
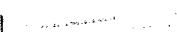


PERSONAL INFORMATION

Kristina Stojanović Čehajić



📍  51 000 Rijeka, Croatia

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Sex Female | Date of birth 17/11/1984

WORK EXPERIENCE

January 2019 – Present

Center for Advanced Studies Southeastern Europe

Research Associate

Methodology expert and researcher on academic research projects:

- "[Cure] Cultures of Rejection: Conditions of Acceptability in Socio-Spatial and Digital Environments in Contemporary Europe" funded by Volkswagen-Stiftung led by Leuphana University Lüneburg, University of Belgrade, University of Vienna, University of Rijeka and Linköping University. (2019-2021)
- "Diversity Mixer" funded by the Program on rights, equality and citizenship of the European Union (2014-2020) with a partners RIJEKA 2020 d.o.o. in cooperation with the Croatian Business Council for Sustainable Development.
- "Rights at Work, Work on Rights" funded by the Erasmus+ Programme: Capacity building in the field of youth, with partners from Trade Unions in Serbia, Montenegro, Macedonia, Slovak Republic and Bosnia and Herzegovina.

September 2014 – January 2019

Insight Director

EyeSee Research (<http://eyesee-research.com/>)

As a diverse professional of 9 years in market research, my role in EyeSee covers several areas:

- Mentoring: I supervise less experienced researchers in project management, methodological design and insights. I also coach them in client relationship and communication.
- Education: I teach market research methodology, as well as use of specific methods in traditional market research and neuromarketing (facial coding, eye-tracking, virtual shopping, implicit association testing, questionnaires, focus groups, individual interviews, ethnography etc).
- Consultancy: I bring strong knowledge of marketing, research and psychology together, which is a key to good business-related insights. I also take part in development of new methodological tools and solutions in the company.

April 2016 – Present

Psychotherapist and President of Association

Association for personal growth (Udruga za osobni rast i razvoj) – Dizalica, Rijeka

Udruga Dizalica is devoted to supporting personal growth through mental health care. We offer counseling, psychotherapy and educational workshops with Transactional analysis as the main framework.

- Individual psychotherapy and counseling
- Educational workshops
- Cooperation with civil societies in Rijeka, primarily the ones dedicated to human rights and supporting marginalized populations

October 2013 – July 2014

Customer Insights Manager

Telenor Srbija (<https://www.telenor.rs/>)

Leading a team of 5 professionals from two Telenor business units, Serbia and Montenegro. In charge for delivery of customer insights in line with business needs for all company divisions (Marketing, Strategy, Technology, Telenor Bank, etc).

Key tasks:

- Finding the best methodological solutions for getting insights on specific business issues
- Active involvement in business strategy development and business decision making
- Coordination of market research agencies
- Leading a team of professionals with different areas and levels of market research expertise
- Handling market research budget

- October 2009 – October 2013 **Research Manager – Senior Research Consultant – Junior Research Consultant**
 GfK (<https://www.gfk.com/>)
 Over the course of four years, my career advanced from Junior Research Consultant position to Senior Research Consultant with a role of managing a Technology Research sector.
 Key tasks:
- Creation of research designs, independent project management and reporting
 - Qualitative and quantitative studies (individual interviews, ethnography, focus groups, questionnaires, cross-cultural studies, online, offline and mixed-method studies)
 - Client management, communication and business development
 - Leading a team for market research in digital technology and telecommunication. Responsible for both research output quality and financial results of GfK Serbia Technology sector.
- November 2008 – February 2009 **Researcher**
 Team for Social Inclusion and Reduction of Poverty, Ministry of Science - Serbia
 Co-author and researcher on a project "Socio-economic and Demographic Correlates of Participation in Secondary Education in Serbia". Engagement included creating methodological approach, data processing, and report writing. The final result of the project is a research paper published in one of Teams publications "Analysis of Poverty Characteristics in Serbia"
- October 2006 – September 2008 **Junior Teaching Assistant (Demonstrator)**
 Faculty of Philosophy, University of Niš, Department of Psychology
- Organizing and conducting exercise classes on courses „Basics of Psychological Statistics” and “Multivariate Statistics”
 - Teaching statistical methods in SPSS software,
 - Mentoring students, checking and grading papers, organizing additional classes for students having trouble with the material.

EDUCATION AND TRAINING

- 2018 - Present **PhD Candidate in Philosophy and Contemporaneity**
 Faculty of Philosophy, University of Rijeka
- 2003 – 2009 **M.A in Psychology**
 Faculty of Philosophy, University of Niš, Serbia– Department of Psychology
 Average grade: 9.16/10
 Final thesis: 'Validation of Big Five Taxonomy in Three Personality Inventories – Neo Pi R, LEXI70 and BFI'. (Grade: 10/10)
- 2013 – Present **Psychotherapist in supervision**
 Serbian Association for Transactional Analysis [SATA], EATA affiliated association
 Finished 4 years of education, now in 3rd year of supervision
 Certified counselor, in process of certification for psychotherapy license

ADDITIONAL INFORMATION

- Publications
- 2009 – 'Socio-economic and Demographic Correlates of Participation in Secondary Education in Serbia' published in 'The Analysis of Poverty Characteristics in Serbia', the publication of Team for Social Inclusion and Reduction of Poverty, Serbian Ministry of Science.
 - 2003 – 'The Perception of Form in Dot Formations', published by Petnica Science Center's annual journal (Petnicke sveske).

Conference participation as speaker

- 2019 – International doctoral summer school – “Quality of Living and Working Conditions in Europe”, organized by University of Rijeka, University of Ljubljana and University of Graz, presenting paper “Epistemological implication of replicability crisis”
- 2011 – International Scientific Psychology Meeting ‘Ramiro and Zoran Bujas’ Days’ in Zagreb, Croatia. Presented the research paper ‘Convergent and Discriminant Validity of Three Personality Inventories’ – Neo Pi R, LEXI70 and BFI’.
- 2007 – Days of Empirical Psychology in Belgrade, Serbia. Presented the research paper ‘Emotional Intelligence and Sociometric Status’.
- 2007 – Days of Applied Psychology in Niš, Serbia. Presented the research paper ‘How Do People Choose Each Other – Personal Traits and Sociometric Status’.
- 2006 – The European Federation of Psychology Students’ Associations Congress in Czech Republic. Presented the research paper ‘Nationalism and the Perception of Physical Beauty of Different Ethnic Groups’ Members’.

Congresses, courses, seminars and workshops

- 2019 – EATA (European Association of Transactional Analysts) – “Modern Methods and Practical Application of Transactional Analysis”, Cherkassy, Ukraine
- 2016 – EAP (European Association for Psychotherapy) congress – “Autonomy and Sense of Belonging”, Zagreb, Croatia
- 2016 – Workshop “TA and personal construct theory”, Belgrade, Serbia
- 2016 – Workshop “Therapeutic coaching”, Belgrade
- 2016 – Workshop “The protocol for treatment of depression and measuring the efficacy of psychotherapy”, Belgrade
- 2016 – Workshop “Existential anxiety in psychotherapy”, Zagreb
- 2016 – SATA (Serbian Association for Transactional Analysis) summer school – “Script and change”, Belgrade
- 2014 – Workshop “Transactional Analysis Coaching”, Belgrade
- 2013 – Transactional Analysis 101 – Official EATA course (European Association for Transactional Analysis), Belgrade
- 2012 – IAB (Interactive Advertising Bureau) course “Fundamentals of Digital Advertising”, Belgrade
- 2011 – “Marketing upside down” seminar, Belgrade
- 2011 – Brand & Communications Training, GfK Custom Research Academy, London.
- 2011 – Workshop “Market Simulation and Forecasting”, GfK Austria, Vienna.
- 2011 – Workshop “Applying Market Research Data in Creating Marketing Strategies”, Slavonski Brod.
- 2007 – “Hierarchical Linear Modeling in Cross Cultural Research” Seminar, Faculty of Political Sciences, Belgrade.

PERSONAL SKILLS

Mother tongue(s) Serbian and other languages of Former Yugoslavia

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
French	A2	B1	A2	A2	A2
Italian	A2	A2	A1	A1	A1

Other skills

- Advanced Usage of Statistical Software (SPSS for Windows, Statistica StatSoft, AMOS) and advanced Usage of MS Office (Microsoft Word, Excel, PowerPoint). Highly internet literate.
- Knowledge and experience with wide variety of research methodologies (quantitative, qualitative, behavioral and attitudinal)