

CV - Simona Žikić

Education:

Singidunum University, Faculty of Media and Communications, Belgrade, 2021. PhD studies, Doctor of Science - Art and Media

University of Boston, Department of Management, field: Leadership, 2013. 1st year, PhD studies

Singidunum University Faculty of Media and Communications, Belgrade, 2013. Master studies

Singidunum University, Faculty of Media and Communications, Belgrade, 2011. Bachelor studies

Dates of appointments:

2023. Research Fellow, Institute for Philosophy and Social Theory, University of Belgrade

2021. Assistant Professor, Faculty of Media and Communications, Singidunum University, Belgrade

2020. Research Associate, Institute for Philosophy and Social Theory, University of Belgrade

2019. Research Assistant, Institute for Philosophy and Social Theory, University of Belgrade

2013. Lecturer, Faculty of Media and Communications, Singidunum University, Belgrade

Employment history:

[2021 - Present] Faculty of Media and Communication / Vice Dean and Assistant Professor

[2019 - Present] Institute for Philosophy and Social Theory, Belgrade University / Researcher

[2020 - Present] Link Group / Trainer in the field of applied communications, leadership and marketing

[2012 - Present] Faculty of Media and Communication / PR and Marketing Executive

[2005 - Present] Freelancer / Communication Consultant

List of selected publications:

Bojić, Ljubiša; Bulatović, Aleksandra; Žikić, Simona (2022). 'The Scary Black Box: AI Driven Recommender Algorithms as the Most Powerful Social Force', *Ethnological Problems*, 17: 719–744

Žikić, Simona (2022). 'How technology impacts communication and identity-creation', *Philosophy and Society*, 33, no. 2; 297-310

Bojić, Ljubiša; Zarić Maja; Žikić Simona (2021). 'The Worrying Impact of Artificial Intelligence and Big Data through the Prism of a Recommender Systems', *Ethnological Problems*, 16: 935–957 – M23

Žikić, Simona (2019). 'Analysis and politics of organization culture', *Serbian Political Thought*, 193–208

Žikić, Simona (2016). 'The use of Kaizen philosophy in the managing structures in companies in Serbia'. *AM Journal of Art and Media Studies*, 11: 171-180

Žikić, Simona (2012). *Media literacy: Encyclopedic dictionary of media and communication*, Ministry of education, Science and Technological Development Serbia.

List of selected projects or activities:

The Economic Empowerment of Persons with Disabilities, financed by the United States Agency for International Development (USAID) and implemented by the Youth with Disabilities Forum. Other project partners include Caritas Serbia, the Ana and Vlade Divac Foundation, Smart Kolektiv and the Center for Independent Living Serbia; 2022-2025.

Communication strategy for Network of employers for employment of Persons with Disabilities, Youth with Disabilities Forum, with the support of the Swiss Development Cooperation (SDC) and implementers NIRAS – IP and SIPRU, 2022.

„Support to Employers for Youth with Disabilities Employability”, implemented by Youth with Disabilities Forum, as recipient of the Swiss Development Cooperation (SDC) grant for the project called “E2E – From Education to Employment” - Producing and implementing marketing plan for Alliance of employment of persons with disabilities, with the instructions and ToR, 2020 - 2021.

Gender in a Changing Society organized by Danube University Krems, University of Rijeka, Center for Advanced Studies Southeast Europe, University of Sarajevo, Center for Refugee and IDP Studies and Faculty of Media and Communications 2016 - 2018.

Reconnect / New forms of dialogue, UN Serbia, 2012.

Policies of social memory and national identity: regional and European context - project registration number 179049, Institute for Philosophy and Social Theory, University of Belgrade, 2018.

Summer school for Sexualities, Culture and Politics organized by Faculty of Media and Communications, USA Embassy in Belgrade, Swedish foundation "Kvinna till Kvinna" and Reconstruction Female fund, 2014 -2016.

List of up to five products, services, and/or other:

Communication strategy for Network of employers for employment of Persons with Disabilities, Youth with Disabilities Forum, with the support of the Swiss Development Cooperation (SDC) and implementers NIRAS – IP and SIPRU, 2022.

Media landscape and research, the NATO Public Diplomacy Division (PDD), Agenda global, 2021 - 2022.

New Communication Model during Covid-19, Best Practices in Promoting Academic Integrity during COVID- 19, 2020 - 2021.

Educational programs for youth "Discover what you want" organized by Faculty of Media and Communications, 2013 – 2023.

Media literacy: Encyclopedic dictionary of media and communication, Ministry of education, Science and Technological Development Serbia, 2012.

Selected conference presentations:

"Digitalna i medijska pismenost – nove uloge i funkcije medija" organized by Faculty of Dramatic Arts with the support of the Ministry of Culture and Information, in partnership with the Institute for Philosophy and Social Theory, OSCE and SHARE Foundation.

"(Post)Digital Age: Media, Business, Technology, Trust" organized by Faculty of Media and Communications with School of Music and Media, Bangor University; Queens College, City University of New York; Royal Holloway, University of London; Goldsmiths, University of London, 2019.

"Karijera, posao, start", organized by Institute for Youth Raška, The Ministry of Youth and Sports, Municipality of Raska, 2017.

How to Act together: From Collective Engagement to Protest organized by Group for Social Engagement Studies, Institute for Philosophy and Social Theory and Center for Advanced Studies in South-eastern Europe), University of Rijeka, 2016.

Thinking beyond Capitalism organized by the Institute for Philosophy and Social Theory and the French Institute in Serbia, in cooperation with the Center for Ethics, Law and Applied Philosophy and Center for Advanced Studies in Southeastern Europe, 2015.

Reviewing scientific journals and grants:

Reviewer of scientific journal *AM Journal of Art and Media Studies*

Memberships in committees of scientific and professional conferences:

Deleuze and Guattari Conference and Camp 2023, organized by the Faculty of Media and Communications and the Institute for Philosophy and Social Theory of the University of Belgrade in cooperation with the University of Plymouth (2023)

EMERGE 2022 conference, organized by the Laboratory for Digital Society of the Institute for Philosophy and Social Theory of the University of Belgrade in cooperation with the University of Vienna and the American University of Paris, supported by the United Group, Open Society Foundation, The Organization for Security and Co-operation in of Europe (OSCE), 3Lateral, USAID (2022)

(Post)Digital Age: Media, Business, Technology, Trust Conference, organized by The Faculty of Media and Communications in cooperation with School of Music and Media (Bangor University) Queens College (City University of New York), Royal Holloway (University of London), Goldsmiths (University of London) (2019)