**PERCEIVED QUALITY AND CORPORATE IMAGE IN MOBILE SERVICES: THE ROLE OF TECHNICAL AND FUNCTIONAL QUALITY**

Vesna Babić-Hodović

University of Sarajevo/School of Economics and Business

Trg oslobodjenja – Alija Izetbegovic 1, 71000 Sarajevo

Phone: ++ 38733275975; Fax: ++ 38733275944

E-mail: vesna.babic-hodovic@efsa.unsa.ba

Maja Arslanagić-Kalajdžić

University of Sarajevo/School of Economics and Business

Trg oslobodjenja – Alija Izetbegovic 1, 71000 Sarajevo

Phone: ++ 38733253883; Fax: ++ 38733275944

E-mail: maja.arslanagic@efsa.unsa.ba

Amina Imširpašić

BH Telecom/Development department

Franca Lehara 7, 71000 Sarajevo

Phone: ++ 38733256405; Fax: ++ 38733256401

E-mail: amina.imsirpasic@bhtelecom.ba