

PERSONAL INFORMATION

Ugljesa Marjanovic

 University of Novi Sad, Trg Dositeja Obradovica 6, 21000 Novi Sad, Serbia

 +381 65 888 1981

 umarjano@uns.ac.rs

Sex Male | Date of birth 30/04/1981 | Nationality Serbian

PROFILE

Ugljesa Marjanovic is an Associate Professor of Industrial Engineering and Management at the University of Novi Sad, Faculty of Technical Sciences.

Previously, Ugljesa worked at Cisco Entrepreneur Institute, Ministry of Education, and Ministry of innovation, Government of Serbia, completed a PhD at the University of Novi Sad in Serbia, held visiting posts at University of Bloomsburg, City University London, Penn State University and helped set up Cisco Entrepreneur Institute, at the University of Novi Sad in Serbia.

His research, teaching and advisory activities are at the intersection of digital education, innovative entrepreneurship, industrial engineering, strategy, and management. His preferred research methods are field surveys, interviews, and observations, as well as multivariate statistical analysis. Currently, he is a project manager of one Horizon Europe project (EdTech Talents) and two Erasmus+ projects (VIVA, WEBJOU). Ugljesa participated in numerous national and international projects.

His research has been published in well-established academic journals, Information and Management, Information Systems and e-Business Management, Advances in Production Engineering and Management. Ugljesa is an Editor-in-Chief for the International Journal of Industrial Engineering and Management and a full member of IFIP WG5.7.

He led numerous national and international projects and provided several consultancies, such as EC, EU, ETF, JRC, USAID, UNDP, World Bank, UNICEF, ERI SEE, PwC.

WORK EXPERIENCE

09/2020 - present **Associate Professor, Industrial Engineering and Management**
University of Novi Sad, Serbia

[Education](#)

10/2020 – present **National SME Policy Expert for Serbia**
PwC Société cooperative, Luxembourg

[Small and medium-sized enterprises](#)

05/2019 – 09/2019 **Visiting Scholar**
Penn State University, USA

[Education](#)

10/2018 – 09/2020 **Deputy Director, Department of Industrial Engineering and Management**
University of Novi Sad, Serbia

[Education](#)

06/2018 – 11/2018 **Advisor to the Minister, Innovation**
Government of the Republic of Serbia, Serbia

[Government](#)

01/2015 – 12/2016 **Member of Expert team for ICT and online learning**
Ministry of Education, Science and Technological Development, Serbia

[Government](#)

09/2015 – 09/2020 **Assistant Professor, Industrial Engineering and Management**
University of Novi Sad, Serbia

Education

01/2009 – 09/2015 **Teaching Assistant**
University of Novi Sad, Serbia

Education

09/2008 – 12/2013 **Manager, Facilitator, and Researcher**
Cisco Entrepreneur Institute, Novi Sad, Serbia

Education, Networking

EDUCATION AND TRAINING

2012 - 2015 **PhD Industrial Engineering/Engineering Management**
University of Novi Sad, Serbia

2005 - 2007 **M.B.A. Master of Business Administration**
Bloomsburg University, Pennsylvania, USA

2000 - 2004 **B.Sc. Engineering Management**
University of Novi Sad, Serbia

PERSONAL SKILLS

Mother tongue(s) Serbian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
German	A1	A1	A1	A1	A1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills ▪ Good communication skills gained through my experience as a professor.

Organizational/managerial skills ▪ Deputy Director, Department of Industrial Engineering and Management; Manager, Cisco Entrepreneur Institute; Project manager, numerous national and international projects.

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

ADDITIONAL INFORMATION

Publications

Reports

- Gajin, S., Marjanovic, U., Maric, M., Scepanovic, D., Open Educational Resources – Recommendations and Guidelines, Institute for Improvement of Education, <https://ceo.edu.rs/wp-content/uploads/2022/06/Otvoreni-obrazovni-resursi-ZVKOV-FNL-1.pdf>
- Marjanovic, U., SME Performance Review - 2021 SME country fact sheet Serbia, European Commission, https://ec.europa.eu/neighbourhood-enlargement/system/files/2021-09/serbia_-_sme_fact_sheet_2021.pdf
- Marjanovic, U., Whole-school approach to Online and Blended Teaching and Learning: Recommendations for ERI SEE member states, In An education policy and practice recommendation paper prepared by the Education Reform Initiative of South Eastern Europe (ERI SEE), Belgrade, 2021. <https://www.erisee.org/wp-content/uploads/2021/06/Whole-school-approach-to-Online-and-Blended-Teaching-and-Learning.pdf>
- Marjanović, U. with Brolpito, A. and Hippe, R., European Training Foundation and Joint Research Committee, SELFIE WBL pilot country report: Republic of Serbia, European Training Foundation, Turin, 2021. <https://openspace.etf.europa.eu/sites/default/files/2021-06/SELFIE%20WBL%20Serbia.pdf>
- Marjanovic, U., Virtual Networks to Support the Professional Development of Vocational Teachers and Trainers in Serbia Report – Identification and recommendations for potential pilot network Country: Serbia, European Training Foundation, Turin, 2017. https://ec.europa.eu/epale/sites/epale/files/report-deliverable2_serbia.pdf

Papers

- J. Leoste et al., “Environment Challenges of E-Learning in Higher Education—The Teachers’ Perspective,” in *Smart Innovation, Systems and Technologies*, 2023, vol. 908, pp. 143–156. doi: 10.1007/978-981-19-5240-1_10.
- T. Lolic, D. Stefanovic, R. Dionisio, U. Marjanovic, and S. Havzi, “Assessing Engineering Students’ Acceptance of an E- Learning System: A Longitudinal Study,” *Int. J. Eng. Educ.*, vol. 37, no. 3, pp. 785–796, 2021.
- J. Leoste, S. Rakic, F. Marcelloni, M. F. Zuddio, U. Marjanovic, and T. Oun, “E-learning in the times of COVID-19: The main challenges in Higher Education,” in: J. František (Ed.), 19th International Conference on Emerging eLearning Technologies and Applications (ICETA), 2021, pp. 225–230, doi: 10.1109/ICETA54173.2021.9726554.
- B. Lalic, D. Ciric, M. Savkovic, S. Rakic, and U. Marjanovic, “Exploring the use of game-based learning in agile project management education,” in: J. František (Ed.), 19th International Conference on Emerging eLearning Technologies and Applications (ICETA), 2021, pp. 218–224, doi: 10.1109/ICETA54173.2021.9726599.
- U. Marjanovic, D. Scepanovic, N. Zivlak, B. Lalic, “Report on ICT in Education in the Republic of Serbia,” in: D. Liu, R. Huang, B. Lalic, H. Zeng, N. Zivlak (Eds.), *Comp. Anal. ICT Educ. Between China Cent. East. Eur. Ctries.*, Springer, Singapore, 2020: pp. 325–340. doi:10.1007/978-981-15-6879-4_16.
- S. Rakic, T. Lolic, B. Lalic, D. Stefanovic, and U. Marjanovic, “The acceptance of electronic learning in transition economies: evidence from the Republic of Serbia,” in: J. František (Ed.), 18th International Conference on Emerging eLearning Technologies and Applications (ICETA), IEEE, Starý Smokovec, 2020: pp. 552–557, doi: 10.1109/ICETA51985.2020.9379173.
- D. Stefanovic, U. Marjanovic, M. Delić, D. Culibrk, and B. Lalic, “Assessing the Success of E-Government Systems: An Employee Perspective,” *Inf. Manag.*, vol. 53, no. 6, pp. 717–726, 2016, doi: 10.1016/j.im.2016.02.007.
- U. Marjanovic, M. Delić, and B. Lalic, “Developing a model to assess the success of e-learning systems: evidence from a manufacturing company in transitional economy,” *Inf. Syst. E-bus. Manag.*, vol. 14, no. 2, pp. 253–272, 2016, doi: 10.1007/s10257-015-0282-7.
- Full list of published papers can be found at the [personal website](#).

Memberships

- Aug 2020 – present: Full member of IFIP WG5.7
- Sep 2018 – present: EdTech Center Western Balkans
- Jan 2018 – present: Member of the Serbian Moodle Network
- Mar 2015 – Mar 2017: Program Committee Member, British Council