



**WOMEN IN DATA SCIENCE**  
SARAJEVO  
@ UNIVERSITY OF SARAJEVO

WIDS SARAJEVO @ UNSA

APRIL 17<sup>TH</sup>, 2020

FACULTY OF ELECTRICAL  
ENGINEERING (ETF)

## AGENDA

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9:30 **REGISTRATION**

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10:00 **WELCOME & OPENING  
REMARKS**

Amila Akagić, PhD, WiDS Ambassador

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### TECHNOLOGY VISION TALKS I

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10:15 **Data Science in the Real World**  
Belma Ibrahimović, AtlantBH

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10:35 **Neuromarketing: Exploring new frontiers in  
research**

Melika Husić-Mehmedović, PhD, Faculty of  
Economics, University of Sarajevo

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10:55 **Big Data Applications in Industry and  
Transportation**

Lejla Banjanović-Mehmedović, PhD, Faculty of  
Electrical Engineering, University of Tuzla

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11:15 **COFFE BREAK**

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### TECHNOLOGY VISION TALKS II

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11:30 **Reflection on Innovation, between ethics and  
gender**  
hvale vale, Association for Progressive  
Communication (APC)

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11:50 **Banking Industry**

Adaleta Gicić, InfoStudio

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12:10 **How to handle mildly infuriating datasets**

Naida Agić, NLBH - Neural Legion

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12:30 **COFFE BREAK**

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### TECHNOLOGY VISION TALKS III

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12:45 **Importance of Data Visualization**

Dužanka Bošković, PhD, Faculty of Electrical  
Engineering, University of Sarajevo

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13:05 **How Data Affects an Algorithm**

Belma Muftić, Mistral

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13:25 **How small Research leads to an Important  
Discovery**

Lejla Kasum

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13:55 **CLOSING REMARKS**

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14:00 **INFORMAL NETWORKING:  
LAUNCH AND A CHANCE TO  
CHAT**

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Women in Data Science (WiDS) aims to inspire and educate data scientists worldwide, regardless of gender, and to support women in the field.