



Dr Ljubisa Bojic



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Gender Male | Date of birth 06/09/1983 | Nationality Serbian

EDUCATION

2009 – 2013 Doctor of Political Sciences

Institute for Political Studies (Sciences PO Lyon), Triangle lab, PhD school of social sciences, University of Lumiere Lyon 2 (France)

Dissertation Process of Media Addiction and Its Implications to Political Participation in Serbia defended on 7th November 2013. Marked by the PhD defense jury as “very honorable with congratulations of the committee”. PhD Defense report can be seen [here](#).

PhD defense jury:

Didier Lapeyronnie, University of Sorbonne Paris 4, president,
Jean-Louis Marie, Institute for Political Studies in Lyon, thesis director,
Claude Journes, Faculty for Political Sciences at University of Lumiere Lyon 2 and
Srbobran Brankovic, FEFA at University of Singidunum.

Reporters:

Predrag Simic, Faculty for Political Sciences at University of Belgrade and
Claude Journes, Faculty for Political Sciences at University of Lumiere Lyon 2

2008 – 2009 Master of Arts in Communication

Faculty for Culture and Media, Belgrade
(average grade 8,78)

2005 – 2008 Bachelor of Arts in Journalism

Faculty of Humanistic Sciences, Belgrade
(average grade 9,56)

1999 – 2002 International High School Diploma

Delia School of Canda, Hong Kong (China)



SCIENTIFIC PAPERS

2018. Bojic, L. (2018). Attitudes and Happiness in Serbia. *Serbian Political Thought*, 17(1):29-45. doi:10.22182/spt.1712018.2
ISSN: 1450-5460
[M24 – 4 | [abstract](#) | [full paper](#) | [publisher](#)]
2018. Bojic, L. (2018). Media addicts in Serbia: problem dimensions and possible solutions. *Teme*.
ISSN: 0353-7919
[M24 – 4 | [abstract](#) | [full paper](#) | [publisher](#)]
2017. Bojic, L. & Marie, J.-L. (2017). Addiction to old versus new media. *Srpska politička misao*, 2: 33-48.
ISSN: 0354-5989
[M24 – 4 | [abstract](#) | [full paper](#) | [publisher](#)]
2016. Marie, J.-L. & Bojic, L. (2016). Media addiction and political participation in Serbia. *Serbian political Thought*, 2:167-181.
ISSN: 1450-5460
[M24 – 4 | [abstract](#) | [full paper](#) | [publisher](#)]
2013. Bojic, L. & Marie, J.-L. (2013). Media addiction by universal indicators. *Srpska politička misao*, 20 (41): 183-197.
ISSN: 0354-5989
[M24 – 4 | [abstract](#) | [full paper](#) | [publisher](#)]
- Bojic, L., Marie, J.-L. & Brankovic, S. (2013). Reception and Expression Capabilities of Media Addicts in Serbia. *Kultura polisa*, 10 (22): 353-368.
ISSN: 1820-4589
[M51 – 3 | [abstract](#) | [full paper](#) | [publisher](#)]
2009. Bojić, M. L. (2009). Ponašanje profesionalnih komunikatora i studenata komunikologije na društvenoj mreži Fejsbuk. *Časopis za upravljanje komuniciranjem*, 12(9): 115-126.
ISSN: 1452-7405
[M52 – 1,5 | [abstract](#) | [full paper](#) | [publisher](#)]



SCIENTIFIC CONFERENCES

2017. Bojic, Lj. (2017). Classification of media addiction. 2nd International Conference on Quality of Life, Kragujevac, Serbia, 8 – 10 June 2017, 253-260.
ISBN: 978-86-6335-043-4
[M33 – 1 | [abstract](#) | [full paper](#) | [publisher](#)]
- Bojic, Lj. (2017). Initiation of media addiction. 2nd International Conference on Quality of Life, Kragujevac, Serbia, 8 – 10 June 2017, 261-270.
ISBN: 978-86-6335-043-4
[M33 – 1 | [abstract](#) | [full paper](#) | [publisher](#)]
2015. Arsić, B., Spalević P., Bojić, Lj., Crnišanin, A. (2015). Social networks in logistics system decision-making. 2nd Logistics International Conference, Belgrade, Serbia, 21 - 23 May 2015.
ISBN: 978-86-7395-339-7
[M33 – 1 | [abstract](#) | [full paper](#) | [publisher](#)]
2014. Bojic L. (2014). Media addiction and political participation. Civic political engagement and social spheres in the new digital era, Paris, 24 – 27 June 2014.
[M34 – 0,5 | [abstract](#) | [full paper](#) | [publisher](#)]
- Bojic, Lj. (2014). Mediji i političko ubeđivanje. 41st Nacionalna konferencija o kvalitetu, Kragujevac.
ISBN 978-86-6335-005-2
[M63 – 1 | [abstract](#) | [full paper](#) | [publisher](#)]
2013. Bojic, L., Brankovic, S., Marie, J-L. (2013). Media addiction by using universal indicators. 5th International Social Sciences Conference in Balkan, Novi Pazar, Serbia, 4-5 jun.
[M33 – 1 | [abstract](#) | [full paper](#) | [publisher](#)]



WORK EXPERIENCE

- 2015 - ... Research Fellow
Faculty of Engineering Sciences, University of Kragujevac, Serbia
Working on “Research and development of Serbian net-zero energy building” within research project TR 33015 by Serbian Ministry of Education, Science and Technological Development, Republic of Serbia
Public Sector
- 2009 - 2014 CEO
Positive Center for Digital Media, Belgrade, Serbia
Biggest contribution: completed media addiction research with more than 2000 research participants from Serbia: [link](#).
NGO Sector
- 2006 - 2011 Public Relations Advisor
BK Group, Belgrade, Serbia
Biggest contribution: founded web site and gathered team of authors that who publish posts on daily basis: [link](#).
Business Sector
- 2007 - 2009 Manager
Web Journalism School, Journalist's Association of Serbia, Belgrade, Serbia
Biggest contribution: wrote curriculum and founded Web Journalism School.
NGO Sector
- 1999 - 2006 Freelance journalist
Glas Javnosti and Kurir daily newspapers, Global Voices Online, Smart Tone HK (first news team specialized for mobile phone platform), South China Morning Post, TVB Pearl, Link magazine, Danas daily newspapers, Kanal 9 TV, DokicJelena.com web site, Lighter Shade of Green, Dim Sum and Radio Television of Kragujevac.
Media Sector



EXHIBITIONS

- 2010. Bojic, L. (15th. May of 2010). *Magic of Reunion*. Artcafe Galerry Oblomov, Kragujevac, Serbia.
- 2007. Bojic, L., Hui, A. Lei, S & Hung, T. (20th March of 2007). *Doors to unexpected city: Hongkong*. Student Cultural Center, Kragujevac, Serbia.

AWARDS

- 2008. Rising Voices Grant
- 2007. Nominated for CNN News Blog Award
- 2002. MVP Award, Student Newspaper Club (for contribution to magazines *Lighter Shade of Green* i *Dim Sum*), Delia School of Canada, Hong Kong.

REVIEWER

Cyberpsychology, Behavior, and Social Networking – 8 reviews done
Television and New Media – 1 review done

PERSONAL SKILLS

Mother tongue(s) Serbian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
French	A2	A2	A2	A2	A2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
 Common European Framework of Reference for Languages

Managerial abilities Strong leadership and organizational skills directed towards goals achievement.

Personal attributes Communicative, persistent, creative. Loves nature, outdoor walks, design, interior design spirituality and photography.

Computer proficiency Advanced computer skills such as basic coding and full use of SPSS statistical software.

Driving licence B Category