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 (OCC, CCC, OAC, MCC, MAC, CAC)
1.	ОАСПИ15	Social media analytics	Lectures and exercises	Business Informatics	Bachelor
2.	ОАСПИ16	Analysis of web structures and content	Lectures and exercises	Business Informatics	Bachelor
3.	ОАСПИ16	Knowledge extraction from business data	Lectures and exercises	Business Informatics	Bachelor
4.	МС-520	Methods and techniques of business data analysis	Lectures and exercises	Business Information System	Master
5.	МПИ-04	Knowledge based systems	Lectures	Business Informatics	Master
6.	ADA15	Transaction-based analytics & Recommendation systems	Lectures	Advanced Data Analytics in Business	Master

Representative references (minimum 5, not more than 10)

1.	Grljević O., Bošnjak Z. (2015) Development of Serbian Higher Education Corpus, 16TH IEEE INTERNATIONAL SYMPOSIUM ON COMPUTATIONAL INTELLIGENCE AND INFORMATICS (CINTI), str. 177-181.
2.	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.
3.	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]
4.	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
5.	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
6.	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.
7.	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)
8.	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.
9.	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
10.	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.