

**Katarina Radaković** was born on May 26 1989 in Kragujevac. She finished elementary school as a holder of the diploma “Vuk Karadzic” and thereafter the First Grammar School in Kragujevac with the highest grades. She enrolled on the Faculty of Economics University of Kragujevac in the school year 2008/2009. She has earned her Bachelor degree at the study programme Business Economics and Management, module Management in 2012, with the average grade 9,31. She was rewarded several times for the success during her studies. Enrolled on the Master degree studies at the Faculty of Economics, Study programme Business Economics and Management, module Marketing in 2012, and finished with the average grade 9,80.

Since March 1st 2013 has been engaged as a Teaching Associate for the subjects Marketing and Direct Marketing at the Faculty of Economics University of Kragujevac. Enrolled on the PhD degree studies at the Faculty of Economics in 2014. Since March 1st 2015 has been engaged as a Teaching Assistant at the Faculty of Economics University of Kragujevac. By the decision of the faculty board she also taught as an assistant the course Marketing communications.

A member of the promotion team of the Faculty of Economics University of Kragujevac. She is a member of the Serbian Marketing Association and one of the members of the Organizing Committee of the Conference "Challenges and problems of modern marketing", which was realized by this association in 2017.

Katarina Radakovic is also a member of the Faculty Council, Commission for quality at the Faculty of Economics University of Kragujevac, as well as member of Economic Research Center. She was secretary of the Department of Management and Business Economics at the Faculty of Economics, University of Kragujevac. She has an active knowledge of English and the initial level of knowledge of German language. Advanced user of MS Office.