

PERSONAL INFORMATION

Name and surname	Jelena Živković
Date and place of birth	1993, Požarevac
Scientific title	Research Associate
E-mail	jelenazivkovic@uni.kg.ac.rs
Educational-scientific / educational-artistic field	Social and Human Sciences
University, Faculty, Organizational unit	University of Kragujevac, Institute for Information Technologies Kragujevac
Research field and areas	Economic Science, General Economics and Economic Development

EDUCATION

BACHELOR

Year	2012-2016
Place	Kragujevac
Institution	Faculty of Economics, University of Kragujevac

MASTER STUDIES

Year	2016/17
Place	Kragujevac
Institution	Faculty of Economics, University of Kragujevac

DOCTORAL DISSERTATION

Year	2017-2025
Place	Kragujevac
Institution	Faculty of Economics, University of Kragujevac
Title of doctoral dissertation	THE EFFECTS OF OLIGOPOLIZATION IN SELECTED ECONOMIC SECTORS OF THE REPUBLIC OF SERBIA ON THEIR COMPETITIVENESS
Scientific title	Research Associate

Research area	Economic Science, Social and Human Sciences, General Economics and Economic Development
---------------	---

PROFESSIONAL BIOGRAPHY – ELECTION IN RESEARCH OR SCIENTIFIC TITLE

Date	Institution	Scientific title
26/02/2020.	Faculty of Economics, University of Kragujevac	Junior Research Assistant
29/06/2022.	Faculty of Economics, University of Kragujevac	Research Assistant
23/12/2025.	Faculty of Economics, University of Kragujevac	Research Associate

PROFESSIONAL BIOGRAPHY - TRAINING

Year	Institution	Duration

ENGAGEMENT IN THE FORMATION OF SCIENTIFIC PERSONNEL

PARTICIPATION IN NATIONAL PROJECTS FINANCED BY MINISTRY OF EDUCATION/MINISTRY OF SCIENCE AND TECHNOLOGICAL DEVELOPMENT/SCIENCE FUND OF THE REPUBLIC OF SERBIA:

Project: Preclinical investigation of bioactive substances
Number: III 41010
Project leader: PhD Snežana Marković
Year: 2019

PARTICIPATION IN INTERNATIONAL PROJECTS

MEMBERSHIP IN SCIENTIFIC AND PROFESSIONAL ASSOCIATIONS

ORGANIZATION OF NATIONAL/INTERNATIONAL SCIENTIFIC MEETINGS (CONFERENCES, CONGRESSES...)

Member of the organising committee of the 2nd International Conference on Chemo and BioInformatics (ICCBIG 2023), organised by the Institute for Information Technologies Kragujevac, University of Kragujevac, September 28-29, 2023, Kragujevac

LIST OF SCIENTIFIC PAPERS:

Monographs, Monographic studies, Thematic anthologies	Sum
Papers published in scientific journals of international scientific importance	Sum
<ol style="list-style-type: none"> Zdravković, S. & Živković, J. (2025). The Effects of Patriotism, Consumer Xenocentrism, Cultural Sensitivity, Cultural Heritage, and Country of Origin Image on the Purchase of Luxury Foreign Brands. <i>Economic Analysis</i>, https://doi.org/10.28934/ea.1889 Kostić, M. & Živković, J. (2024). Domestic Competition, Trade Openness and Entrepreneurial Culture: Canonical Correlation Analysis. <i>The South East European Journal of Economics and Business</i>, 19(1), 18-31. https://doi.org/10.2478/jeb-2024-0002 Živković, J. & Kostić, M. (2023). Serbian Export to the EU Market: A Dynamic Shift-Share Analysis. <i>TEME</i>, XLVII(4), 825-840. https://doi.org/10.22190/TEME220928051Z 	
Proceedings of international scientific conferences	Sum
<ol style="list-style-type: none"> Živković, J. & Kostić, M. (2025). AI Applications 	

and Comparative Advantage in European Countries. In: Book of Abstracts: *Economic Theory facing New Challenges: Between Sustainability, Digitalization and Social Justice MIKET 2025*, 16-17 October, Niš, Faculty of Economics, University of Niš (M34)

2. **Živković, J.**, Veselinović, N., & Zdravković, S. (2025). Economic Growth, Renewable Energy, Trade Openness and CO₂ Emissions: A Causality Analysis. In: Saveljić, I., & Filipović, N. (Ed.) *3rd International Conference on Chemo and BioInformatics ICCBIKG 2025*, Kragujevac, 25-26 September, pp. 99-102. <http://doi.org/10.46793/ICCBIKG25.099Z>
3. Zdravković, S., & **Živković, J.** (2025). Effects of the Sustainable Tourism Concept, Environmental Beliefs, and Social Media Influencers on the Choice of Green Hotels When Traveling. In: Saveljić, I., & Filipović, N. (Ed.) *3rd International Conference on Chemo and BioInformatics ICCBIKG 2025*, Kragujevac, 25-26 September, pp. 107-110. <http://doi.org/10.46793/ICCBIKG25.107Z>
4. Veselinović, N., & **Živković, J.** (2025). When Does Trade Become Green?. In: Saveljić, I., & Filipović, N. (Ed.) *3rd International Conference on Chemo and BioInformatics ICCBIKG 2025*, Kragujevac, 25-26 September, pp. 165-168. <http://doi.org/10.46793/ICCBIKG25.164V>
5. **Živković, J.** & Kostić, M. (2024). Influence of Circular Economy Competitiveness and Innovation on Economic Growth: Case of EU Member States. In: Marjanović, V. & Đorđević, D. (Ed.) *CIRCULAR ECONOMY: TRENDS AND PERSPECTIVES*, Niš, 18 October 2024, pp. 27-36.
6. **Živković, J.** & Veselinović, N. (2023). Greenhouse Gas Emissions and Digital Competitiveness in CEE countries. In: Marković, Z. & Filipović, N. (Ed.) *2nd International Conference on Chemo and Bioinformatics ICCBIKG_2023*, Kragujevac, 28-29 September 2023,

<p>pp. 116-119.</p> <p>7. Veselinović, N. & Živković, J. (2023). Environmental Implications of Financial Development in CEE countries. In: Marković, Z. & Filipović, N. (Ed.) <i>2nd International Conference on Chemo and Bioinformatics ICCBIKG_2023</i>, Kragujevac, 28-29 September 2023, pp. 112-115.</p> <p>8. Živković, J. & Zdravković, S. (2023). Digital competitiveness and ICT adoption in function of sustainable economic growth. In: Đukić, T. & Radenković Jocić, D. (Ed.) <i>SMART AND SUSTAINABLE ECONOMY: TRENDS AND PERSPECTIVES</i>, Niš, 13 October 2023, pp. 301-311.</p> <p>9. Zdravković, S. & Živković, J. (2023). Influencers and Consumer Ethnocentrism as Determinants of Acceptance of Global Brands. In: Stojković, D., Petrović, D. & Dimić, S. (Ed.) <i>SYM-OP-IS 2023</i>, Tara, 18-21. septembar 2023. pp. 539-545.</p> <p>10. Ćuzović, Đ., Živković, J. & Veselinović, N. (2022). Financial development, trade openness and economic growth: panel analysis of selected CEE countries. In Radosavljević, G. & Borisavljević, K. (Ed.) <i>Contemporary Issues in Economics, Business and Management</i>, 233-241, Kragujevac: Faculty of Kragujevac, University of Kragujevac, ISBN 978-86-6091-133-1, COBISS.SR-ID 84084745</p>	
<p>Proceedings of national scientific conferences</p> <p>11. Veselinović, N. & Živković J. (2023). Uloga politike zaštite konkurencije u očuvanju stabilnosti bankarskog sektora. In: Veselinović, P. & Lojanica, N. (Ed.) <i>Institucionalne promene kao determinanta privrednog razvoja Republike Srbije</i>, Kragujevac: Ekonomski fakultet Kragujevac, 243-269</p> <p>12. Živković, J. (2022). Efekti pandemije izazvane virusom COVID-19 na međunarodnu trgovinu</p>	<p>Sum</p>

<p>Republike Srbije. In (Veselinović, P., Kostić, M.) <i>Institucionalne promene kao determinanta privrednog razvoja Republike Srbije</i>. Ekonomski fakultet Univerziteta u Kragujevcu, 467-487</p> <p>13. Živković, J. (2021). Konkurencija na tržištu dobara i konkurentnost zemalja Zapadnog Balkana. In: (Veselinović, P., Kostić, M.) <i>Institucionalne promene kao determinanta privrednog razvoja Republike Srbije</i>. Ekonomski fakultet Univerziteta u Kragujevcu, 291-310</p> <p>14. Živković, J. (2020). Komparativna analiza stranih direktnih investicija u zemljama Zapadnog Balkana. In (Leković, V., Veselinović, P.) <i>Institucionalne promene kao determinanta privrednog razvoja Republike Srbije</i>. Ekonomski fakultet Univerziteta u Kragujevcu, 389-404</p> <p>15. Živković, J. (2019). Analiza spoljnog duga Republike Srbije u postkriznom periodu. In (Leković, V., Veselinović, P.) <i>Institucionalne promene kao determinanta privrednog razvoja Republike Srbije</i>. Ekonomski fakultet Univerziteta u Kragujevcu, 433-452</p> <p>16. Živković, J. (2018). Izvozne performanse i konkurentnost privrede Republike Srbije. In (Leković, V., Veselinović, P.) <i>Institucionalne promene kao determinanta privrednog razvoja Republike Srbije</i>. Ekonomski fakultet Univerzitet u Kragujevcu, 433-447</p>	
Monographs of national importance	Sum
Scientific papers in national journals	Sum
1. Živković, J. & Kostić, M. (2025). Pre-2020 Trends of AI Adoption and Comparative Advantage in European Countries. <i>Facta Universitatis</i> ,	

series: Economics and Organization, 22(4). 229-239.
<https://doi.org/10.22190/FUEO251030015Z>

2. Živković, J. (2023). Export Competitiveness and Comparative Advantage of Republic of Serbia. *Megatrend Review*, 20(3), 73-85.
<https://doi.org/10.5937/MegRev2303073Z>

3. Živković, J. (2023). Primena IKT i nacionalna konkurentnost Republike Srbije. *Ekonomski pogledi*, 25(1), 79-109. DOI:
<https://doi.org/10.5937/ep25-41581>

4. Živković, J. (2021). Competitiveness of the Southeast European Countries in the Conditions of the Globalization. *Economic Themes* 59(4), 479-496, <https://doi.org/10.2478/ethemes-2021-0027>

5. Kostić, M. & Živković, J. (2021). Concentration of supply on the chosen markets of Serbian electronic communications sector. *The European Journal of Applied Economics* 18(2), 76-94,
<https://doi.org/10.5937/EJAE18-32186>

Technical solutions	Sum
Patents	Sum

CITATION OF SCIENTIFIC PAPERS

--

BRIEF DESCRIPTION OF RESEARCH IN THE PREVIOUS PERIOD

Jelena Živković focuses on both theoretical and empirical evaluations of the national competitiveness factors within the country, emphasizing the significance of enhancing national competitiveness as a crucial determinant of economic growth and development (macro-competitiveness). Additionally, her research endeavors to investigate the export competitiveness of industries, which is fundamental for efficient foreign trade relations, achieved through the computation of export competitiveness indices. Furthermore, Jelena Živković's research

encompasses the field of industrial organization, primarily emphasizing the analysis of market structures, oligopolies, and competition policy. This involves examining the type of market structure by assessing the level of market concentration through the calculation of market concentration indices. The overarching goal of her research is to discern the impact of imperfect market structures on the export competitiveness of industries.

BRIEF DESCRIPTION OF PLANNED RESEARCH IN THE NEXT PERIOD

In the forthcoming period, Jelena Živković will continue her research on national and export competitiveness, market structures, the factors determining them, and their impact on economic growth and development. She will also persist in working on her doctoral dissertation titled "The Oligopolization Effects of Selected Industries in the Republic of Serbia on Their Competitiveness". This research aims to analyze the impact of imperfect market structures, particularly oligopolies, by measuring the degree of market concentration on export competitiveness of industries. The objective is to determine whether competition within specific markets can enhance the country's export orientation.