



Ivana B. Petrović, PhD

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Education

- 2007** PhD in Psychology, Faculty of Philosophy, Department of Psychology, University of Belgrade
(BSc and MSc in Psychology, Faculty of Philosophy, Dep of Psychology, Univ of Belgrade)

Current teaching position

Assistant Professor, Faculty of Philosophy, University of Belgrade, Department of Psychology (since 2008).
Assistant (1999-2008), Researcher and assistant (1992-1996).

Courses

Undergraduate - *Selection and Assessment of Employees, Consumer behavior and marketing, Applied research in work psychology*

Master - *Professional and ethical issues in work psychology, Social marketing and marketing of non-profit organizations*

Doctoral - *Consumer Psychology*

Supervisor and examiner for Professional Internship in Work Psychology (undergraduate and master), mentor for independent research (master), master and PhD theses.

Fellowship

- 2011 - 2012 JFDP fellow at Fordham University, NY, NY, American Councils of Education
2011 Two-month academic stay, University of Surrey, Department of Psychology, WUS Austria grant
2005 International Visitor Leadership Program, State Department, USA

Academic leadership

EdLead, Educational Leadership TEMPUS Project (2013-2016)

World University Service, WUS Austria Master Studies Development Program, project coordinator (2010/2011)

Coordinator for the promotion and international relations of Department of Psychology (2008-2014)

Coordinator for Department of Psychology application for the state accreditation (2008-2012)

Deputy coordinator for the admission of undergraduate students at the Faculty of Philosophy (1999-2009)

Key qualifications

True advocate of scientist-practitioner approach in work/occupational/organizational psychology, experienced in both teaching/research and practice.

Twenty years of university teaching experience (work psychology, human resources management, consumer behaviour, consumer research and marketing communications, development and use of tests for knowledge assessment) and professional training (sales, management, research, event planning and management, Diversity Icebreaker seminars).

More than twenty years of consulting experience working with SMEs, major Serbian and international companies (various sectors), and non-profit organizations, worked for over 100 organizations. Topics: HRM (esp. recruitment and selection, assessment, training, selection of gifted students), organisational psychology, social marketing (esp. voluntary blood donation and health promotion), consumer research and integrated marketing communications planning.

Research Projects at Institute of Psychology, Belgrade

Financed by Ministry of Science and Technology of the Republic of Serbia

Identification, measurement and development of the cognitive and emotional competences important for a Europe-oriented society, *Psychological aspects of innovativeness in the context of work psychology* (2011 – 2014)

Psychological problems within the context of social changes - *Psychological problems of employees during the transition* (2006 – 2010)

The processes of creation of new competencies and of behaviour patterns in a changing society - *Human resources and productivity* (2001 – 2005)

The person and the group in conditions of social transition (1996 – 2000)

Work, entrepreneurship and efficiency - socio-psychological factors and consequences, Project Director (1991 – 1995)

Past professional experience

1989 – 1999 *Saatchi & Saatchi Balkans* - Research Director, Planning Director, Account Manager, Associate Creative Director for Event

1986 – 1989 *Radio Belgrade 1*, Reporter, organizer

Professional membership & engagement

2005 - American Psychological Association, International Liaison for Serbia

2005 - APA Division for International Psychology, Member of the Mentorship Committee

2010 - Journal *Psiholoska istrazivanja* (Psychological Research), member of the Editorial Board

2012 - European Social Marketing Association, ESMA, member; member of the First ESMA Conference team (2012)

2012 - PsiChi, Honors Society in Psychology, Fordham University chapter, member

2012 - European Association of Work and Organizational Psychology (EAWOP)

2014 - Global Organisation for Humanitarian Work Psychology, GOHWP, member

1989 - Serbian Psychological Association, member

1993 – 2001 Journal *Psihologija*, member and secretary of the Editorial Board

Reviewer Journals - *Psihologija, Psiholoska istrazivanja, Primenjena psihologija, Social Change Review*
Conferences - *Sabor psihologa, ACR - Association for Consumer Research North American Conference, EACR – European Association for Consumer Research Conference, Greater New York Conference on Behavioral Research*
Psychological instruments and tools - *Katel 16PF, Career Choice Guide*

Professional appointments & awards

2011 – 2012 ILO expert in Serbia (career guidance)
2009 UNDP expert in Serbia
2001 – 2002 Member of the Committee for the National Brand of Serbia
1997 – 1998 *Saatchi & Society* exhibitions across Europe, Associate Creative Director
1995 *Love & Plastics* exhibition, cultural event of the year in Serbia, Associate Creative Director
Numerous advertising and Integrated Marketing Communications projects won awards at prestigious international festivals (The New York Festivals; Cannes; Golden Drum Festival, Slovenia; Florence Festival for Low Budget Advertising; EPICA; All Saatchi Stars Festival). Ad hoc honorary mention for marketing presentation at the Brussels Eureka.
Chamber of Commerce First Award for Best Theses

Volunteering

1993 - Red Cross of Serbia volunteer, Chair of the Communications Committee since 2011
2012 - Talented volunteer, *Castillo Theatre and All Stars*, NY, NY

Selected publications

Book chapters

Kovačević, P., Petrović, I. (2006) Managers' Job Satisfaction: Construct Validation. In B. Cerović (Ed.) *Privatisation in Serbia: Evidence and Analyses* (pp. 287-304). Beograd: Centar za izdavačku delatnost Ekonomskog fakulteta.

In Serbian

Petrović I. (2003). Kreiranje sajamskog nastupa i drugih promotivnih aktivnosti [Design of fair exhibit and other promotional activities, book chapter]. In S. Čizmić, V. Kondić (Eds.) *Psihologija rada u formuli uspeha organizacije* (pp. 177-186). Beograd: Centar za primenjenu psihologiju.

Petrović, I. (1995). Rekrutacija i selekcija [Recruitment and selection, book chapter]. In *Upravljanje ljudskim resursima* (pp. 13 – 18). Podgorica: Ekonomski fakultet.

Petrović, I. (1995). Zenit na istoku - japanski menadžment [Zenith at East – Japanese Management]. In S. Čizmić (Ed.) *Psihologija i menadžment* (pp. 195-230). Beograd: Institut za psihologiju.

Selected papers

- Petrović, I., Čizmić, S., & Vukelić, M. (2014). Workplace bullying in Serbia: The relation of self-labeling and behavioral experience with job-related behaviors. *Psihologija*, 47(2), 185–199.
- Vukelić, M., Čizmić, S., Petrović, I., Tenjović, L., & Giorgi, G. (in press). Psychometric properties of the Serbian version of the Negative Acts Questionnaire – Revised. *Psihologija*.
- Petrović, I., Kovačević, P., & Ćurić, M. (2013). A comparison of Web-based and paper-and-pencil job satisfaction surveys, *Suvremena psihologija*, 16(2), 155-169.
- Petrovic, I., Curic, M., & Bogicevic, M. (2010). Psychology students and the Bologna process: Students' opinions about career related issues, *Bulgarian Journal of Psychology*, Issue 1-4, 877-882.
- Petrović, I., & Čizmić, S. (2010). Waiting for privatization: Employees' optimism and expectations from privatization, *Bulgarian Journal of Psychology*, 1-4, 451-456.
- Petrović, I., Čizmić, S., & Kovačević, P. (2009). Lokus kontrole na radu i aktivno traženje posla [Work locus of control and active job search], *Andragoške studije*, 2, 307-322.
- Bojanović, R., Čizmić, S., & Petrović, I. (1995). Entrepreneurial orientation and psychological traits, *Psihologija*, 28(SI), 49 - 64.
- Čizmić, S., & Petrović, I. (1994). Psihička stanja radnika - povratnika sa ratišta [Psychological states of employees after returning from the battlefield], *Psihologija*, 27(1-2), 83- 96.
- Štajnberger, I., Petrović, I., & Sakan, D. (1991). Interni marketing [Internal marketing, *Materijali sa međunarodnog naučnog simpozijuma Menadžment i organizacija*], FON, Beograd, 312-320.

Selected conference presentations

- Vukelic, M., B, Cizmic, S., M, & Petrovic, I., B (2013). Effect of involvement with workplace bullying: Are the victims the only victims? *Imagine the future world: How do we want to work tomorrow? Abstract proceedings of the 16th European Association of Work and Organizational Psychology, EAWOP Congress 2013*, Münster, Germany (p. 133).
- Petrovic, I., Bogicevic, M. & Curic, M. (2011). The toll of transition for the work and organizational psychology university education in Serbia. *The 12th European Congress of Psychology in Istanbul, Book of abstracts*, p. 329.
- Petrović, I. (2010). Personality communication styles and stimulating power of arguments for voluntary blood donation, *Vox Sanguinis* (Abstracts of the XXXth International Congress of the International Society of Blood Transfusion), 99 (Suppl. 1): 50.
- Ekelund, B., Petrović, I., Petrović, D. (2010). The classical Diversity Icebreaker seminar. Demonstration, learning points and practical use, 58. *naučnostručni skup Sabor psihologa Srbije, Book of abstracts*, p. 173.
- Petrovic, I. (2009). Donors' and non-donors' distance from voluntary blood donation, *Vox Sanguinis* (Abstracts of the XIXth Regional Congress of the International Society of Blood Transfusion – Eastern Mediterranean and Europe), 96(Suppl. 1): 11-12 (2A-S01-05).
- Petrovic, I. (2009). *Psychology in Serbia: A Country of Controversy*; APA (American Psychological Association) 117th Annual Convention, Conference Abstract, PsycEXTRA.
- Mentus, T., Petrovic, I., Kovacevic, P. (2008). Beer Brand Personality in Serbian Cultural Context, 19th International Congress of International Association for Cross-Cultural Psychology, IACCP, *Book of Abstracts*, p. 458.
- Petrović, I. (2006). Avoiding 'Marketing Myopia' in Voluntary Blood Donation (What is Wrong with the Promotion of Voluntary Blood Donation?), *Vox Sanguinis* (Abstracts of the XXIXth International Congress of the International Society of Blood Transfusion), 91 (Suppl. 3): 20.
- Petrović I. et al. (2000). Life-line: The Yugoslav Red Cross school for blood donation instructors, 26th Congress of the International Society of Blood Transfusion, Vienna; *Vox Sanguinis* (Abstracts of the 26th Congress of the ISBT), 78, (Suppl. 1), Abstract no. 324.