|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name and Surname** | | | | | | | | Zita Bosnjak | | | | | | |
| **Title** | | | | | | | | Full 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 1990. | | | | | | |
| **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 | | | | | 2006 | University of Novi Sad, Faculty of Economics Subotica | | | | Economics Sciences | | |  | |
| Doctor's degree | | | | | 1995 | University of Novi Sad, Faculty of Economics in Subotica | | | | Economics Sciences | | |  | |
| Specialization | | | | |  |  | | | |  | | |  | |
| Magister's degree | | | | | 1991 | University of Novi Sad, Faculty of Economics in Subotica | | | | Informatics | | |  | |
| Master's degree | | | | |  |  | | | |  | | |  | |
| Bachelor's degree | | | | | 1987 | University of Novi Sad, Faculty of Natural Sciences | | | | Mathematics/ Computer science | | |  | |
| **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) |
|  | ОАСПИ15 | | Social media analytics | | | | | | Lectures and exercises | | | Business Informatics | | Bachelor |
|  | ОАСПИ16 | | Analysis of web structures and content | | | | | | Lectures and exercises | | | Business Informatics | | Bachelor |
|  | ОАСПИ16 | | Knowledge extraction from business data | | | | | | Lectures and exercises | | | Business Informatics | | Bachelor |
|  | МС-520 | | Methods and techniques of business data analysis | | | | | | Lectures and exercises | | | Business Information System | | Master |
|  | МПИ-04 | | Knowledge based systems | | | | | | Lectures | | | Business Informatics | | Master |
|  | ADA15 | | Transaction-based analytics & Recommendation systems | | | | | | Lectures | | | Advanced Data Analytics in Business | | Master |
| **Representative references (minimum 5, not more than 10)** | | | | | | | | | | | | | | |
|  | | Grljević O., Bošnjak Z. (2015) Development of Serbian Higher Education Corpus, 16TH IEEE INTERNATIONAL SYMPOSIUM ON COMPUTATIONAL INTELLIGENCE AND INFORMATICS (CINTI), str. 177-181. | | | | | | | | | | | | |
|  | | Dimitrijević M., Bošnjak Z. (2011) Web Usage Association Rule Mining System, InSITE 2011, Novi Sad , 18-23. 06. 2011, Interdisciplinary Journal of Information, Knowledge, and Management, Vol. 6, pp. 137-150. | | | | | | | | | | | | |
|  | | Pedro Neves, ... , Zita Bošnjak,... (24 autora) (2012) PLAYER - a European Project and a Game to Foster Entrepreneurship Education for Young People (Article), JOURNAL OF UNIVERSAL COMPUTER SCIENCE,vol. 18 br. 1, str. 86-105, projekat European Commission[ENTR/CIP/09/E/N02S001] | | | | | | | | | | | | |
|  | | Dimitrijević M., Subić N., Bošnjak Z. (2014) Improving the Interestingness of Web Usage Association Rules Containing Common Web Site Menu Items, Online Journal of Applied Knowledge Management, ISSN: 2325-4688, International Institute for Applied Knowledge Management, Volume 2, Issue 1, 2014, - Best Research Paper Award 2014. http://www.iiakm.org/ojakm/articles/2014/volume2\_1/OJAKM\_Volume2\_1pp82-92.pdf | | | | | | | | | | | | |
|  | | Grljević, O., Šereš, L.,Bošnjak, Z., Bogataj, K.(2013). Energy Efficiency Improvement in Buildings by Introducing Innovative Information System. Advances in Information Sciences and Service Sciences, An International Journal of Research and Innovation, ISSN: 1976-3700, 5( 15), 1-13. SCOPUS: Q1 | | | | | | | | | | | | |
|  | | Grljević, O., Bošnjak, Z., Bošnjak, S. (2013). Students’ Behavior on Social Media Sites – A Data Mining Approach, 11th IEEE International Symposium on Intelligent Systems and Informatics, Sisy2013. 26-28. septembar 2013. Subotica, Srbija. IEEE Catalog Number CFP1384C, ISBN: 978-1-4799-0304-7, 347-353. | | | | | | | | | | | | |
|  | | Grljević O., Bošnjak Z., Bošnjak S. (2014) Social Media Analytics in Higher Education and Challenges, (Proceedings Paper: International Multidisciplinary Scientific Conferences on Social Sciences and Arts – Psychology & Psychiatry, Sociology & Healthcare, Education, Septembar 3-9 2014, Albena, Bugarska), PSYCHOLOGY AND PSYCHIATRY, SOCIOLOGY AND HEALTHCARE, EDUCATION, VOL I, str. 885-892, ISBN 978-619-7105-22-3, ISSN: 2367-5659, DOI: 10.5593/sgemsocial2014B11, Web of Science: 000357835000113 (Kobson – Web of Science, Thomson Reuters) | | | | | | | | | | | | |
|  | | Grljević, O., Bošnjak, Z. (2018) Evaluating Customer Satisfaction through Online Reviews and Ratings, 3 rd International Thematic Monograph – Thematic Proceedings Modern Management Tools and Economy of Tourism Sector in Present Era, ISBN 978-86-80194-14-1, DOI: https://doi.org/10.31410/tmt.2018 . pp. 733-755. | | | | | | | | | | | | |
|  | | Grljević O., Bošnjak Z., Bošnjak S. (2014) Social Media Analytics in Higher Education and Challenges, International Multidisciplinary Scientific Conferences on Social Sciences and Arts – Psychology & Psychiatry, Sociology & Healthcare, Education, WOS: 000357835000113, UDK: 10.5593/sgemsocial2014B11, ISBN: 2367-5659, Vol. 1, pp. 883-891 | | | | | | | | | | | | |
|  | | Dimitrijević M., Bošnjak Z., (2014) Pruning Statisticalyl InsignificantAssociation Rules in the Presence of High-Confidence Rules in WebUsage Data, KES2014 – 18th Internationala Conference on Knowledge-Based and Intelligent Information & Engineering Systems, 15.-17.09.2014., Gdynia, Poland, Procedia Computer Science, Elsevier, 35, 271-280, ISSN: 1877-0509, www.sciencedirect.com, http://www.journals.elsevier.com/procedia-computer-science, SCOPUS: Q2 | | | | | | | | | | | | |
| **Aggregate data on the scientific (artistic) and professional activities of teachers** | | | | | | | | | | | | | | |
| Total number of citations | | | | | | | 45 (31 WOS+14 Scopus) | | | | | | | |
| Total number of papers from the SCI (SSCI) list | | | | | | | 4 | | | | | | | |
| Current participation at the projects | | | | | | | National | | | | International | | | |
| Specialization | | | | Study visit at the University RWTH in Aachen, Germany, in september 1998, at the Faculty of Economics and Business Administration, under the supervision of Prof. Dr. Dr. H.-J. Zimmermann. | | | | | | | | | | |
| Other relevant information  Prof. Bošnjak held a post of Vicerector for educational affairs at the University of Novi Sad, from October the 1st 2012 till September the 30th 2015. | | | | | | | | | | | | | | |