

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 (OCC, CCC, OAC, MCC, MAC, CAC)
1.	ОАСП16	Analysis of web structures and content	Lectures and exercises	Business Informatics	Bachelor
2.	МПИ-03	Internet Technologies	Exercises	Business Informatics	Master
3.	МПИ-04	Knowledge based systems	Exercises	Business Informatics	Master
4.	ADA02	Social Media Analytics	Lectures and exercises	Advanced Data Analytics in Business	Master
5.	ADA16	Deep Learning	Lectures and exercises	Advanced Data Analytics in Business	Master
6.	ADA15	Transaction-based Analytics and Recommendation Systems	Exercises	Advanced Data Analytics in Business	Master

Representative references (minimum 5, not more than 10)

1.	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.
2.	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
3.	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 .
4.	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).	
5.	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. ИСЧН 2367-5659. DOI: 10.5593/sgemsocial2014B11. Web of Science: 000357835000113 (Kobson - Web of Science, Thomson Reuters).	
6.	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)	
7.	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: CFPO945C-PRT. INSPEC Accession Number: 10746908. Web of Science: 000273929400092.	
8.	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. ИСЧН 0354-4699. https://doi.org/10.22190/FUEO1901059G .	
9.	Грљевић О., Бошњак З. (2018). Sentiment Analysis of Customer Data. Strategic Management, International Journal of Strategic Management and Decision Support Systems in Strategic Management, 23(3), 38-49. ИСЧН 1821-3448.	
10.		
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	Transylvanian Machine learning summer school - Deep Learning and Reinforcement Learning) 16-22.7.2018, Cluj, Romania https://tmlss.ro/	
Other relevant information		