Jelena Avakumović was born in 1985 in Belgrade. She finished high school in Cleveland, OH, USA as a sports scholarship. She is one of the ten recipients of diplomas for the best high school students in the USA, by President J. Bush Jr. in 2004. She graduated in 2008 from the Union University in Belgrade, Faculty of Business and Industrial Management, where she also defended her PhD dissertation in 2013 on the topic "Marketing Management in the Function of Research on the Application of Alternative Energy Sources in the Republic of Serbia.

She started her academic career in 2010 as an assistant at the Union University, Belgrade Faculty of Business and Industrial Management. Since November 2016, she has continued her academic career at the Union University - Nikola Tesla, Faculty of Management, as an assistant professor, and was later elected as an associate professor. In 2024, she was elected to the position of full professor for the scientific field of Economics, and Business Management, at the College of Academic Studies "Dositej", where she continues her teaching career.

She was a mentor for over 100 graduate and master's theses. She is the author of dozens of scientific papers, that have been published in leading international and domestic journals. She is a reviewer of the journal Akcionarstvo. Basic research areas: Economics, Business, Marketing and Management.