

**Dr. Jelisaveta (née Vukelić)  
Petrović**



**Personal data**

**Address:**

University of Belgrade  
Faculty of Philosophy,  
Čika Ljubina 18-20,  
11000 Belgrade, Serbia

**Phone:**

+381 60 602 19 84

**E-mail:**

[vukelic.jelisaveta@gmail.com](mailto:vukelic.jelisaveta@gmail.com)

**Nationality:**

Serbian

**Date of birth:**

February 6<sup>th</sup>, 1984

**Research or academic title**

Assistant Professor

**Research field/area**

**Digital sociology** (with a special focus on the socio-ethical implications of big data and artificial intelligence) and **environmental sociology** / Big Data Analysis and Machine Learning in different fields: business, social sciences, biology and medicine.

**Languages**

Serbian, English, French

**Skills**

- MS Office (Word, Excel, Power Point),
- SPSS,

**Education**

- 2015** | **Doctoral academic studies (Ph.D.)**  
University of Belgrade - Faculty of Philosophy,  
Department of Sociology  
Dissertation title: Potentials for Development of  
Environmental Movement in Serbia in the  
Context of Post-socialist Transformation
- 2008** | **Bachelor of Science (B.Sc.): Sociology Degree**  
University of Belgrade - Faculty of Philosophy,  
Department of Sociology  
Thesis title: Public Participation in Decision-  
Making in Serbia

**Employment**

- Jul. 2012 - Present** | **Assistant Professor (since September 2015)**  
University of Belgrade - Faculty of Philosophy,  
Department of Sociology
- Jan. 2009 - Present** | **Research Fellow**  
University of Belgrade - Faculty of Philosophy,  
Institute for Sociological Research

**Awards and prizes**

- Award for the best student, Faculty of Philosophy, Belgrade (2008)

**Publications (selected)**

1. Petrović, Jelisaveta,  
**Sociological Study of the Internet: Towards the Establishment of Digital Sociology in Serbia**, *Sociology*, 61 (4) (2019), pp. 478- 496,  
DOI:10.2298/SOC1904478P
2. Petrović, Jelisaveta,  
**Big Data – A Big Deal for Sociology?**, *Sociology*, 60 (3) (2018) pp. 557–582  
DOI:10.2298/SOC1803557P
3. Petrović, J., Petrović, D.  
**Connective Action as the New Pattern of Protest Activism**, *Sociology*, 59 (4) (2017), pp. 405 – 426  
DOI:10.2298/SOC1704405P
4. Petrović, Jelisaveta,  
**Urban Movements in the Digital Era – the Case of the “Don’t Let Belgrade D(r)own” Initiative**, in:

- MaxQDA,
- Dreamweaver.

**Number of citations  
(excluded self-citations)**

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42

**Hirsch index**

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4

**Products, services  
(datasets, software)**

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**Certificates**

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Trajković, Đ, Prodanović, S., Pudar-Draško, G. (eds.) *Urge for Engagement – Conditions for Social Change* (2019), pp.85-115, IFDT: Belgrade, ISBN: 978-86-80484-36-5

5. Petrović, Jelisaveta, *Protest Politics in the Digital Age – The Case of the Protest Against Dictatorship in: Pešić, J., Backović, V., Mirkov, A. (eds.) Serbia in the Context of the Global Crisis of Neoliberalism, (2018) pp. 127 - 146, Belgrade: Faculty of Philosophy, ISBN 978-86-6427-100-4*

**Projects and activities (selected)**

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- 2018- Present** | *“Advanced Data Analytics in Business”*  
Erasmus + University of Belgrade  
Focused on the application of big data analysis and machine learning in different fields: business, social sciences, biology and medicine
- 2017- Present** | *“European Social Survey – Serbia”*  
Institute for Sociological Research, Faculty of Philosophy, Belgrade  
One of the team leaders
- 2011 - Present** | *“Challenges of the New Social Integration”*  
Institute for Sociological Research, Faculty of Philosophy, Belgrade
- 2011 - 2013** | *“Public Participation in Environmental Decision - Making in Two Towns in Serbia – Bor and Pancevo”*  
RRPP, University of Fribourg
- 2005 - 2011** | *“Social actors and social changes in Serbia 1990-2010“*  
Institute for Sociological Research, Faculty of Philosophy, Belgrade