

### Tajana Serdar Raković, PhD, Associate Professor

#### PERSONAL INFO:

Date of birth: 22/06/1983;

Place of birth: Zagreb, Croatia

Citizenship: Republic of Srpska - Bosnia and Herzegovina

Phone: 051/430-052

Fax: 051/430-019

E-mail: tajana.serdar-rakovic@ef.unibl.org

Web address: www.ef.unibl.org

#### EDUCATION:

2006 – *BSc Economics*.

Faculty of Economics, University of Banja Luka, graduated on 10/10/2006.

2011 – *MSc Economics*.

Faculty of Economics, University of Banja Luka. MSc Thesis entitled “Impact of Development Funds on Investment Efficiency”, 07/22/2011.

2016 – *PhD in Economics*.

Faculty of Economics, University of Banja Luka, PhD dissertation entitled “Selection of enterprises valuation model in conditions of crisis and inactive capital market”, 08/29/2016.

#### WORKING EXPERIENCE:

**2007 – today University of Banja Luka, Faculty of Economics:**

2022 – today: associate professor for scientific area Business finance.

2017 – 2022: assistant professor for scientific area Business finance.

2012 – 2017: senior assistant;

2007 – 2011: assistant;

Engaged as an teaching assistant at the Faculty of Economics of University of Banja Luka since 2007, on subject *Economic Globalization* (Department for Economic Theory, Analysis and Policy). Permanently employed since June 2007.

In the 2007/2008 academic year, assisted on following disciplines: *Pension and Health Insurance*, *Economics of Custom Duty-Free Zones* and *Ecology and Economic Development*. During the 2008/2009 academic year held exercises for *Economic Doctrines* and *Contemporary Economic Systems*.

Elected as senior assistant at subject: *Economics of the European Union* in January 2012. During the 2016/2017 academic year assisted on subjects: *Economics of the European Union* and *Foreign Trade Business*.

Since 2017, assistant professor for the scientific area of *Business finance*, on subjects *Financial Markets* and *Analysis of Securities* on I cycle of studies and at *Corporate Finance* and *Evaluation of Companies* on master studies.

Since 2022, associate professor for the scientific area of *Business finance*, on subjects *Strategic Financial Management* on I cycle of studies and at *Corporate Finance*, *Evaluation of Companies*, *Quantitative Finance* and *Investment in Securities* on II cycle of studies.

**2006 – 2007:** Integral Engineering ltd, Banja Luka

Integral Engineering ltd, Banja Luka, financial sector - assistant of the chief accountant from October 2006 to June 2007. Performed financial and accounting operations as assistant of the chief accountant. Apprenticeship done in the same company.

## **INTERNATIONAL ACTIVITIES AND PROJECTS:**

### **Participated in nine scientific projects as a team member:**

1. University of Banja Luka, Faculty of Economics. (2010-2011). Methodology for Developing a Business Plan. Banja Luka: Author
2. Faculties of Economics from Banja Luka, Ljubljana, Podgorica, Subotica and Tirana. (2010-2011). Firm Behavior in Post-transitional Era in the Countries of Former Yugoslavia. Ljubljana: University of Ljubljana, Faculty of Economics and Banja Luka: University of Banja Luka, Faculty of Economics
3. University of Banja Luka, Faculty of Economics & University of Ljubljana, Faculty of Economics. (2012-2013). The Role of Intangible Assets in Economic Growth and Restructuring in countries of Western Balkan and Slovenia. Ljubljana: University of Ljubljana, Faculty of Economics and Banja Luka: University of Banja Luka, Faculty of Economics
4. University of Banja Luka, Faculty of Economics. (2012-2014). Solving the Problem of Unemployment in Republic of Srpska and Bosnia and Herzegovina by using Funds and Programs of European Union: Reflections of the Strategy EU 2020. Banja Luka: Author
5. University of Banja Luka, Faculty of Economics & University of Ljubljana, Faculty of Economics. (2014-2015). The Importance of Corporate Restructuring, Generic Material, and Tangible and Intangible Investment in General for Overcoming the Economic Crisis in Bosnia and Hercegovina. Ljubljana: University of Ljubljana, Faculty of Economics and Banja Luka: University of Banja Luka, Faculty of Economics
6. University of Banja Luka, Faculty of Economics. (2014-2015). Improvement of Competitive Advantage of Bottled Drinking Water Producers as the Strategic Resource of BiH in Order to Stimulate Economic Growth. Banja Luka: Author
7. University of Banja Luka, Faculty of Economics & University of Maribor, Faculty of Economics and Business. (2016-2017). Instruments for business frauds prevention – theory, practice and solutions in Slovenia, Republic of Srpska, Bosnia and Herzegovina. Banja Luka: University of Banja Luka, Faculty of Economics and Maribor: University of Maribor, Faculty of Economics and Business
8. University of Banja Luka, Faculty of Economics (2018-2019). Harmonization of Reporting and Corporate Management with International Standards and EU Regulation for Improvement of the Economic Environment of the Republic Srpska. Banja Luka: Author

9. University of Sarajevo (2020-ongoing). Supporting Decision Making and Building Capacity to Support IPBES through National Ecosystem Assessment. Assessment of the state of nature and management of natural resources in Bosnia and Herzegovina. Sarajevo: University of Sarajevo

#### ACHIEVEMENTS:

- She published 32 papers: 2 professional and 30 scientific papers.
- Author of 3 monographs:
  1. Žabkar, V. & Serdar, T. (2012). Branding and Brand Capital. In Prašnikar, J. & Knežević-Cvelbar, Lj. (Eds.), *Intangible Assets as a Potential for Growth in Republic of Srpska* (pp. 77-89). Ljubljana, Slovenia: University of Ljubljana, Faculty of Economics  
  
Edition for Republic of Srpska: Žabkar, V. & Serdar, T. (2013). Branding and Brand Capital. In Mikerević, D. and Kondić, N. (Eds.), *Intangible Assets as a Potential for Growth in Republic of Srpska* (pp ). Banja Luka: University of Banja Luka, Faculty of Economics
  2. Serdar Raković, T. (2018). The Effect of Market Liquidity on the Company Value. In Ateljević, J. & Budak, J. (Eds.), *Entrepreneurship in Post-Communist Countries. New Drivers Towards a Market Economy* (pp. 183-196). Switzerland: Springer.
  3. Serdar Raković, T. (2020). *Company Valuation. Review of Inactive Capital Markets*. Banja Luka: Faculty of Economics, University of Banja Luka
- Since academic year 2006/2007, assisted and taught on 14 disciplines/subjects, classified in three Departments: Department for Economic Theory, Analysis and Policy, Department for International Economic Relations and Department for Accounting and Business Finance at the Faculty of Economics, University of Banja Luka. Today, holds lectures on subjects: *Strategic Financial Management* (I cycle of studies), *Corporate Finance*, *Evaluation of Companies*, *Quantitative Finance* and *Investment in Securities* (II cycle of studies).
- Member of the Professional Editorial Board for Finance and author of the references, engaged in Encyclopedia of Republic of Srpska preparation. Faculty of Economics in Banja Luka in cooperation with Academy of Sciences and Arts has been working on Encyclopedia of Republic of Srpska, according to Encyclopedia Law from 08/05/2007.
- Member of the Organizational Committee of International Conference *REDETE 2012*, *REDETE 2014* and *REDETE 2015*, Faculty of Economics, University of Banja Luka.
- Member of the Commission for implementation of the qualification exam for enrolment in the first year of the first and the second cycle studies at the Faculty of Economics in Banja Luka, academic year 2015/2016 and 2022/2023.
- Obtained the duty of deputy of Coordinator for International Cooperation of the Faculty of Economics, University of Banja Luka.
- Coordinator for International Cooperation of the Faculty of Economics, University of Banja Luka in two mandates.
- Currently, Academic coordinator for International Cooperation of the Faculty of Economics, University of Banja Luka.
- The secretary and Editorial Board Member of Scientific Journal of Faculty of Economics, *Acta Economica*.
- Reviewer in several international scientific journals.

- Certified Appraiser and a member of the Association of Certified Appraisers in Bosnia and Herzegovina which has full membership at the International Valuation Standards Council - IVSC. She holds training and professional education of candidates for taking the professional exam - 'Authorized Appraiser' at the Association of Certified Appraisers in BiH
- Court Expert at the field of economics, subspecialty business finance (Ministry of Justice, Government of Republic of Srpska, Banja Luka, Bosnia & Herzegovina)

#### **SCHOLARSHIPS:**

- Scholarship of Ministry of Science and Technology, Government of Republic of Srpska for successful undergraduate students (2003-2006)
- Municipality Prijedor Scholarship for successful undergraduate students (2003-2006)
- Scholarship of the Ministry of Science and Technology, Government of Republic of Srpska for Master Studies (2008)
- Doctor Milan Jelic Foundation Scholarship for successful students of PhD studies - for PhD dissertation (2014)

#### **FOREIGN LANGUAGES:**

Written and Spoken English language (obtained Cambridge diploma in English, First Certificate, Cambridge), intermediate level of French and German language.

#### **COMPUTER LITERACY:**

MS Office package (Word, Excel, Power Point and Outlook).

#### **DRIVING LICENCE:**

'B' category since January 2004.

#### **MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS AND BOARDS:**

- Certified Appraiser and a member of the Association of Certified Appraisers in Bosnia and Herzegovina which has full membership at the International Valuation Standards Council – IVSC and European association – TEGOVA.
- Court Expert at the field of economics – Ministry of Justice, Government of Republic of Srpska

**INTERESTS:** The main area of interest and research focus is business and corporate finance, especially business valuation, investments, financial analysis, financial markets and quantitative finance.