

DR. NIKOLINA LJEPAVA

Curriculum Vitae

Personal Details

Name: Dr. Nikolina Ljepava

Nationality: Canadian

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Academic Qualifications

University of Belgrade, Faculty of Organizational Sciences (FON), Serbia Department of Marketing and Public Relations

DOCTOR OF PHILOSOPHY – PHD (2016) – UAE Equivalency

Science domain: Marketing, Sub-domain: Marketing Research

University of Windsor, Ontario, Canada, Faculty of Social Sciences

M.A. – MASTER OF ARTS IN SOCIAL DATA ANALYSIS (2012)

University of Windsor, Ontario, Canada, Faculty of Social Sciences

B.A. IN PSYCHOLOGY, HONOURS (2010)

University of Belgrade, Faculty of Organizational Sciences (FON), Department of Marketing and Public Relations

M.SC. - MASTER IN E-BUSINESS (2008)

University of Belgrade, Faculty of Organizational Sciences (FON), Department of E-business

PROFESSIONAL MASTER IN E-COMMERCE (2006)

University of Belgrade, Faculty of Natural Sciences

B.SC. NATURAL SCIENCES, BIOLOGY (2000)

Employment History

ACADEMIC EXPERIENCE

UNIVERSITY OF KHORFAKKAN, College of Business Administration

Sharjah, UAE (2025-pending)

ADMINISTRATIVE POSITIONS

Acting Dean – College of Business Administration (Sep 2025 – present)

ACADEMIC RANK

Associate Professor of Marketing (Aug 2025 – present)

AMERICAN UNIVERSITY IN THE EMIRATES, College of Business Administration, Dubai, UAE
(2015-2025)

ADMINISTRATIVE POSITIONS

Acting Dean – College of Business Administration (Aug 2024 - May 2025)

Department Chair – Management (Sep 2019 –July 2024)

**AACSB Accreditation College Representative And Member of the AACSB Steering Committee
(2017 – 2025)**

Deputy Chair of AUE Academic Quality Office (2018/2019)

MBA Program Director (Mar 2017 – Oct 2018)

Specialization Coordinator - E-Commerce And Marketing (Sep 2015 – Dec 2016)

ACADEMIC RANK

Associate Professor of Marketing

UNION UNIVERSITY, School of Engineering Management, Belgrade, Serbia

Affiliate Professor (2013 –present)

SINGIDUNUM UNIVERSITY, Faculty of Media and Communications, Belgrade, Serbia

University Lecturer (2014 – 2015)

UNIVERSITY OF WINDSOR, Faculty of Social Sciences, Windsor, Canada

Graduate Researcher/ Assistant (2010 – 2012)

PROFESSIONAL EXPERIENCE

NIMA Consulting, Dubai, UAE

Managing Partner (2023- 2025)

UAE Ministry of Education, National Exams Preparation Directorate

External expert consultant (2022-2024)

International Public Relations Association, London, UK

Expert consultant (2024)

Premier Marketing Management, Dubai UAE

Senior market research consultant (2018-2020)

Ninamedia Research, Serbia

Director of development (2013 –2014)

PlumMark Research, Serbia

Managing director/owner (Sept 2012-2013)

UNICEF, UNDP, and USAID-funded projects

Evaluation, assessment and program development consultant (2010 – 2015)

Psimetrics, Canada

Managing partner (2005 - 2010)

Professional Membership & Activities

Chartered Marketer Status – Chartered Institute of Marketing (CIM), UK

Educational Ambassador for UAE - Chartered Institute of Marketing (CIM), UK

Fellow Member of CIM - Chartered Institute of Marketing (CIM), UK

Certified Digital Marketing Practitioner – Digital Marketing Institute, UK

Marketing Society - Member

Teaching Experience

UNIVERSITY OF KHORFAKKAN

Associate professor (2025-present)

AMERICAN UNIVERSITY IN THE EMIRATES , Dubai, UAE

Assistant/ Associate Professor (2015-2025)

UNION UNIVERSITY, School of Engineering Management, Belgrade, Serbia

Affiliate Professor (2013 –present)

SINGIDUNUM UNIVERSITY, Faculty of Media and Communications, Belgrade, Serbia

University Lecturer (2014 – 2015)

Conferences & Workshops (last 5 years)

Ljepava, N., Selakovic, M (2025). AI-Generated Influencers in Strategic Communications: The AI Influencers Engagement Model (AIEM). 32nd International Public Relations Research Symposium Bledcom, June 2023.

Selakovic, M., Ljepava, N., Gacic, M., Filipovic, N. (2025). Will AI replace humans in strategizing communications? Ethical considerations. 4th Serbian International Conference on Applied Artificial Intelligence (SICAAI). Zlatibor, Serbia, May 29-30, 2025

Ljepava, N., Selakovic M. (2025). Personalized AI Companions: How Machine Learning Shapes Parasocial Attachment. International Conference on Business Intelligence for Technology Innovation, Dubai, UAE, April 2025 (IEEE)

Selakovic, M., Ljepava, N. (2025) Ethical Artificial Intelligence (AI) governance in strategic communications: identification of key pillars. Second International Conference on Media and Mass Communications, Ajman, April 2025

Ljepava, N (2025). Leveraging Generative AI in Business Education: Custom GPTs, Content Creation, and Blended Learning. AACSB MENA Conference, January 2025

Gourh, Z., Ljepava, N. (2024). Generative AI in Marketing Content Creation: A Systematic Review. Business Creativity Conference, Dubai, December 2025

Selakovic, M., Ljepava, N (2024). Pioneering public relations in the communist block: Evolution of public relations in Yugoslavia. 13th International History of Public Relations Conference at the University of Bournemouth, UK.

Ljepava, N., Selakovic, M. (2024) Softfake: Impact of Artificial Intelligence on the Changing Global Communication Paradigm 7th International Conference of Economic and Social Sciences, ASE Bucharest.

Selakovic, M., Ljepava N. Filipovic, N.(2024) Can Artificial Intelligence Mitigate Intra-Organizational Moral Outrage? A Theory-Based Model. Third Serbian International Conference on Applied Artificial Intelligence

Ljepava, N. (2023). Exploring the Landscape of Virtual Influencers: Taxonomy, Perspectives, and Emerging Trends. Presented at 5th AUEIRC Conference, May 2023

Hammad, A., Abosaleh, D., Ljepava, N. (2023). The Impact of ChatGPT and AI-generated Content on Marketing Content Creation. Presented at 5th AUEIRC Conference, May 2023

- Selakovic, M., Ljepava, N., Ljepava, A. (2023). Green communication and moral outrages in the context of revisited Situational Crisis Communication Theory. 30th International Public Relations Research Symposium Bledcom, July 2023.
- Ljepava, N., Selakovic, M., Miletic-Vuckovic, A., Filipovic, N (2023). Application of AI Chatbots in Social Care Interactions: Current Trends and Future Perspectives. Presented at 2nd Serbian International Conference on Applied Artificial Intelligence (SICAAl), Kragujevac, Serbia, May 19-20, 2023
- Mladenovic, D., Koštiál, K., Ljepava, N., Cástek, O., & Chawla, Y. (2022). Emojis to conversion on social media: Insights into online consumer engagement and reactions. In Academy of Management Proceedings (Vol. 2022, No. 1, p. 15999). Briarcliff Manor, NY 10510: Academy of Management.
- Selakovic, M., Samoilenko, S., Ljepava, N (2022). Mediated Scandals as Show Trials: The Case Study of the Covid-19 Controversy with Serbian Tennis Player Novak Djokovic. BledCom - 29th International Public Relations Research SymposiumAt: Bled, Slovenia
- Selakovic, M., Ljepava, N. Tarabazs, A. (2022). Going Digital: Transformation of Fake News in the Digital Era. 4th AUEIRC conference
- Selakovic, M. Ljepava, N., Gallant, M (2021). Covid-19 Vaccine Effectiveness: Regional Differences in Online Reporting of Media Outlets from Vaccine-Manufacturing Countries. The 28th International Public Relations Research Symposium BledCom 2021At: Bled, Slovenia
- Ljepava, N (2021). Promoting and Maintaining Academic Integrity in Virtual Settings: Causes of Violation and Possible Solutions. AACSB AP and EMEA Accreditation Conference June 1-4, 2021
- Ali, M., Rabah, S., Ljepava, N. (2021). The Impact of COVID-19 on Compulsive Buying Behavior: A Pilot Study of UAE Residents. Presented at the International Conference on Managing Business in a COVID-19 Era: Opportunities and Challenges, April 2021

Invited Lectures and Keynote Presentations

- Ljepava, N (2025). Role of AI in Higher Education, Open Innovator, Invited panel participant, May 2025
- Ljepava, N. (2025). Unlocking Interdisciplinary Education for Future Generations, Invited Workshop Moderator, Zayed University.
- Ljepava, N (2025). Creating Synergy in AI adoption between academia and industry. Open Innovator, Invited panel participant.
- Ljepava, N. (2025). The role of research in future of higher education. Invited keynote speaker. International Conference on Multidisciplinary and Current Educational Research.
- Ljepava, N (2025).. Future of Higher Education, World Education Summit, Invited roundtable participant April 23rd
- Ljepava, N (2024). The Future of Business Schools: AI, Digital Transformation, and the New Educational Paradigm. Invited keynote speaker, ICIAT2024, Gulf University, Bahrain
- Ljepava, N (2024). Intersection of Business and Academia: Fostering a culture of lifelong learning at business schools. Invited keynote speaker, LACMSER 2024
- Ljepava, N (2024). Generative AI and Prompt Engineering. Invited lecture at SP Jain London School of Management, London, UK, 2024
- Ljepava, N (2024). Campaign Planning for Digital Media: Impact of Generative AI, Invited lecture at Masaryk University, Brno, Czech Republic, 2024

- Ljepava, N (2024). AI and the Future of Work, Invited keynote speaker, ISCCIAES Conference
- Ljepava, N (2024). How Generative AI can Redefine Work Productivity, Project Management Institute, 2024
- Ljepava N (2024). The Future of Marketing, Invited Panel Participant, Dubai Media Office, Dubai UAE
- Ljepava N (2024). Navigating AI Landscape, Invited Roundtable Participant, Economist Intelligence, Dubai UAE
- Ljepava N (2024). Navigating Future Job Markets: Preparing Students for 21st century Career Opportunities. Invited Keynote Speaker, Education Experts, Dubai UAE
- Ljepava, N (2024). Shaping the Education Innovative Ecosystem via Emerging Technologies: Future of Generative AI, Web 3.0., Metaverse in Education Invited Panel Participant, 5th Education Leaders Conclave and Awards, Dubai UAE
- Ljepava N (2024), The Future of Higher Education: The Role of Technology and Generative AI Invited Keynote Speaker, ICHAESS International Conference, India
- Ljepava, N (2024). Future of Generative AI, Invited Panel Participant, Generative AI Symposium, Rochester Institute of Technology, Dubai UAE
- Ljepava N. (2024) Enhancing customer and consumer services through AI advancement. Invited Panel Participant, AI Dubai Conference, Dubai UAE
- Ljepava N., (2023). Transforming Marketing Creativity with Generative AI. Artificial Intelligence Collaboration Conference, October 2023, Dubai, Invited Keynote Speech
- Ljepava N. (2022) Digital Marketing Strategy and Planning, Invited Lecture, Masarik University, 2023

Research Interests

- Human-technology interaction
- AI application in business and education
- Digital marketing
- Decision making in marketing and business

Research Publications (Books, Journals & Conference Papers)

Peer-Reviewed Books

Ljepava, N. (2018). Marketing Research. 2.0. Marketing Research Practices in the Digital Era. Foundation Andrejevic

Book Chapters

Petratos, P. Ljepava, N., Salman, A., (2020). Blockchain Technology: Sustainability and Business in UAE. A Literature Review and the Case of Dubai and UAE, Sustainable Development and Social Responsibility—Volume 1, 87-93

Pavlovic, N. Dedic, V., Ljepava, N. (2019). Automation of Reporting in Business Organizations: The Information Technology Role. In: Platforms for Digital Leadership, University Union- Nikola Tesla. ISBN 978-86-81400-11-1

- Petratos, P. Ljepava, N., Salman, A., (2020). Blockchain Technology: Sustainability and Business in UAE. A Literature Review and the Case of Dubai and UAE, Sustainable Development and Social Responsibility—Volume 1, 87-93
- Aleksic A., Ljepava N., Ristic M. (2019) Smart City Transportation Services, Customer Satisfaction and for a Sustainable Future. Advances in Science, Technology & Innovation (IEREK Interdisciplinary Series for Sustainable Development). Springer, Cham
- Obedait A.A., Youssef M., Ljepava N. (2019) Citizen-Centric Approach in Delivery of Smart Government Services. In: Al-Masri A., Curran K. (eds) Smart Technologies and Innovation for a Sustainable Future. Advances in Science, Technology & Innovation (IEREK Interdisciplinary Series for Sustainable Development). Springer, Cham
- Ljepava, N., Selakovic, M. (2017). Trends and Challenges of Political Polling and Research in a Digital Age. Book Chapter in: Digital Spaces: Challenges and Expectations. ISBN 978-86-87107-00-7

Journal Articles

- Selakovic, M, Tarabasz, A, Ljepava, N (2025). The evolution of disinformation: A study of digital transformation of fake news. Media Studies
- Selaković, M., Ljepava, N., Bagheri, N., & Al Chami, R. (2024). From greenwashing to green-bleaching: green communication and mitigating moral outrage in the context of revisited situational crisis communication theory. Corporate Communications: An International Journal. <https://doi.org/10.1108/CCIJ-01-2024-0011>
- Runić-Ristić, M., Savić Tot, T., Ljepava, N., & Tot, V. (2024). Work ethic, cultural impact, and perceived performance—innovative insights from three countries. International Journal of Islamic and Middle Eastern Finance and Management, 17(4), 789-810.
- Ljepava, N (2024). Examining The Role of Participants' Personality Traits on Data Quality in Online Panel Surveys. International Journal for Quality Research. 18 (2)
- Ljepava, N., Jovanovic, A., Aleksic, A. (2023) Industrial Application of the ANFIS Algorithm – Customer Satisfaction Assessment in the Dairy Industry, Mathematics, 11 (19), 4221
- Selakovic, M., Ljepava, N., Tarabsz A., Stojanovic, I (2023) E-Business as Catalyst for Global Transformation of SMEs: A Middle East Perspective. TEM Journal 12 (3), 1838,
- Selakovic, M., Ljepava, N. (2023) Online-Ignited Crises and Post-Crisis Image Restoration: Example of Flight 3411 Incident. International Journal of Management Trends: Key Concepts and Research 2(1), 15-40.
- Ljepava, N. (2022). AI-Enabled Marketing Solutions in Marketing Decision Making: AI Application in Different Stages of Marketing Process. *TEM Journal*, 11(3), 1308-1315.
- Mladenovic, D., Kostial, K., Ljepava, N., Castek, O., & Chawla, Y. (2022). Emojis to conversion on social media. *International Journal of Consumer Studies*
- Aleksić, A., Nestić, S., Huber, M., & Ljepava, N. (2022). The Assessment of the Key Competences for Lifelong Learning—The Fuzzy Model Approach for Sustainable Education. Sustainability, 14(5), 2686.

- Nestic, S., Aleksic, A., Lafuente, J. G., & Ljepava, N. (2022). Enhancing Production and Sale Based on Mathematical Statistics and the Genetic Algorithm. *Ekonomski Horizonti*, 24(1), 53-68.
- Caldwell, C., Ljepava, N., Anderson, V. (2020). The Newspaper, the Mirror, and the Kaleidoscope—Three Assets in Teaching and Writing. *Business and Management Research* 9 (4), 1-28
- Runic Ristic, M., Ljepava, N., Qureshi, T. M. & Milla, A. (2020). A Cross-Cultural Comparison of Conflict Management Styles in Multinational Organizations: Empirical Evidence from Serbia. *JEEMS Journal of East European Management Studies*, 25(3).
- Ljepava, N., Tomić, D., Nuhodžić, D., & Gnjatović, M. (2019). Cyberbullying, online behavior, and the student's psychological well-being: An engineering management approach. *Serbian Journal of Engineering Management*, 4(1), 9-14.
- Selakovic, M., Ljepava, N., Mateev, M. (2018). Impact of Paracrisis on Company's Stock Prices. *Corporate Communications: An International Journal*
- Nestic, S., Ljepava, N., Aleksic, A. (2018). Stakeholder management in reverse supply chains ranking of reverse supply chain entities upon requirements fulfillment. *International Journal for Quality Research*
- Malouf, A., Selakovic, M., Ljepava, N. (2017) Exploring the Relationship between Corporate Volunteering and Internal Communications in Multinational Organizations. *Communication. Communication Management Review*, Vol 2
- Arsovski, S., Todorovic, G., Lazic, Z., Arsovski, Z., Aleksic, A. Ljepava, N. (2017). Model for selecting the best location based on fuzzy AHP and Hurwitz methods. *Mathematical Problems in Engineering*. Hindawi.

Conference proceedings

- Ljepava, N., Selakovic M. (2025). Personalized AI Companions: How Machine Learning Shapes Parasocial Attachment. *International Conference on Business Intelligence for Technology Innovation*, Dubai, UAE, April 2025 (IEEE) – upcoming
- Alenezi, A. M., Alsmairat, M. A., & Ljepava, N. (2024). Integrating the Triple Pillar: AI Marketing's Pathway to Enhancing Industry 5.0 Through Sustainability, Resilience, and Customer Engagement. In *2024 2nd International Conference on Cyber Resilience (ICCR)* (pp. 1-7). IEEE.
- Patel, A., Ljepava, N. (2023) How Will Autonomous Vehicles Increase Ease of Life? *2nd International Conference on Human-Centric Smart Computing (ICHCSC)*, New Delhi, India, July 5-6, 2023.
- Ljepava, N., Tarabazs, A. Skibinska, E. (2022). Managing Digital Transformation in the Healthcare Sector Big Data Influencing Patient Outcomes, Costs, and Efficiency Improvement. *4th AUEIRC conference*
- Ljepava, N., Selakovic, M., Mladenovic, D. (2022). Digital Transformation of the Marketing Research Industry in the Post-COVID19 Era: Current Trends and Future Foresights. *4th AUEIRC Conference*, May 2022
- Ljepava, N., Aleksic, A. (2020). Application of a Fuzzy Delphi method in Marketing: A review. *3rd AUE International Research Conference (AUEIRC)*, August 2020.

Peer Review Activities

- International Journal of Qualitative Methods (WoS listed, Scopus listed)
- Social Network Analysis and Mining (Springer, Scopus listed)
- Corporate Communications (Web of Science listed, Scopus listed)
- Cyberpsychology: Journal of Psychosocial Research on Cyberspace (WoS listed, Scopus listed)
- ABAC Journal (Scopus listed)
- Sustainability (Scopus listed)
- Systems (Scopus listed)
- International Business Research
- International Journal of Emerging Markets
- International Journal of Services and Operations Management
- International Conference on Finance, Economics, Management and IT Business
- International Conference on Enterprise Information System
- AUEIRC Annual Conference (2020/2021;2021/2022)
Book Editor
- Creative Business Research (Springer)
Editorial Board Membership
- International Journal of Management Trends: Key Concepts an research
Conference chair
- Business Creativity Research Conference Dec 11-12, American University in the Emirates, Dubai, UAE

Research, Teaching Grants

N/A

Awards and Recognitions

- Research Excellence Award, American University in the Emirates (2024)
- Annual award for Outstanding Contribution to Education – Filmfare Middle East and Khaleej Times (2024)
- Most Visionary Education Leader – Higher Education Digest (2023)
- Research Excellence Award, American University in the Emirates (2023)
- Research Excellence Award, American University in the Emirates (2022)
- AACSB Accreditation Excellence Award – May 2021
- Recognition of Achievement as a chair of the Quality Assurance Task Force for emergency online teaching (2020)
- Best Paper Award - International Conference on Managing Business in a COVID-19 Era: Opportunities and Challenges, April 2021
- Research Excellence Award, American University in the Emirates (2021)
- Research Excellence Award, American University in the Emirates (2020)
- Certificate of Appreciation from Pearl Initiative as a recognition of being the faculty champion for the Pearl Student Competition, 2019
- Academic Performance Excellence Award - April 2019
- Club Advisor Excellence Award – for mentoring the AUE Research club, (2019)

- College Contribution Award, American University in the Emirates (2018)
- Research Excellence Award, American University in the Emirates (2018)
- Outstanding Faculty Award, American University in the Emirates, (2017)
- Distinguished Teaching Award, American University in the Emirates, (2016)
- Recognition Award for Academic 2015/2016 Year American University in the Emirates
- Recognition of Achievement 2010/2011 University of Windsor

University & Community Services

UNIVERSITY SERVICES

University- level

- Chair of the Student Appeal Committee (2024-2025)
- Chair of the Curriculum Improvement Committee (2023-2025)
- Chair of the Quality Assurance Task Force for transition to emergency online teaching (April 2020- August 2020) (received a performance award for the activities during the transition to online education)
- Deputy Chair of the AUE Academic Quality Committee, responsible for AOL and Quality control (2018-2019)
- Member of the AUE curriculum improvement committee (2019-pending)
- Member of the AUE accreditation committee (2024-pending)
- Member of the AUE student activities committee (2021-2024)
- Member of the AUE advising committee (2020 – 2024)
- Member of the AUE Internship committee (2019-2023)
- Member of the AUE Master Thesis Review Committee (2018-2019)
- Member of the Faculty Evaluation Committee (2018- 2019)
- Member of the AUE Branding research working group (2018-2019) – conducting and preparing the comprehensive research report on AUE brand positioning
- Elected member of AUE Academic Council (2016-2017)

College-level

- Chair of Internationalization Committee (2023-2025)
- AACSB accreditation steering committee (2017-2025)
- Steering Committee COBA CAA Accreditation (2015 -2016)
- Chair of COBA Graduate Committee (2016- 2018)
- COBA Curriculum Improvement Committee (2015 - 2016)
- COBA Accreditation Committee (2016 – 2017)
- COBA Teaching, Learning and Advising Committee (2016 – 2017)
- Steering Committee for PhD in Management Program Development (2016 – 2017)
- COBA Research Committee (2016- 2017)
- COBA Academic Administrators Committee (2016-2017)
- Examiner for the Comprehensive Exit Exam for the MBA program (2019-2022)
- Established Marketing and Research Student Clubs at AUE
- Faculty Mentor of Marketing Club (2016-2018)

- Faculty Mentor of Research Club (2019- 2021)

COMMUNITY SERVICES

- Chartered Institute of Marketing (CIM) 2025 – present - UAE Educational Ambassador
- Chartered Institute of Marketing (CIM) 2021- 2025 - CIM Tutor for Marketing Professional Degrees
- Chartered Institute of Marketing (CIM) 2019- present - Mentor for younger marketing professionals
- Marketing Society (2024-present) - Marketing Society Mentor
- Centre for Economic and Leadership Development (CELD) 2022- present Expert Consultant
- Dubai Technology Entrepreneurship Centre (DTEC), (2018 - 2021) - Mentor for Start-up Companies