**WINE CONSUMPTION MOTIVATORS – DO THEY DIFFER ACROSS SITUATIONS AND GENDER?**

# Jasmina Dlačić, Ph.D.

University of Rijeka, Faculty of Economics, Ivana Filipovića 4, 51000 Rijeka, Croatia

Phone: ++385 51 355 169

E-mail: jasmina.dlacic@ri.t-com.hr

# Selma Kadić-Maglajlić, MBA

University of Sarajevo, School of Economics and Business in Sarajevo

Trg oslobodenja - Alija Izetbegovic 1, 71000 Sarajevo, Bosnia and Herzegovina

Phone: ++ 387 33 275 947

E-mail: selma.kadic@efsa.unsa.ba