CURRICULUM VITAE

Personal Information	
Name	Daliborka Blazheska
E-mail	d.blazeska@utms.edu.mk
Nationality	Macedonian
Gender	Female
Academic Title	Full Professor

Work Experience	
• Dates (from - to)	December 2023 -
• Name and address of employer	University of Skopje, Republic of Macedonia
• Type of business or sector	Higher Education
• Job Title	Dean of the Faculty of Economics and Professor
• Main activities and responsibilities	Management of faculty activities and participation in the teaching and educational process in the subjects: Marketing, Marketing Management Approach to Decision Making, Brand Management, Services Marketing, Strategic Marketing, B2B Brand Management
• Dates (from - to)	2015- 2023
• Name and address of employer	University “Tourism and Management”, Skopje, Macedonia
• Type of business or sector	Higher education
• Job Title	Dean of the Faculty of International Marketing Management
• Main activities and responsibilities	Management of the faculty activity and participation in the educational process of the subjects: Marketing, Marketing Management, International Marketing, Brand Management, Marketing Services, Strategic Marketing, Channel Marketing, research, ad ministration
• Dates (from - to)	2014-2015
• Name and address of employer	University “Tourism and Management”, Skopje, Macedonia
• Type of business or sector	Higher education

• Job Title		Acting Dean, Assistant Professor
• Main activities and responsibilities		Management of the faculty activity and participation in the educational process of the subjects: Marketing, Marketing Management, International Marketing, Brand Management, Marketing Services, Strategic Marketing, Channel Marketing
• Dates (from - to)		2013-2014
• Name and address of employer		University “Euro Balkan” Macedonia
• Type of business or sector		Higher education
• Job Title		Assistant Professor
• Main activities and responsibilities		Participation in the educational process in the subjects Bank Marketing and E-business
• Dates (from - to)		2009-2013
• Name and address of employer		European University, Macedonia
• Type of business or sector		education
• Job Title		Professor assistant
• Main activities and responsibilities		Participation in the educational process of the subjects: Planning Marketing, Promotion, Consumer Behavior, Marketing in tourism and hospitality, Brand Management, Non-profit marketing management, Marketing of agricultural products
• Dates (from - to)		2006-2009
• Name and address of employer		European University, Macedonia
• Type of business or sector		Higher eeducation
• Job Title		Teaching assistant

• Main activities and responsibilities		Participation in the educational process of the subjects: Strategic Management, Small Business Marketing Management, Promotion, Marketing Planning
• Dates (from - to)		1999-2002
• Name and address of employer		Tane Caleski, Kichevo
• Type of business or sector		Private industry
• Job Title		Director of Finance
• Main activities and responsibilities		Management and organization of financial department

Education and training		
• Dates (from – to)		2006-2009
• Name and type of organization providing education or training		European University Republic of Macedonia Skopje - Faculty of Economics
• Principal subjects / occupational skills covered in the training		Marketing
• Assigned title		Doctor of Economics – in the field of Marketing
• Level in national classification		VIII
• Dates (from – to) • Name and type of organization providing education or training • Principal subjects / occupational skills covered in the training • Assigned title • Level in national		1997-2002 University "St. Kliment Ohridski"- Faculty of Economics, Prilep Marketing and Management Mr. Sc. –in the field of Marketing and Management

classification		VII 2
• Dates (from – to)		1992-1996
• Name and type of organization providing education or training		University "St. Kliment Ohridski"- Faculty of Economics, Prilep
• Principal subjects / occupational skills covered in the training		Economy of enterprise
• Assigned title		Bachelor (BSc) of Economics
• Level in national classification		VII 1

Проекти	
	"Citizens as Active Partners in Water Policy Reform" realized by Center for environmental democracy - Florozon, supported by Central Financing and Contracting Department (CFCD) within the Ministry of Finance of the Republic of Macedonia, EuropeAid/138660/ID/ACT/MK: "Enhanced Involvement of Civil Society in the EU Integration Reforms". Green Growth Platform Project: "Improving the involvement and influence of civil society in public policies on health and safety at work and decision-making in support of the state in the process of accession to the EU" realized by Macedonian Occupational Safety and Health association in cooperation with the Organization of Employers of Macedonia and the Federation of Trade Unions of Macedonia (SSM) Project: "The impact of digital marketing application in the process of brand launching and positioning on the market", initiated and conducted by the Faculty of International marketing management, supported by the University of Tourism and Management. Project: "Innovation Hub: Comparative Advantage for Greater Competitiveness in Macedonia" Contracting Authority - Central Financing and Contracting Department (CFCD) within the Ministry of Finance of the Republic of Macedonia, realized by Foundation for Small and Medium Enterprises Development Kumanovo and Foundation for Small and Medium Enterprises Development Veles, funded by the European Union. Project: "Functional analysis of centres for social work in Republic of Macedonia", realized by BASME Consulting and Training, supported by World Bank. Project: "Innovation Hub: Comparative Advantage for Greater Competitiveness in Macedonia" Contracting Authority - Central Financing and Contracting Department (CFCD) within the Ministry of Finance of the Republic of Macedonia, realized by Foundation for Small and Medium Enterprises Development Kumanovo and Foundation for Small and Medium Enterprises Development Veles, funded by the European Union.

International congresses and symposia	
• Dates (from – to)	18 October, 2024
• Location	Skopje, Macedonia
• The company and the person responsible	University of Skopje ICON BEST 2024 - International Conference for Business, Education Sport and Tourism, The 9th International Scientific Congress Shaping the Future: Trends and Insights for Tomorrow, University of Skopje, 18th of October 2024, Skopje, Republic of North Macedonia

• Position		Co-author of a scientific paper (attending and presenting) "The effects of influencer marketing on increasing brand awareness"
• Dates (from – to)		14 November 2022
• Location		Skopje, Macedonia
• The company and the person responsible		University of Skopje ICON BEST 2022 - International Conference for Business, Education Sport and Tourism, The 8th International Scientific Congress INNOVATIVE TRENDS IN INTERNATIONAL BUSINESS AND SUSTAINABLE MANAGEMENT, University of Tourism and Management in Skopje, 14th of November 2022, Skopje, Republic of North Macedonia
• Position		Co-author of a scientific paper (attending and presenting) "The influence of Covid-19 pandemic on the global business trends/ The influence of COVID-19 pandemic on the global business trends and management practices"
• Dates (from – to)		11 November 2020
• Location		Skopje, Macedonia
• The company and the person responsible		University of Skopje ICON BEST 2020 - International Conference for Business, Economy, Sport and Tourism, The 7th International Scientific Congress ALTERNATIVE PATHS FOR DEVELOPMENT OF EMERGING ECONOMIES IN GLOBAL BUSINESS ENVIRONMENT, University of Tourism and Management in Skopje, 11th of November 2020, Skopje, Republic of North Macedonia
• Position		Co-author of a scientific paper (attending and presenting) "The impact of integrated marketing communication on customer behavior"
• Dates (from – to)		15 October 2018
• Location		Skopje, Macedonia
• The company and the person responsible		University of Tourism and Management - Skopje, ICON BEST 2018 - International Conference for Business, Economy, Sport and Tourism, 6th International Scientific Congress "Global education, skills and competencies: How to deliver high quality business education in accordance with the market needs", University of Tourism and Management in Skopje, 15 of October 2018, Skopje, Republic of Macedonia
• Position		Co-author of a scientific paper (attending and presenting) "The application of integrated marketing communications in creating competitive advantage of the higher education institutions"

• Dates (from – to)		08 October 2016
• Location		Skopje, Macedonia
• The company and the person responsible		University of Tourism and Management - Skopje, ICON BEST 2016 - The 5th Jubilee International Scientific Congress “Global Tourism Challenges in 21st century”
• Position		Co-author of a scientific paper (attending and presenting) “The social networks a powerful marketing tool for effective communication with the consumer”
• Dates (from – to)		30 September 2016
• Location		Belgrade, Serbia
• The company and the person responsible		Singidunum University, International scientific conference SITCON 2016 "Quality as a basis for tourism destination competitiveness", Singidunum International tourism conference-2016
• Position		Co-author of a scientific paper (attending and presenting) “Hotel image as an important prerequisite for creating a vompetitive advantage”
• Dates (from – to)		09-11 October 2015
• Location		Skopje, Macedonia
• The company and the person responsible		University of Tourism and Management - Skopje, ICON BEST 2015 - International Conference for Business, Economy, Sport and Tourism, 4th International Scientific Congress "Economic analysis of global trends in tourism, finance, education & management"
• Position		Co-author of a scientific paper (attending and presenting) “Important comportant components that affect the image of the company for achieving competitive advantage”
• Dates (from – to)		09-11 October 2015
• Location		Skopje, Macedonia
• The company and the person responsible		University of Tourism and Management - Skopje, ICON BEST 2015 - International Conference for Business, Economy, Sport and Tourism, 4th International Scientific Congress "Economic analysis of global trends in tourism, finance, education & management"
• Position		Co-author of a scientific paper (attending and presenting) “The influence of the social factor during adaptation of the marketing strategies in franchise”
• Dates (from – to)		10-14 June 2015
• Location		Gostivar, Macedonia

• The company and the person responsible		International congress on economics and business "New Economic Trends and Business Opportunities", International Vision University - Gostivar
• Position		Co-author of a scientific paper (attending and presenting) "Strategic Alliances as a Method for Creating Competitive Advantage on the Global Market"
• Dates (from – to)		10-14 June 2015
• Location		Gostivar, Macedonia
• The company and the person responsible		International congress on economics and business "New Economic Trends and Business Opportunities", International Vision University - Gostivar
• Position		Co-author of a scientific paper (attending and presenting) "The implementation of integrated marketing communications in function of increasing company' s profit"
• Dates (from – to)		29-31 May 2015
• Location		Bor, Serbia
• The company and the person responsible		XI International May Conference on Strategic Management - IMKSM2015: "Touch the New Wave", University of Belgrade, Technical Faculty in Bor, Management department
• Position		Co-author of a scientific paper (attending and presenting) "The impact of the brand on consumer's decision making process"
• Dates (from – to)		25-26 April 2014
• Location		Belgrade, Serbia
• The company and the person responsible		Singidunum University, International conference SINTEZA 2014, ,"Impact of the Internet on Business Activities in Serbia and Worldwide"
• Position		Co-author,"The implementation of online marketing as an important requisite for ganing competitive advantage"
• Dates (from – to)		20-21 December 2013
• Location		Skopje
• The company and the person responsible		Euro-Balkan University, International Scientific Conference, „The influence of scientific –technological development in the area of law, economy, culture, education and security in the Republic of Macedonia",
• Position		Co-author, "The application of information technologies for communication in business companies"
• Dates (from – to)		20-21 December 2013
• Location		Skopje
• The company and the person		Euro-Balkan University, International Scientific Conference, „The

responsible		influence of scientific –technological development in the area of law, economy, culture, education and security in the Republic of Macedonia“,
• Position		Co-author “The application of computer assisted audit techniques of fraud as a result from the development of information technology
• Dates (from – to)		06-07 June 2013
• Location		Skopje
• The company and the person responsible		European University - Republic of Macedonia, International Scientific Conference ”Changes in the global society”
• Position		Co-author, “Management of luxury brands in the world that is changing rapidly,
• Dates (from – to)		14-15 June 2012
• Location		Skopje
• The company and the person responsible		Macedonian Marketing Association, International Scientific Conference “The role of media in promotion of product and service”
• Position		Co-author , “The importance of on-line marketing for successful operation of the Macedonian companies”
• Dates (from – to)		14-15 June 2012
• Location		Skopje
• The company and the person responsible		Macedonian Marketing Association, International Scientific Conference “The role of media in promotion of product and service”
• Position		Co-author ,“Criticism of the media for the promotion of goods and services”,
• Dates (from – to)		09-10 March 2012
• Location		Skopje
• The company and the person responsible		European University - Republic of Macedonia, International Scientific Conference “Faces of the crisis”

• Position		Co-author ,“Whether the crisis should change consumer habits”,
• Dates (from – to)		09-10 March 2012
• Location		Skopje
• The company and the person responsible		European University - Republic of Macedonia, International Scientific Conference “Faces of the crisis”
• Position		Co-author ,“Whether the crisis should reduce marketing budgets”,
• Dates (from – to)		January, 2011
• Location		Skopje
• The company and the person responsible		European University - Republic of Macedonia, International Scientific Conference “European way to the future”
• Position		Author, “Differentiation as a tool to achieve competitive advantage”
• Dates (from – to)		May 2009
• Location		Ohrid
• The company and the person responsible		Macedonian Marketing Association, Participation in the conference "Ways to overcome the problems of the economic crisis"
• Position		Author, “Ways to overcome the problems arising from the economic crisis”,
• Dates (from – to)		2009
• Location		Skopje
• The company and the person responsible		First Private European University Yearbook
• Position		Author, “Advantages and omissions in managing brands”,
• Dates (from – to)		September 2008
• Location		Ohrid
• The company and the person responsible		Macedonian Marketing Association, Participation in the conference "Application of marketing in banks - a necessity for success"
• Position		Author “Application of marketing in banks - A necessity for

		success",
• Dates (from – to)		2008
• Location		Skopje
• The company and the person responsible		First Private European University Yearbook
• Position		Author "The value of design"
• Dates (from – to)		October 2007
• Location		Ohrid
• The company and the person responsible		Macedonian Marketing Association, International Scientific Conference
• Position		Author "Brand - The consumer's experience""

Publications	
June 2024	Co-author of paper in International Scientific Journal Blazheska Daliborka, Angela Milenkovska Klimoska and Viktorija Trajkov, "The effectiveness of social media marketing on purchasing decisions", UTMS Journal of Economics, Vol. 15 No. 1 (pp. 27–38), June 2024 (EBSCO)
June 2024	Co-author of paper in International Scientific Journal Blazheska, Daliborka, Natasha Ristovska and Dejan Nakovski, "Strategic brand management in function of improving the comprtitive position of tourist destinations", UTMS Journal of Economics, Vol. 14 No. 1 (pp. 52–62), June 2023 (EBSCO)
December 2023	Co-author of paper in International Scientific Journal Ristovska Natasha, Blazeska Daliborka and Sashko Gramatnikovski, "The Influence of Covid-19 Pandemic on the Global Business Trends and Management Practices", UTMS Journal of Economics, Vol. 14 No. 2 (pp. 144–159), December 2023 (EBSCO)
June 2022	Co-author of paper in International Scientific Journal Blazheska, Daliborka, Natasha Ristovska and Sashko Gramatnikovski, "The impact of websites and social media marketing on the efficiency of e-commerce", UTMS Journal of Economics, Vol. 13 No. 1 (pp. 16–28), June 2022 (EBSCO)
December 2021	Co-author of paper in International Scientific Journal Ristovska Natasha, Blazeska Daliborka, Gramatnikovski Sashko, "Introducing intrapreneurship management concept in function of improving organizational performance", UTMS Journal of Economics, Vol. 12 No. 2 (pp. 253–267), December 2021 (EBSCO)
June 2021	Co-author of paper in International Scientific Journal Blazeska Daliborka, Ristovska Natasha, Klimoska Milenkovska Angela, "The impact of integrated marketing communication on

		customer behavior", UTMS Journal of Economics, Vol. 12 No. 1 (pp. 40–50), June 2021 (EBSCO)
December 2021		Co-author of paper in International Scientific Journal Ristovska, Natasha, and Daliborka Blazeska**,** "The impact of emotional intelligence skills to entrepreneurial business success", UTMS Journal of Economics, Vol. 12 No. 2 (pp. 171–185), December 2021 (EBSCO)
September 2020		Co-author of paper in International Scientific Journal Blazheska, Daliborka, Natasha Ristovska and Sashko Gramatnikovski, "The impact of digital trends on marketing", UTMS Journal of Economics, Vol. 11, No. 1 (pp.48-58), September 2020 (EBSCO)
December 2020		Co-author of paper in International Scientific Journal Ristovska, Natasha, and Daliborka Blazeska**,** "Enhancing Women's Engagement in Entrepreneurial Business Activities", UTMS Journal of Economics, Vol. 11 No. 2 (pp. 213–230), December 2020 (EBSCO)
May/June 2019		Co-author of paper in International Scientific Journal Daliborka Blazeska, Natasha Ristovska, "The use of social media as an effective tool for obtaining sustainable competitive advantage", Business Management 2/2019, Vol. 7 No. 2 (pp. 31–45), May/June 2019
June 2018		Co-author of paper in International Scientific Journal Daliborka Blazeska, Zoran Strezovski, Angela Milenkovska Klimovska, "THE INFLUENCE OF TOURIST INFRASTRUCTURE ON THE TOURIST SATISFACTION IN OHRID CITY- MACEDONIA", UTMS Journal of Economics, Vol. 9, No. 1 (pp.85-93), June 2018
March 2018		Co-author of paper in International Scientific Journal J.Angelovska, S.Senturan and D.Blazeska, "MEASURING EMPLOYEES' EMPOWERMENT AT HIGHER EDUCATION INSTITUTIONS", International Journal of Information, Business and Management, Vol. 10, No.3, 2018
December 2016		Co-author of paper in International Scientific Journal Blazeska Daliborka, Davkovska Vladanka, Nakovski Dejan, "Hotel service, assumption and starter of the hotel development", UTMS Journal of Economics, Vol. 7, No. 2 (pp.175-186), December 2016 (EBSCO)
December 2016		Co-author of paper in International Scientific Journal Naumovska Ljupka, Blazeska Daliborka, **"**Public Relation Based Model of Integrated Marketing Communications", UTMS Journal of Economics, Vol. 7, No. 2 (pp.175-186), December 2016 (EBSCO)
October 2016		Co-author of paper in International Scientific Journal Sashko Gramatnikovski, Ace Milenkovski and Daliborka Blazheska, "The impact of the international tourism receipts on GDP – The case of republic of Macedonia", International Journal of Academic Research in Accounting, Finance and Management Sciences, Vol.6, No.4 (pp.220-225), October 2016 (EBSCO)
October 2016		Co-author of paper in International Scientific Journal Daliborka Blazeska, Meri Nickova, "Creating marketing strategies for development of the wine tourism", International Journal of Academic Research in Accounting, Finance and Management

		Sciences, Vol.6, No.4 (pp.177-184), October 2016 (EBSCO)
2016		Co-author of paper in International Scientific Journal Ljupka Naumovska, Daliborka Blazeska, "Integrated Marketing Communication Model for Political Science", Political Science Forum, Trenčianska univerzita Alexandra Dubčeka v Trenčíne, Volume 5, Number 1, Spring 2016
June 2016		Co-author of paper in International Scientific Journal Daliborka Blazeska, Lupka Naumovska, "Socially responsible activities - an efficient tool for the companies for marketing communication with the consumers", International Journal of Academic Research in Accounting, Finance and Management Sciences, Vol. 6, No. 3, June 2016, pp. 10–18 E-ISSN: 2225-8329, P-ISSN: 2308-0337 (EBSCO)
June 2016		Co-author of paper in International Scientific Journal Daliborka Blazeska, Natasha Ristovska, "The product design as a significant element of differentiation for achieving market competitiveness", Economic Development, Journal of the Institute of Economics-Skopje, Year 18, No. 1-2 (pp. 41-57), June 2016 (EBSCO)
December 2015		Co-author of paper in International Scientific Journal Kozuharov Sasho, Ristovska Natasha, Blazeska Daliborka, "International standards for financial reporting - harmonization in the Republlic of Macedonia", UTMS Journal of Economics, Vol. 6, No. 2, December 2015 (EBSCO)
December 2015		Co-author of paper in International Scientific Journal Gramatnikovski Sashko, "The quality of the tourist destination a key factor for increacing their attractiveness", UTMS Journal of Economics, Vol. 6, No. 2, December 2015 (EBSCO)
2020		Co-author of the book (Promotional activities)
2013		Author of the book (Brand Management)
2010		Co-author of the book (Marketing of agricultural product)
2009		Co-author of the book (Marketing management of tourism and hospitality)
2009		Co-author of the book (Non-profit marketing management)
2009		Co-author of the book (Strategic marketing)
2008		Co-author of the book (Marketing logistics)