

**MARKETING AND MANAGEMENT PSYCHOLOGY**

**Author:**

associate professor JANA Aleksić, Ph.D.

**Reviewers:**

BOGDANA Vujnović Gligorić, Ph.D.

Faculty of Business Economics, Pan-European University Apeiron, Banja Luka

MIRJANA Landika, Ph.D.

Faculty of Business Economics, Pan-European University Apeiron, Banja Luka

Assistant Professor VANJA Sredojević, Ph.D.

Faculty of Business Economics, Pan-European University Apeiron, Banja Luka

**Publisher:**

Pan-European University "APEIRON", Banja Luka, First edition, 2022

**Publishing manager:**

DARKO Uremović

**Editor-in-chief:**

ALEKSANDRA Vidović, Ph.D.

**Proof-reading:** SONJA Stojičić Grujić

**Translation:** JELENA Milašinović

**Technical editor:** SRETKO Bojić

**Cover design:** Assistant Professor JANA Aleksić Anđelić, Ph.D.

**Printing:**

MARKOS design&print studio, Banja Luka

**Print manager:** IGOR Jakovljević

**EDITION:**

Economics library – *Οίκος νόμος* knj. 144

ISBN 978-99976-34-98-6