



Doctoral Student Receives Fellowship for Research in Serbia

By [Candice Franco](#)

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Dusko Bogdanov, a doctoral student in the Florida State University College of Education's [Sport Management Program](#), has been selected to receive the university's International Dissertation Semester Research Fellowship for the summer 2009 semester.

The fellowship is provided by The Graduate School at Florida State to promote timely completion of a doctoral degree. It includes a \$7,000 stipend to facilitate research that requires an extended stay outside of the United States.

"I am very excited about Dusko's selection for an International Dissertation Research Fellowship," said Jeffrey James, an associate professor in the Department of Sport Management, Recreation Management and Physical Education. "This type of award illustrates that the study of sport is a substantive pursuit in the United States and literally around the globe."

Bogdanov's research will explore the relationship between team identity and national identity in Serbia, a country where sport has played an integral role.

"A country with a rich history that intertwines sport and nationalism is an ideal setting for the study of sport team and national identity," Bogdanov said.

Bogdanov will work alongside Srbobran Brankovic, the CEO and owner of TNS Medium Gallup, a marketing company with satellite offices in several Serbian cities. This opportunity allows Bogdanov to collect data from multiple Serbian communities.

While he hypothesizes that team identity can be used to foster national identity in a post-war society, Bogdanov also notes the potential application of his work within the field of sport marketing.

"By determining which dimensions drive identification within a particular focal group, marketers may have the information and tools to build a brand community and ultimately brand loyalty," he said.

Bogdanov credits the [Sport Management Program](#)'s faculty, in addition to the coursework, for preparing him to achieve this accomplishment.

"The faculty provides critical feedback and support for student interests and passions," he said. "This has helped me mature as an individual and respect the process of becoming a scholar."

Bogdanov will collect data in Serbia throughout the summer and plans to complete his doctorate in 2010. Once graduated, his long-term aspirations are to teach, conduct further research in the former Yugoslavia, consult with national sporting federations and pursue entrepreneurial ventures in the South Pacific.

For more information about the College of Education visit www.coe.fsu.edu.