

JELENA NOVAKOVIĆ

Born in Belgrade in 1985. Graduated from Faculty of Applied Arts, University of Arts in Belgrade in 2017, department of Wall Painting. Completed international interdisciplinary MA at the University of Arts in Belgrade and the University of Lyon 2 from Lyon, (France) at the UNESCO Chair: Cultural politics and management in culture (interculturalism and mediation in the Balkans), in 2009. Since 2020 she is a Ph.D. candidate in Digital Arts, at the University of Arts in Belgrade. From 2019-2022. she was a Research Assistant at the Institute of Economic Sciences and from October 2022 she is an associate researcher at the Institute for Philosophy and Social Theory at the University of Belgrade.

From 2009-2015. she was a lecturer at the "New Belgrade's Cultural Network" art workshop. 2013. she founded the "Alter Art Studio", an association for the promotion of art and culture. From 2015 -2019, she created visual identities for the South European Center for Legal Research (Belgrade/Trieste), for the Serbian International Law Association, as well as for the Regional Academy of the United Nations from Vienna. She participated in humanitarian projects as a member of the Belgrade Metropolitan Rotaract Club (from 2009 to 2016) and organized a wall painting project for the "Safe House" in Belgrade. As an active member of the Association of Fine Artists of Serbia (ULUS, since 2011), she has been dealing with the position of artists in Serbia through scientific work.

Published papers

Novaković, J. (2021). The Role of Museums in a Digital World – Attracting Youth and Overcoming COVID19 Obstacles. *Cultural Management: Science and Education*, 5(1), 59-68. ISSN: 2512-6962 <https://doi.org/10.30819/cmse.5-1.04>

Novaković, J. (2021). Instagram and Artistic Platforms as Revenue Streams for Artists in Serbia. *INSAM*, 6(1), 103-113. ISBN: 2637-1898 <https://doi.org/10.51191/issn.2637-1898.2021.4.6.103>

Novaković, J., & Beraha, I. (2021). The Use of Instagram to Improve Art Business in Serbia. *International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management*, 344-350. ISBN: 978-86-7233-396-1 https://doi.org/10.46541/978-86-7233-397-8_162

Novaković, J. (2021). A Female Artpreneur in a Digital Age –Definition, Challenges, and Potential Revenue Streams. *Journal of Women's Entrepreneurship and Education: twice a Year Scientific Journal*, (3-4).151-163. ISSN: 1821-1283 <https://www.library.ien.bg.ac.rs/index.php/jwee/article/view/1333/1201>

Scientific conferences:

Strategic Management and Decision Support Systems in Strategic Management SM 2021, 26th International Scientific Conference, Subotica, 21st May 2021.

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