

PERSONAL INFORMATION

Name: Nemanja
Surname: Berber

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🌐 <https://www.linkedin.com/in/berbernemanja/>

Sex Male | Date of birth 18/07/1986 | Nationality Serbian

Marital status: Married

Visa status: Eligible for employment visa sponsorship

ACADEMIC PROFILE

I am an Associate Professor at the Faculty of Economics in Subotica, University of Novi Sad, specializing in Human Resource Management, Management, and Organizational Behavior. I covered different positions at my University and Faculty. I served as the Vice Dean for PhD Studies and Scientific Research at the Faculty of Economics in Subotica, and as a member of the Council of the University of Novi Sad. With over 15 years of academic experience, I have held visiting professorships at the University of Cyprus in 2024 and 2025, and editorial roles in respected journals, including International The Strategic Management journal (International Journal of Strategic Management and Decision Support Systems in Strategic Management), Journal of Intercultural Information Management, and Annals of the Faculty of Economics in Subotica. Also, I visited several universities all around the world via exchange programs, like the Zhongnan University of Economics and Law, Wuhan China, in 2014, the University of Graz, Graz, Austria, in 2019, the West University in Timisoara, Romania in 2022, and the University of Pecs, Pecs, Hungary, in 2024.

I have coordinated and participated in numerous international Erasmus+ and IPA projects, managing funds exceeding €2 million. My research has been published in leading international journals such as the Plos One, Employee Relations, JEEMS, Engineering Economics, Sage Open, and The International Journal of Human Resource Management. I am an active member of the CRANET and CEEIRT research networks. My current metrics: 2400+ citations, h-index 28, i10-index 50 (Google Scholar).

Beyond academia, I work as a consultant in the fields of employer branding, employee engagement, and HR development. Through expertise, industry knowledge, and a client-centric approach, I strive to create solutions for reaching high-performance work cultures that attract, develop, and retain top talents. The mission is to enhance organizational effectiveness, foster employee engagement, and cultivate positive employees' attitudes and behaviours.

Teaching focus

My teaching philosophy is grounded in an interactive and research-based approach that encourages critical thinking, collaboration, and the practical application of knowledge. I strive to connect theory with real-world HRM and management practices, fostering student engagement through case studies, data analysis, and project-based learning. As I always say: We need to know the theory so that we can test it and provide the best fit for each situation and the context.

Research focus

My research focuses on advancing evidence-based human resource management through rigorous empirical analysis and practical organizational insights. I have extensively examined compensation systems, employee satisfaction, turnover intentions, managerial support, flexible work arrangements, and engagement, often applying advanced quantitative methods such as PLS-SEM, multilevel modelling, and HR analytics. My studies consistently bridge academic theory and practitioner needs, offering frameworks that help organizations improve performance, employee wellbeing, and strategic HR decision-making. I would like to contribute meaningfully to the global HRM field, particularly within the context of emerging markets and the IT sector.

My personal links:

- [Clarivate Web of Science](#)
- [Google Scholar](#)
- [Scopus](#)
- [ORCID](#)

WORK EXPERIENCE

March 2024- till now	Visiting professor at the University of Cyprus University of Cyprus, Faculty of Economics and Management, Nicosia, Republic of Cyprus ▪ Teaching students and mentoring in MSc theses ▪ Performance Management course, 3 ECTS, Master program, app. 25 students, in English Business or sector: Higher Education
February 2026- till now	Visiting professor at the University of Applied Sciences of Ulm University of Applied Sciences of Ulm, Ulm, Germany ▪ Teaching students at Bachelor level ▪ Human Resource Management course, 5 ECTS, Bachelor program, in English Business or sector: Higher Education
April 2022- till now	Associate professor University of Novi Sad Faculty of Economics in Subotica, Subotica, Republic of Serbia ▪ Teaching students and conducting scientific researches in the area of Human Resource Management and Management, mentoring in BSc, MSc, and PhD theses. ▪ Courses: Human Resource Management (BSc), Organizational Behavior (BSc), Environmental Management (BSc), Talent Management (MSc), Employee Rewards (MSc), Realisation of research in business economics (PhD), app. 350 students, in Serbian ▪ Member of CRANET and CEEIRT research network for human resource management Business or sector: Higher Education
March 2021-March 2022	Vice dean for PhD studies and scientific work University of Novi Sad, Faculty of Economics in Subotica, Subotica, Republic of Serbia ▪ Leading, organizing, and monitoring of activities on third level of studies (PhD), and in scientific work of all employees at the Faculty. ▪ Organized and worked on accreditation of the Faculty for scientific work (State-level accreditation by the ministry in Serbia) ▪ Member of the Scientific council of the Faculty of Economics in Subotica Business or sector: Higher Education
January 2021 – till now	Erasmus+ project coordinator – structural capacity building projects University of Novi Sad, Faculty of Economics in Subotica, Subotica, Republic of Serbia ▪ Leading, organizing, and monitoring of activities in Erasmus+ projects – consortium level. ▪ All project can be find at the end of the document. Business or sector: Higher Education
October 2019-January 2022	Editor in Chief of the Annals of the Faculty of Economics in Subotica journal Anali Ekonomskog fakulteta u Subotici: https://anali.ef.uns.ac.rs/index.php/AnnalsEFSU , journal on Erih plus list, ISSN (Printed) 0350-2120, ISSN (Online) 2683-4162 ▪ Responsible for the full editorial management and academic quality assurance of the publication. My role included coordinating the peer-review process, selecting high-quality manuscripts, communicating with authors and reviewers, ensuring adherence to ethical publishing standards, and supervising the final preparation of accepted papers. I oversaw the implementation of editorial policies, indexing requirements, and technical editing procedures.
October 2018-March 2021	Head of Department of Management University of Novi Sad Faculty of Economics in Subotica, Subotica, Republic of Serbia ▪ Leading, organizing, and monitoring of activities of all members of the Department of management at the Faculty, working on accreditation of study programs, quality reports etc. Business or sector: Higher Education
November 2017-March 2019	Lecturer and trainer Specialised Programme “Management of Regional Development through EU Funds” The European Affairs Fund of AP Vojvodina, in cooperation with the Faculty of Economics in Subotica (and from 2018 Educons University from Novi Sad) ▪ Subject: Project budget ○ Providing extensive theoretical background and practical experience in the management of EU funds and programmes, such as the EU programmes (Erasmus+) and Instrument for Pre-accession Assistance (IPA).
from March 2017- March 2022	Assistant professor

University of Novi Sad Faculty of Economics in Subotica, 9-11, Segedinski put, Subotica, 24000, Republic of Serbia

- Teaching students and conducting scientific research in the area of Human Resource Management and Management, mentoring in BSc, MSc, and PhD theses.
- Courses: Human Resource Management (BSc), Organizational Behavior (BSc), Environmental Management (BSc), Banking Strategic Management (MSc), Realization of research in business economics (PhD), app. 400 students, in Serbian

Business or sector: Education

from September 2013- till
March 2017

Teaching assistant

University of Novi Sad, Faculty of Economics in Subotica, Subotica, Republic of Serbia

- Teaching students and conducting scientific research in the area of Human Resource Management and Management.
- Member of CRANET and CEEIRT research network for human resource management

Business or sector: Higher Education

from November 2008 - till
August 2013

Teaching assistant

Novi Sad Business School, Novi Sad, Republic of Serbia

- Teaching students and conducting scientific research

Business or sector: Higher Education

EDUCATION AND TRAINING

from 2010 – to 2015

PhD in Economics

University of Novi Sad, Faculty of Economics in Subotica, Republic of Serbia

- Specialization in Economics – Comparative and international human resource management
- Grade: 9.80/10.00
- Year: 2015
- Thesis: Comparative Compensation Management in Countries of Europe and Republic of Serbia
- I have investigated the practice of compensation and benefits, as well as their relation to organizational performances, in 25 different countries of Europe, with special emphasis on Central and Eastern Europe and Serbia. The research was based on the Cranet methodology.
- Thematic area: Economics, Management, Human Resource Management

from 2008 - to 2010

Master of Economics

University of Novi Sad, Faculty of Economics in Subotica, Republic of Serbia

- Specialization in Management
- Grade: 10.00/10.00
- Year: 2010
- Thesis: Costs as a function of economic success of the company "Hisar" A.D. Prokuplje
- I have investigated cost management and the main organizational results compared in relation to costs. Also, I made detailed analysis of the structure and type of costs in mentioned production enterprise.
- Thematic area: Economics, Management, Business Economics

from 2005 – to 2008

Bachelor of Economics

University of Novi Sad, Faculty of Economics in Subotica, Republic of Serbia

- Specialization in Management
- Grade: 9.58/10.00
- Year: 2008
- Thesis: Comparative analysis of management styles in companies
- I have investigated management styles and the main differences between them. Also, I made a detailed analysis of the dominant management style in one production enterprise from Serbia.
- Thematic area: Economics, Management

PERSONAL SKILLS

Mother tongue(s)

Serbian

Other language(s)

English

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
C1	C1	C1	C1	C1

- Communication skills**
- good communication skills gained through my experience with other scientists, students, my work in Red Cross Society of Serbia, and at the University of Novi Sad and abroad (Erasmus+ exchange in Austria, Hungary, Romania).
- Organisational / managerial skills**
- coordination with other colleagues in teaching and research process
 - leadership, teamwork, planning and control
- Job-related skills**
- good in designing, conducting and interpreting research in HRM
 - good in conducting statistical analysis of data – SPSS, R, SmartPLS, Power BI
 - presentation – Power Point, Power BI, Canva, Prezi

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Independent user	Independent user	Independent user	Independent use

Driving licence B

AWARDS, CERTIFICATIONS, MEMBERSHIPS

- Awards**
- Scholarship of The Ministry of Education of the Republic of Serbia, bachelor studies, 2006-2008
 - Scholarship of the Fund for Young Talents of the Republic of Serbia, master studies, 2010
 - Awarded by University of Novi Sad for the achieved success during bachelor and master studies.

- Memberships**
- Member of the Red Cross Society of Serbia since 2000 (volunteer).
 - Member of the **National Accreditation Body of the Republic of Serbia** since 2023.
 - Reviewer of accreditation and quality control in higher education institutions in Serbia.
 - President of the **Board for Quality and Internal Evaluation of the University of Novi Sad** (app. 47,000 students).
 - Member of the **EUUMAS European Marketing and Management Association**
 - <https://eummas.net/>
 - European Marketing and Management Association (EUMMAS) is a professional association that connects educational institutions, business organisations and individual practitioners across Europe and beyond. They deliver certifications, training programs, research initiatives and consulting services to support leadership development, academic-industry collaboration and organisational improvement. EUMMAS also organises forums, workshops and networking events aimed at fostering innovation, entrepreneurship and effective management practices.
 - Member of Advisory Board since 2020.
 - **CRANET network** - Cranet is an academic network of members of economic faculties from different countries of the world who regularly collect unique and mutually comparable data on the policy and practice of human resources management of their country. Cranet conducts the largest research on human resource management (HRM) in practice worldwide, and has an up-to-date picture of the state of this practice in member countries. Apart from the collection of primary data, Cranet also encourages cooperation between members through joint publications, scientific meetings and projects. Activities are coordinated by the Penn State University, the USA.
 - Participant in the project since 2013. - Administrator of project activities in Serbia.
 - Researcher
 - about <https://cranet.la.psu.edu/>

- Certifications**
- ECDL certificate in IT basic level, 28.12.2008., No: CS 0017172008
 - HR analytics in Power BI, Udemy, 03.05.2023, No: 0004
 - R Programming A-Z™: R For Data Science With Real Exercises, Udemy, 19.06.2025, No: 0004

PUBLICATIONS and
PROJECTS

My latest publications are listed below:

- **Berber, N.**, Slavić, A., Gašić, D., Zsigmond, T., & Aleksić, M. (2026). Effects of training and development on organizational performance in the CEE countries: Cranet 2021 project results. *Acta Polytechnica Hungarica*, 23(9), 35-52. <https://doi.org/10.12700/APH.23.8.2026.9.3>
- **Berber, N.**, Stavrou, E., Slavić, A., & Gašić, D. (2025). Flexible Work Arrangements in Central and Eastern Europe: Effects on Organizational Outcomes. *Journal of East European Management Studies*, 30(4), 444-50. <https://doi.org/10.31083/JEEMS44450>
- Gašić, D., **Berber, N.**, Ćurčić, N., Čudanov, M., Zsigmond, T., & Tomaš, D. (2025). Unpacking the link between flexible work arrangements and job stress: The mediating role of Job satisfaction among highly educated employees. *PLoS One*, 20(10), e0335279. <https://doi.org/10.1371/journal.pone.0335279> (Q1)
- Gašić, D., Dženopoljac, V., Čudanov, M., Poór, J. & **Berber, N.** (2025). The Role of Managerial Support in Influencing the Attitudes of Highly Educated Millennials in Serbia. *Amfiteatru Economic*, 27(70), 1152-1171. ISSN: 1582 – 9146. DOI: <https://doi.org/10.24818/EA/2025/70/1152> (Q2)
- Milicevic, N., Djokic, N., Djokic, I., Radic, J., **Berber, N.**, & Kalas, B. (2025). The Impact of Environmental Quality Dimensions and Green Practices on Patient Satisfaction from Students' Perspective—Managerial and Financial Implications. *Healthcare*, 13(14), 1673. ISSN: 2227-9032. DOI: <https://doi.org/10.3390/healthcare13141673> (Q2)
- Gašić, D., Jevtić, T., **Berber, N.**, & Aleksić, M. (2025). Job Satisfaction, Flexible Work Arrangements and Innovative Work Behavior in Serbian SMEs. *International Journal of Industrial Engineering and Management*, 16(1), 40-51. ISSN: 2217-2661. DOI: <https://doi.org/10.24867/IJEM-369> (Q2)
- Táborosi, S., Rajković Avdija, J., Poštin, J., Terek Stojanović, E., **Berber, N.**, & Nikolić, M. (2025). How can nature and nurture influence teleworkers: The influence of national culture and personal traits on job satisfaction. *Society and Economy*, 47(1), 22-41. ISSN: 1588-9726. DOI: <https://doi.org/10.1556/204.2024.00008> (Q2)
- Gašić, D., **Berber, N.**, Jelača, M. S., & Zsigmond, T. (2025). Socio-demographic characteristics of employees and flexible work arrangements: Evidence from Serbia. *Anali Ekonomskog fakulteta u Subotici*, 61(53), 73-91. ISSN: 0350-2120. DOI: <https://doi.org/10.5937/AnEkSub2400009G>
- **Berber, N.**, & Gašić, D. (2024). The mediating role of employee commitment in the relationship between compensation system and turnover intentions. *Employee Relations*, 46(4), 721-755. <https://doi.org/10.1108/ER-05-2023-0270> (Q1)
- Gašić, D., **Berber, N.**, Slavić, A., Strugar Jelača, M., Marić, S., Bjekić, R., & Aleksić, M. (2024). The Key Role of Employee Commitment in the Relationship Between Flexible Work Arrangements and Employee Behavior. *Sustainability*, 16(22), 10067. <https://doi.org/10.3390/su162210067> (Q2)
- **Berber, N.**, Morley, M. J., Poór, J., Slavić, A., & Gašić, D. (2024). Effects of Institutional and Organizational Factors on the Changing Contours of Industrial Relations in Central and Eastern Europe. *JEEMS Journal of East European Management Studies*, 29(1), 71-101. <https://doi.org/10.5771/0949-6181-2024-1-71> (Q4)
- Jaškevičiūtė, V., Zsigmond, T., Berke, S., & **Berber, N.** (2023). Investigating the impact of person-organization fit on employee well-being in uncertain conditions: a study in three central European countries. *Employee Relations: The International Journal*. Online first: <https://doi.org/10.1108/ER-12-2022-0535> ISSN: 0142-5455, IF: 3,4 (JCR - Industrial Relations & Labor) (Q1)
- Gašić, D., & **Berber, N.** (2023). The Mediating Role of Employee Engagement in the Relationship between Flexible Work Arrangements and Turnover Intentions among Highly Educated Employees in the Republic of Serbia. *Behavioral Sciences*, 13(2), 131. <https://doi.org/10.3390/bs13020131> . ISSN: 2076-328X. IF: 2,6 (JCR - Psychology, Multidisciplinary)
- Zorić, K., Nikolić, M., **Berber, N.**, Stojanović, E. T., Martinov, D., & Svitlica, B. B. (2023). The impact of ethical climate and the LMX relationship on nurses' burnout in hospitals in Serbia. *JEEMS Journal of East European Management Studies*, 28(1), 43-71. <https://doi.org/10.5771/0949-6181-2023-1> ISSN: 0949-6181. IF: 0,7 (JCR - Management)
- **Berber, N.**, Aleksić, M., Slavić, A., & Jelača, M. S. (2022). The Relationship between Corporate Social Responsibility and Corporate Reputation in Serbia. *Engineering Economics*, 33(3), 232-245. (Q2)
- Marić, S., **Berber, N.**, Slavić, A., & Aleksić, M. (2021). The mediating role of employee commitment in the relationship between corporate social responsibility and firm performance in Serbia. *Sage Open*, 11(3), 1-17. ISSN: 2158-2440. Doi: <https://doi.org/10.1177%2F21582440211037668> (Q1)
- **Berber, N.**, Slavić, A., Strugar Jelača, M., & Bjekić, R. (2020). The effects of market economy type on the training practice differences in the Central Eastern European region. *Employee Relations*, 42(4), 971-998. ISSN: 0142-5455. Doi: <https://doi.org/10.1108/ER-10-2018-0265> (Q1)

- **Berber, N., & Lekovic, B. (2018).** The impact of HR development on innovative performances in central and eastern European countries. *Employee Relations*, 40(5), 762-786. <https://doi.org/10.1108/ER-08-2017-0188> (Q1)
- **Berber, N., Dorđević, B., & Milanović, S. (2018).** Electronic human resource management (e-HRM): A new concept for digital age. *Strategic Management-International Journal of Strategic Management and Decision Support Systems in Strategic Management*, 23(2), 22-32. [10.5937/StraMan1802022B](https://doi.org/10.5937/StraMan1802022B) (Q3)
- **Berber, N., Morley, M. J., Slavić, A., & Poór, J. (2017).** Management compensation systems in Central and Eastern Europe: a comparative analysis. *The International Journal of Human Resource Management*, 28(12), 1661-1689. ISSN: 0958-5192. (Q1) <https://doi.org/10.1080/09585192.2016.1277364>

For more information about my publication, citations, and h index, please visit following links:

- [Clarivate Web of Science](#)
- [Google Scholar](#)
- [Scopus](#)

Projects:

- Erasmus+ project, **project coordinator**: RDBIH (Development of Research & Development Strategies and Centers in Bosnia and Herzegovina, funded through the Erasmus+ CBHE program (101177753-RDBIH-ERASMUS-EDU-2024-CBHE)) (2024-2028). 911,000.00 EUR
<https://rdbih.ues.rs.ba/en/home-english/>
- Erasmus + project, **project coordinator**: PARTISH (Development of part-time and short cycle studies in higher education in Bosnia and Herzegovina) ERASMUS+ 617421-EPP-1-2020-1-RS-EPPKA2-CBHE-SP (2021-2024). 966, 840.00 EUR
<https://partish.lurmk.lv/>
- Erasmus + project, team member: DUALELS (Strengthening capacities for the implementation of dual education in El Salvador higher education DUALELS Project ID 101177404) (2024-2028).
<https://dualels.org.sv/>
- DECIDE Danube project, team member: Digital Services for Circular Economy - a Toolbox for Regional Developers & SME (2024-2026).
<https://interreg-danube.eu/projects/decide>
- IPA CBC HU-SRB, team member: Improvement of the public transport services in the CBC region through the integration of public transport modes, development of railway infrastructure and harmonization of transport procedures INPUTRANS, HUSRB/1903/22/0121 (2021-2024).
<https://inputrans.org/>
- Erasmus + project, team member: DUALSCI (Strengthening capacities for the implementation of dual education in BH higher education) ERASMUS+ 610251-EPP-1-2019-1-RS-EPPKA2-CBHE-SP (2020-2024).
<https://dualsci.unze.ba/>
- Erasmus + project, team member: PRO-VET (Professional Development of Vocation Education Teachers with European Practices) ERASMUS+ 598698-EPP-1-2018-1-FI-EPPKA2-CBHE-JP (2018-2021).
<https://provet.ef.uns.ac.rs/index.php>
- Scientific project: Effects of corporate social responsibility in the field of human resources management on the performance and sustainability of organizations (No. 142-451-2482/2019-03), **project coordinator**, Funded by Provincial Secretariat for Higher Education and Scientific Research of AP Vojvodina (2019-2020).
- Scientific project: The effects of emotional intelligence of managers on the performance and sustainability of organizations (No. 142-451-2269/2021-01/02).). Funded by Provincial Secretariat for Higher Education and Scientific Research of AP Vojvodina (2021-2022).
- Scientific project: Effects of flexible working arrangement on the performance and sustainability of organizations", **project coordinator**, financed by the Provincial Secretariat for Higher Education and Scientific Research of the Autonomous Province of Vojvodina. Republic of Serbia. Project Number: 000885375 2024 09418 003 000 000 001 04 002 (2024-2025).

CONSULTING AND INDUSTRY EXPERIENCE

Projects

- Project title: **The balance between work and private life of parents in the function of strengthening the family as the primary unit of society**
 - Time period: 2023, 8 months
 - Client: Centre of European Values, Serbia, NGO
 - Role in the project: Expertise in research and investigation of young parents and employees about their perception of work-life balance and relation to stress and work-life conflicts (field research, data analysis, development of recommendations)
- Project title: **Empowering Young People to Succeed and Stay in Serbia**
 - Time period: 2024, 6 months
 - Client: Centre of European Values, Serbia, NGO
 - Role in the project: Project management and expertise in research and investigation of youth empowerment (field research, data analysis, development of recommendations)
- Project title: **Analysis of the training needs of employees at the Research and Development Institute "Tamiš"**
 - Time period: 2024, 6 months
 - Client: Research and Development Institute "Tamiš", Serbia
 - Role in the project: Development of training needs report for the Institute, and preparation of the training programs.
- Project title: **Well-being of working parents and family functionality**
 - Time period: 2025, 4 months
 - Client: Centre of European Values, Serbia, NGO
 - Role in the project: Expertise in research and investigation of young employees and parents about their wellbeing and effect on family roles (field research, data analysis, development of recommendations)

Trainings

- Title: **Project budget**
 - Specialised Programme "Management of Regional Development through EU Funds"
 - The European Affairs Fund of AP Vojvodina, in cooperation with the Educons University from Novi Sad)
 - Period: 2024-2025
 - Subject: Project budget
 - Providing extensive theoretical background and practical experience in the management of EU funds and programs, such as the EU programs (Erasmus+) and Instrument for Pre-accession Assistance (IPA).