, V., Makojević, N., & Erić, J. (2010). *Lifelong Learning - challenge for individuals and society*, Tempus project Development of Lifelong Learning Framework in Serbia, Inter print, University of Kragujevac.

## Book Chapters

- Erić Nielsen, J., Stojanović-Aleksić, V., & Bošković, A. (2020). *Promoting Entrepreneurship in Higher Education Institutions: Leading and Facilitating University Spin-off Ventures*, upcoming book *Handbook of Research on Enhancing Innovation in Higher Education Institutions*, IGI Global, Pennsylvania, USA.
- Erić Nielsen, J. & Nikolić, J. (2019). Alternative approaches in implementation of corporate ventures, in printing.
- Erić Nielsen, J. (2017). Podsticanje preduzetničke inicijative kroz implementaciju znanja. U P. Veselinovic, N. Makojevic i M. Slavkovic (red.) *Uticaj globalizacije na polsovno upravljanje i ekonomski razvoj Šumadije i Pomoravlja* (str. 409-418) Kragujevac : Ekonomski fakultet
- Erić Nielsen, J. & Bošković A., (2016). Unapređenje konkurentnosti privrede Republike Srbije. U V. Marinković, V. Janjić I V. Mičić (red.) *Podsticanje preduzetničkog potencijala kroz kooperativne aranžmane i efekti na organizaciono učenje* (str. 289-298) Kragujevac : Ekonomski fakultet (UDK, [COBISS.SR-ID 224854796], ISBN 978-86-6091-067-9)
- Erić Nielsen, J. (2015). Unapređenje preduzetničkog potencijala preduzeća u procesu pridruživanja Evropskoj Uniji. U M. Jakšić, V. Stojanović-Aleksić i P. Mimović (red.), *Ekonomsko-socijalni aspekti priključivanja Srbije Evropskoj Uniji* (str. 327-335). Ekonomski fakultet Univerziteta u Kragujevcu. (UDK 338.1(082), [COBISS.SR-ID 218795276], ISBN 978-86-6091-059-4)
- Erić Nielsen, J., Stojanović Aleksić, V., & Nikolić, J. (2014). Uloga preduzetničkih spin-off poduhvata u ekonomskom razvoju Kragujevca. U Lj. Maksimović i N. Stanišić (red.), *Stanje i perspektive ekonomskog razvoja grada Kragujevca* (str. 193-203.). Ekonomski fakultet Univerziteta u Kragujevcu ([COBISS.SR-ID 208506636], ISBN 978-86-6091-048-8)
- Erić, J. (2013). Ključni aspekti kreiranja preduzetničkog poslovnog poduhvata. U V. Babić i M. Djordjevic (red.), *Karakteristike, koncepti i izazovi menadžmenta u savremenim uslovima poslovanja* (str. 265-281). Ekonomski fakultet Univerziteta u Kragujevcu. (UDK 005.591.6, 005, [COBISS.SR-ID 513200732], ISBN 978-86-6091-041-9)

## Articles

- Erić Nielsen, J., Marinković, V., & Nikolić, J. (2019). Erić Nielsen, J., Marinković, V. & Nikolić, J. (2020). A Strategic Approach to Organizational Entrepreneurship: Employees' Awareness of Entrepreneurial Strategy, *Economic Annals*, 64(222), 117-146. <https://doi.org/10.2298/EKA1922117E>
- Stojanović-Aleksić, V., Erić Nielsen, J., & Bošković, A. (2019). Organizational Prerequisites for Knowledge Creation and Sharing: Empirical Evidence from Serbia, *Journal of Knowledge Management*, 23(8), 1543-1565. <https://doi.org/10.1108/JKM-05-2018-0286>
- Erić Nielsen, J., Stojanović-Aleksić, V., & Zlatanović, D. (2019). The Challenges of Managing the Entrepreneurial Organization, *Ekonomika*, 65(2), 87-98.
- Erić Nielsen, J., Babić, V., Stojanović-Aleksić, V., & Nikolić, J. (2019). Driving Forces of Employees' Entrepreneurial Intentions: Leadership Style and Organizational Structure, *Management: Journal of Sustainable Business and Management Solutions in Emerging Economies*, forthcoming, doi: 10.7595/management.fon.2019.0020.
- Bošković, A., Stojanović-Aleksić, V., & Erić Nielsen, J. (2018). Knowledge Management: Evidence from Serbian Banking Sector. *Facta Universitatis*, 15(3), 189-201.
- Nikolić, J., Zlatanović, D., & Erić Nielsen, J. (2018). Factors Affecting Innovation Decision-making: A Systemic Framework. In: Babić, V. (ed.). *Proceedings of the Fifth International Scientific Conference Contemporary Issues in Economics, Business and Management (EBM 2018)*, Faculty of Economics, University of Kragujevac, Serbia.
- Bosković, A., Stojanović-Aleksić, V., & Erić Nielsen, J. (2018). Knowledge management: Evidence from Serbian banking sector. *Facta Universitatis*, 15(3), 189-201.
- Stojanović-Aleksić, V., Erić Nielsen, J. & Bosković, A. (2016). Evaluacija efekata korporativnog preduzetništva. *Poslovna ekonomija*, ISSN 1820-6859, 10(2), 163-186.
- Stojanović-Aleksić, V., Erić Nielsen, J. & Bosković, A. (2016). Društvena odgovornost u bankarskom sektoru – iskustva iz Republike Srbije. *Bankarstvo*, 45(2), 34-55. (doi: 10.5937/bankarstvo1602034S, UDK 005.35:336.71(497.11), [COBISS.SR-ID])
- Erić Nielsen, J., Babić, V., & Nikolić, J. (2016). Entrepreneurial orientation and strategic management. U V. Stojanović Aleksić, (red.), *Contemporary Issues in Economics, Business and Management* (str. 69-78). Ekonomski fakultet Univerziteta u Kragujevcu.
- Erić Nielsen, J. (2015). Corporate entrepreneurship, organizational learning and knowledge implementation. *Economic Horizons*, 17(3), 2013-217.(UDK 005.21:334.72.021; 005.941, [COBISS.SR-ID 218795276], ISSN: 1450-863 X, doi: 10.5937/ekonhor1503203E)
- Stojanović-Aleksić, V., Erić Nielsen, J. & Živković, S. (2015). Faktori i efekti zadovoljstva poslom. U V. Leković (red.) *Institucionalne promene kao determinanta privrednog razvoja Srbije* (str. 337-352) Kragujevac: Ekonomski fakultet (UDK 338.1(082), [COBISS.SR-ID 215395084], ISBN 978-86-6091-056-3)
- Nikolić, J., Babić, V., & Erić, J. (2013). Ownership structure and corporate financial performance in Serbia: empirical evidence. *Actual Problems of Economics*, 9(147), 446-455. (UDK 330; ISSN 1993-6788)
- Babić, V., Nikolić, J., & Erić, J. (2013). Board Structure and Corporate Performance: Traditional vs. Contemporary Approach. U Conference proceedings: 2<sup>nd</sup> International Scientific Conference Contemporary Issues in Economics, Business and Management - EBM 2012 (str. 49-63) Ekonomski fakultet Univerziteta u Kragujevcu. (UDK 005, [COBISS.SR-ID 513251164], ISBN 978-86-6091-042-6)



- Stojanović-Aleksić, V. & Erić, J. (2013). Upravljanje organizacionim promenama u funkciji privrednog razvoja. U V. Lekovic (red.) *Institucionalne promene kao determinanta privrednog razvoja Srbije* (str. 451-466) Kragujevac: Ekonomski fakultet (UDK 330.34:005.5, [COBISS.SR-ID 513250908], ISBN 978-86-6091-043-3)
- Stojanović-Aleksić, V., Babić, V., & Erić, J. (2012). Charismatic leadership: Concept, sources and effects. *Teme*, 36(1), 205-217. (UDK 005, [COBISS.SR-ID 512936284], ISSN 0353-7919) (M24-4 boda) Available at: <http://teme.junis.ni.ac.rs/teme1-2012/teme%201-2012-12.pdf>
- Stojanović-Aleksić, V., Babić, V., & Erić, J. (2012). Why charisma matters? Domination of charismatic leadership style in Serbian enterprises. *Technics Technologies Education Management*, Vol. 7, no. 2, str. 698-705. (UDK 005, COBISS.SR-ID 512988508, ISSN 1840-1503). Available at: [http://www.ttem-bih.org/pdf/ttem\\_7\\_2\\_web.pdf](http://www.ttem-bih.org/pdf/ttem_7_2_web.pdf)
- Babić, V., Erić, J., & Nikolić, J. (2012). Entrepreneurial team in new venture creation: The key challenges for management. *Zbornik XIII međunarodnog Simpozijuma Fakulteta organizacionih nauka: Innovative Management and Business Performance*, SymOrg 2012, Zlatibor, 671-678, (UDK 005, [COBISS.SR-ID 512951132], ISBN 978-86-7680-255-5)
- Babić, V., Stojanović-Aleksić, V., & Erić, J. (2012). The leadership role in new venture creation. U B. Predic, (red.), *Reengineering and Entrepreneurship under the Contemporary Conditions of Enterprise Business* (str. 5-16). Ekonomski fakultet Univerziteta u Nisu. (UDK 005.322:316.46, [COBISS.SR-ID 512994140], ISBN 978-86-6125-065-1)
- Babić, V., Nikolić, J., & Erić, J. (2011). Rethinking board role performance: Towards an integrative model. *Ekonomski anali*, 56(190), 140-162. (doi: 10.2298/EKA1190140B, UDK 005, [COBISS.SR-ID 512770140], ISSN 0013-3264)
- Erić, J., Babić, V. & Nikolić, J. (2011). The role of alternative corporate entrepreneurship organizational forms in attaining superior competitive position. U V. Babić, (red.), *Contemporary Issues in Economics, Business and Management* (str. 295-306). Ekonomski fakultet Univerziteta u Kragujevcu. (UDK 005, [COBISS.SR-ID 512738652], ISBN 978-86-6091-018-1)
- Stojanović-Aleksić, V. & Erić, J. (2011). Development of employees' entrepreneurial spirit - the role of cognitive factors and dealing with failure. U N. Janicijevic i S. Lovreta, (red.), *Novi metodi menadzmenta i marketinga u podizanju konkurentnosti srpske privrede* (161-173). Centar za izdavačku delatnost Ekonomskog fakulteta, Beograd. (UDK 005.591.6, 316.46, 005.9, [COBISS SR-ID 512882780], ISBN 978-86-403-1179-3)
- Nikolić, J. & Erić, J. (2011). Boards of Directors Models and Role in Corporate Governance. *Management - casopis za teoriju i praksu menadzmenta*, 16(60), 69-75. (UDK 005.742:005.25, [COBISS.SR-ID 186511372], ISSN 0354-8635)
- Babić, V. & Erić, J. (2010) Innovation processes through SME's networking. U Z. Paszek, (red.), *The Challenges of the Scientific Cooperation: Poland-Serbia* (str. 27-41). AFM Publishing House, Krakow. (UDK 658.001.6, [COBISS.SR-ID 512636764], ISBN 978-83-7571-156-1)
- Stojanović-Aleksić, V., Erić, J., & Sapić, S. (2010). Strategic orientation of new high-tech ventures. *Ekonomske teme*, 48(4), 563-574. (UDK 005.591.6, [COBISS.SR-ID 512786268], ISSN 0353-8648)
- Erić, J. & Nikolić, J. (2010). Izazovi vrednovanja novih poslovnih poduhvata u oblasti visokih tehnologija. *Racunovodstvo*, 54(5-6), 81-93. (UDK 657, 005.591.6, [COBISS.SR-ID 175468556], ISSN 1450-6114)
- Stojanović-Aleksić, V., Sapić, S., & Erić, J. (2010). The Effectiveness of Leadership Styles. *Ekonomski horizonti*, 12(1), 79-88. (UDK 005.322:316.46, [COBISS.SR-ID 173885964], ISSN 1450-863X)
- Babić, V., Erić, J., & Nikolić, J. (2010). The role of internal corporate governance mechanisms in new venture foundation. *Zbornik radova XII međunarodnog Simpozijuma Fakulteta organizacionih nauka: Organizacione nauke i menadzment znanja*, SymOrg 2010, Zlatibor, 153-155. (UDK 005, [COBISS.SR-ID 514336154], ISBN 978-86-7680-216-6)
- Sapić, S., Erić, J., & Stojanović-Aleksić, V. (2009). The Influence of Organizational and National Culture on the Acceptance of Organizational Change: Empirical Study in Serbian Enterprises. *Sociologija: casopis za sociologiju, socijalnu psihologiju i socijalnu antropologiju*, 51(4), 399-422. (doi:10.2298/SOC0904399S, UDK 316.46(497.11), [COBISS.SR-ID 177603084], ISSN 0038-0318)
- Erić, J. & Nikolić, J. (2007). Strategies and challenges effective negotiation. *Zbornik radova XXXIV Simpozijuma o operacionim istrazivanjima*, SYM-OP-IS 2007, Zlatibor, 449-452. (UDK 005.574,519.8, [COBISS.SR-ID 512947098], ISBN 978-86-7680-124-4)
- Erić, J. (2006). Characteristic of international negotiation process in China. *Ekonomski horizonti*, Ekonomski fakultet u Kragujevcu, 8(1-2), 41-47. (UDK 005(510), [COBISS.SR-ID 513991061], ISSN1450-863x)
- Babić, V. & Erić, J. (2006). Promoting innovation processes through SME's strategic networking. *Zbornik X Simpozijuma Fakulteta organizacionih nauka: Promene u organizaciji i menadzmentu – izazovi evropskih integracija*, SymOrg 2006, Zlatibor, elektronski izvor (UDK 005, [COBISS.SR-ID 514397338], ISBN 86-7680-086-3)
- Erić, J. (2006). Uticaj kulture na proces međunarodnog pregovaranja. U V. Babić, (red.), *Korporativno upravljanje u tranziciji - vlasništvo, kontrola, menadzrske kompetencije* (str. 164-179). Ekonomski fakultet, Kragujevac. (UDK 005.574, [COBISS.SR-ID 512215644], ISBN 86-82203-66-9)