Maša Pavlović graduated from the University of Belgrade, Faculty of Philosophy, Department of Psychology in 2009. She received The Best Psychology Student of the Generation 2003 Award. Maša is currently a PhD candidate in Social psychology at the same faculty, where she is investigating predictive validity of implicit and explicit attitudinal measures. She was a participant, and then a junior associate at Psychology and Social History seminars at Petnica Science Center (PSC). Her occasional involvement as a professional associate at PSC continues today. During undergraduate studies she was a holder of scholarships of several foundations including: honorable scholarship of Republic Foundation for Art and Science Development, honorable scholarship of Belgrade City Council and EFG Eurobank Fellowship for best 4th year students in Serbia. She completed a two-year international training curriculum in the field of human resources development and assessment designed in Vienna for young potentials. She has been awarded a Borislav Lorenc Foundation grant for a research visit to Saarland University in Germany. Since 2010, she has been working as a Research Associate at Department of Psychology, Faculty of Philosophy, University of Belgrade. She has been engaged in teaching courses in: Psychometrics, Principles of psychological testing, and Psychology of individual differences. Additionally, she has been involved in the project of Institute of Psychology "Identification, measurement and development of cognitive and emotional competences important for society oriented towards European integration" (No. 179018), supported by the Ministry of Education and Science. Finally, she has been a member of the international virtual laboratory "Project Implicit" launched at Harvard University. She authored a number of articles and conference talks in the field of social psychology. Her main research interests belong to the following fields: validity of implicit measurement techniques, implicit and explicit measures of attitudes, implicit self-esteem, stereotypes and prejudices, and automatic processes.

Selected publications:

Pavlović, M. & Žeželj, I. (2013). Brief Implicit Association Test: Validity and utility in prediction of voting behaviour. *Psihologija, 46*(3), 261-278. DOI: 10.2298/PSI130606004P. http://www.doiserbia.nb.rs/img/doi/0048-5705/2013/0048-57051300004P.pdf

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