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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name and Surname** | | | | | | | | Olivera Grljevic | | | | | | |
| **Title** | | | | | | | | Assistant Professor | | | | | | |
| **The name of the institution where teacher works full or part-time and since when** | | | | | | | | University of Novi Sad, Faculty of Economics Subotica, since 2007. | | | | | | |
| **Narrow scientific (artistic) field** | | | | | | | | Business Informatics | | | | | | |
| **Academic career** | | | | | | | | | | | | | | |
|  | | | | | Year | Institution | | | | Scientific or artistic field | | | Narrow scientific or artistic area | |
| Election to the title of university teacher | | | | | 2019 | University of Novi Sad, Faculty of Economics Subotica | | | | Economics Sciences | | | Business Informatics | |
| Doctor's degree | | | | | 2016 | University of Novi Sad, Faculty of Economics Subotica | | | | Economics Sciences | | | Business Informatics | |
| Specialization | | | | |  |  | | | |  | | |  | |
| Magister's degree | | | | |  |  | | | |  | | |  | |
| Master's degree | | | | | 2009 | University of Novi Sad, Faculty of Economics Subotica | | | | Economics Sciences | | | Economics Sciences | |
| Bachelor's degree | | | | | 2007 | University of Novi Sad, Faculty of Economics Subotica | | | | Economics Sciences | | | Economics Sciences | |
| **List of subjects taught by the teacher at the first and second study level** | | | | | | | | | | | | | | |
| No | Marc of the course | | Course title | | | | | | Type of teaching | | | Title of the study program | | Type of studies (ОСС, ССС, ОАС, МСС, МАС, САС) |
|  | ОАСПИ16 | | Analysis of web structures and content | | | | | | Lectures and exercises | | | Business Informatics | | Bachelor |
|  | МПИ-03 | | Internet Technologies | | | | | | Exercises | | | Business Informatics | | Master |
|  | МПИ-04 | | Knowledge based systems | | | | | | Exercises | | | Business Informatics | | Master |
|  | ADA02 | | Social Media Analytics | | | | | | Lectures and exercises | | | Advanced Data Analytics in Business | | Master |
|  | ADA16 | | Deep Learning | | | | | | Lectures and exercises | | | Advanced Data Analytics in Business | | Master |
|  | ADA15 | | Transaction-based Analytics and Recommandation Systems | | | | | | Exercises | | | Advanced Data Analytics in Business | | Master |
| **Representative references (minimum 5, not more than 10)** | | | | | | | | | | | | | | |
|  | | Грљевић, О., Бошњак, З., Свиленгаћин, Г., Ковачевић, А. (2020). The linguistic construction of sentiment expressions in student opinionated content: a corpus-based study. Poznan studies in Contemporary Linguistics. Accepted for publication. ИССН 1897-7499. | | | | | | | | | | | | |
|  | | Николић Н., Грљевић О., Ковачевић А. (2020). Aspect-based sentiment analysis of reviews in the domain of higher education. The Electronic Library. ИССН 0264-0473. https://doi.org/10.1108/EL-06-2019-0140 | | | | | | | | | | | | |
|  | | Грљевић О., Бошњак З. (2018). Evaluating customer satisfaction through online reviews and ratings. 3rd International thematic monograph: Modern management tools and economy of tourism sector in present era, стр. 733-755. Београд, Србија: Association of Economists and Managers of the Balkans in cooperation with the Faculty of Tourism and Hospitality, Ohrid, Macedonia. ИСБН: 978-86-80194-14-1. дои: https://doi.org/10.31410/tmt.2018. | | | | | | | | | | | | |
|  | | Грљевић, О., Шереш, Л., Дебељачки, Р. (2014). Perspectives of Social Media Analytics Application in Higher Education in Serbia. In З. Левнајић, Facing ICT Challenges in the Era of Social Media monograph (стр. 53-66). Peter Lang international Academic Publishers. ИСБН 978-3-631-65383-8, 978-3-653-04602-1 (е-књига). | | | | | | | | | | | | |
|  | | Грљевић, О., Бошњак, З., Бошњак, С. (2014). Social Media Analytics in Higher Education and Challenges. International Multidisciplinary Scientific Conferences on Social Sciences and Arts - Psychology & Psychiatry, Sociology & Healthcare, Education. Vol. I, стр. 883-891. Албена, Бугарска: STEF92 Technology Ltd. doi:10.5593/sgemsocial2014B11. ИСБН 978-619-7105-22-3. ИССН 2367-5659. ДОИ: 10.5593/sgemsocial2014B11. Web of Science: 000357835000113 (Kobson - Web of Science, Thomson Reuters). | | | | | | | | | | | | |
|  | | Грљевић, О., Бошњак, З. (2015). Development of Serbian Higher Education Corpus. 2015 16th IEEE International Symposium on Computational Intelligence and Informatics (CINTI) (стр. 177-181). Будимпешта, Мађарска: IEEE. ИСБН: 978-1-4673-8520-6. Web of Science: 000380375700031. (Kobson - Web of Science, Thomson Reuters) | | | | | | | | | | | | |
|  | | Бошњак, З., Грљевић, О., Бошњак, С. (2009). CRISP-DM as a Framework for Discovering Knowledge in Small and Medium Sized Enterprises' Data. 2009 5th International Symposium on Applied Computational Intelligence and Informatics (стр. 499-504). Timisoara, Romania: IEEE. doi:10.1109/SACI.2009.5136302. ИСБН: 978-1-4244-4477-9. The IEEE Xplore digital library, IEEE Catalog Number: CFP0945C-PRT. INSPEC Accession Number: 10746908. Web of Science: 000273929400092. | | | | | | | | | | | | |
|  | | Грљевић О., Бошњак З., Бошњак С. (2019). CONTEMPORARY DATA ANALYSIS TECHNIQUES FOR ONLINE REPUTATION MANAGEMENT IN HOSPITALITY AND TOURISM. Facta Universitatis, Series: Economics and Organization, 16(1), 59-73. ИССН 0354-4699. https://doi.org/10.22190/FUEO1901059G. | | | | | | | | | | | | |
|  | | Грљевић О., Бошњак З. (2018). Sentiment Analysis of Customer Data. Strategic Management, International Journal of Strategic Management and Decision Support Systems in Stragtegic Management, 23(3), 38-49. ИССН 1821-3448. | | | | | | | | | | | | |
|  | |  | | | | | | | | | | | | |
| **Aggregate data on the scientific (artistic) and professional activities of teachers** | | | | | | | | | | | | | | |
| Total number of citations | | | | | | | 60 | | | | | | | |
| Total number of papers from the SCI (SSCI) list | | | | | | | 2 | | | | | | | |
| Current participation at the projects | | | | | | | National 1 | | | | International 1 | | | |
| Specialization | | | | Тransylvanian Machine learning summer school - Deep Learning and Reinforcement Learning) 16-22.7.2018, Cluj, Romania <https://tmlss.ro/> | | | | | | | | | | |
| Other relevant information | | | | | | | | | | | | | | |