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Jelena GAKOVIĆ is an Associate Professor at the Department of Sociology, Faculty of Philosophy - University of Sarajevo, where she teaches academic courses in the area of systematic and applied sociology and methodology including subjects such as sociology of politics, sociology of communication, urban sociology, economic sociology and related elective courses at BA, MA and PHD levels. Her previous academic education includes studies at the University of Sarajevo, Bosnia and Herzegovina, and Sapienza University of Rome, Italy in the field of philosophy, sociology and humanitarian affairs. Jelena's present main academic research interest lies at the intersection of artificial intelligence (AI), education and society. She has previously authored a scientific monography "Social Architectonics of the Digital Age" (2023), and edited several books for publishers such as Peter Lang, Academia Analitica, Synopsis, Sarajevo Publishing, etc. Her research has been widely published through academic journal articles and expert reports, with work that extends into social engagement through collaborations with NGOs and international organizations, particularly in the field of gender equality, public communication and participation, peace initiatives and sdg's. At present, she is a part of the EUPeace (European University for Peace, Justice, and Inclusive Societies) project, serving as a member of Working Group 7 (Living Peace Lab) and the Social Dialogue (SDG) Working Group. In 2026, she joined the Bosnia and Herzegovina National Research Team for the European Values Study (EVS). Jelena is the Head of the Scientific Research Incubator (ZINK) for the professional development of young researchers, and the Editor-in-chief of the scientific journal Sophos. She has continuously enhanced her teaching and research skills through various international knowledge exchange opportunities, including The Annenberg - Oxford Media Policy Summer Institute, University of Oxford, UK as well as Erasmus+ training mobility programs in University of Marburg, Germany, the University of Poitiers, France, and Adam Mickiewicz University in Poland. Her work extends beyond the boundaries of academic sociology through her commitment to public sociology, community oriented research and strong empirical research expertise on pressing social issues in post-conflict societies.