CURRICULUM VITAE

Personal Information	
Name	Natasha Ristovska
E-mail	n.ristovska@utms.edu.mk
Nationality	Macedonian
Date of Birth	18.10.1981
Gender	Female
Academic Title	Full Professor

Work Experience	
• Dates (from - to)	November 2023 – Present
• Name and address of employer	University of Skopje
• Type of business or sector	Higher education
• Job Title	Director of the UTMS Institute of Business and Management
• Main activities and responsibilities	Represent the Institute and lead its scientific and research activities, including international cooperation and expert consulting activities; Develop and implement institutional programmes; Oversee organisational operations; Lead Master's curriculum development processes; Manage staff roles and performance.
• Dates (from - to)	October 2022 – Present
• Name and address of employer	University of Skopje
• Type of business or sector	Higher education
• Job Title	Full Professor
• Main activities and responsibilities	Delivering lectures: Management, Business planning, Entrepreneurship and small business, Strategic management, Payment systems, Tax management, Contemporary management; Supervising students in assigned academic subjects insluding undergraduate and postgraduate theses supervision; Participating in scientific and research activities (publications, conferences, and project work; Contributing to curriculum development and the continuous improvement of study programmes; Supporting student learning through mentoring, assessment, and academic guidance; Engaging in academic collaboration and knowledge transfer activities.
• Dates (from - to)	September 2019 – 2022
• Name and address of employer	University of Tourism and Management in Skopje
• Type of business or sector	Higher education
• Job Title	Dean of the Faculty of Entrepreneurial Business
• Main activities and responsibilities	Serve as the executive leader of the Faculty, representing the institution nationally and internationally; Organise and oversee the teaching process, lead programme development and continuous improvement of study curricula, and ensure coordinated delivery of higher-education, scientific-research, and applied activities; Implement decisions of the University Senate, Rector, and Academic Council; Convene and chair Faculty Council meetings; Oversee academic staffing procedures; Promote graduates and submit annual reports; Ensure statutory compliance, and

		Actively participate in scientific and research activities while delivering lectures in assigned subjects.
• Dates (from - to)		October 2017-September 2022
• Name and address of employer		University of Tourism and Management in Skopje
• Type of business or sector		Higher education
• Job Title		Associate Professor
• Main activities and responsibilities		Delivering lectures: Management, Trade management, Innovation management, Globalization and business, Entrepreneurship and small business, Technological entrepreneurship, Strategic management, International management, Operations management, Contemporary management; Supervising students in assigned academic subjects insluding undergraduate and postgraduate theses supervision; Participating in scientific and research activities (publications, conferences, and project work0; Contributing to curriculum development and the continuous improvement of study programmes; Supporting student learning through mentoring, assessment, and academic guidance; Engaging in academic collaboration and knowledge transfer activities.
• Dates (from - to)		September 2015-August 2019
• Name and address of employer		University of Tourism and Management in Skopje
• Type of business or sector		Higher education
• Job Title		Dean of the Faculty of Entrepreneurial Business
• Main activities and responsibilities		Serve as the executive leader of the Faculty, representing the institution nationally and internationally; Organise and oversee the teaching process, lead programme development and continuous improvement of study curricula, and ensure coordinated delivery of higher-education, scientific-research, and applied activities; Implement decisions of the University Senate, Rector, and Academic Council; Convene and chair Faculty Council meetings; Oversee academic staffing procedures; Promote graduates and submit annual reports; Ensure statutory compliance, and Actively participate in scientific and research activities while delivering lectures in assigned subjects.
• Dates (from - to)		May 2013–August 2015
• Name and address of employer		University of Tourism and Management in Skopje
• Type of business or sector		Higher education
• Job Title		An Acting Dean of the Faculty of Entrepreneurial Business
• Main activities and responsibilities		Serve as the executive leader of the Faculty, representing the institution nationally and internationally; Organise and oversee the teaching process, lead programme development and continuous improvement of study curricula, and ensure coordinated delivery of higher-education, scientific-research, and applied activities; Implement decisions of the University Senate, Rector, and Academic Council; Convene and chair Faculty Council meetings; Oversee academic staffing procedures; Promote graduates and submit annual reports; Ensure statutory compliance, and Actively participate in scientific and research activities while delivering lectures in assigned subjects.
• Dates (from - to)		May 2013–September 2017
• Name and address of employer		University of Tourism and Management in Skopje
• Type of business or sector		Higher education
• Job Title		Assistant Professor
• Main activities and responsibilities		Delivering lectures: Management, Business planning, Innovation management, Globalization and business, Entrepreneurship and small business, Strategic management, Tax management, International management; Supervising students in assigned academic subjects insluding undergraduate and postgraduate theses supervision;

		Participating in scientific and research activities (publications, conferences, and project work0; Contributing to curriculum development and the continuous improvement of study programmes; Supporting student learning through mentoring, assessment, and academic guidance; Engaging in academic collaboration and knowledge transfer activities.
• Dates (from - to)		July 2012–April 2013
• Name and address of employer		European University Republic of Macedonia
• Type of business or sector		Higher education
• Job Title		Assistant Professor at the Faculty of Economics
• Main activities and responsibilities		Delivering lectures: International Management, Decision theory, Management information systems, Monetary economics, International economics, Fiscal policy in the EU, Global market and economic integrations; Supervising students in assigned academic subjects insluding undergraduate and postgraduate theses supervision; Participating in scientific and research activities (publications, conferences, and project work; Contributing to curriculum development and the continuous improvement of study programmes; Supporting student learning through mentoring, assessment, and academic guidance; Engaging in academic collaboration and knowledge transfer activities.
• Dates (from - to)		February 2006–June 2012
• Name and address of employer		European University Republic of Macedonia
• Type of business or sector		Higher education
• Job Title		Teaching Assistant at the Faculty of Economics
• Main activities and responsibilities		Conducting exercises and Assisting in Courses: International management, International trade, Business planning, Financial accounting, Managerial economics; Supervising students in assigned academic subjects; Supporting student learning through mentoring, assessment, and academic guidance.

Education and training

• Dates (from – to)		2009-2012
• Name and type of organization providing education or training		Ss. “Cyril and Methodius” University Skopje, Faculty of Economics in Skopje
• Principal subjects / occupational skills covered in the training		Business economics, Business planning, Strategic management, International business
• Assigned title		Ph.D. in Economics
• Level in national classification		VIII
• Dates (from – to)		2004-2006
• Name and type of organization providing education or training		Institute of Economics and Management – Institute of Business Administration (IEMN-IAE/IFAG), Université de Nantes, France
• Principal subjects / occupational skills covered in the training		Business Management
• Assigned title		Master (MSc) in MBA Management
• Level in national classification		VII/2
• Dates (from – to)		2000-2004

• Name and type of organization providing education or training	Ss. “Cyril and Methodius” University Skopje, Faculty of Economics in Skopje
• Principal subjects / occupational skills covered in the training	Financial Management
• Assigned title	Bachelor (BSc) in Economics, Department of Financial Management
• Level in national classification	VII/1

Professional Experience

• Dates (from - to)	September 2025-August 2029
• Location	EU
• The company and the person responsible (name and contact details)	Aprise Horizon Europe project - Alternative Proteins Research and Innovation Skills Enhancement, coordinator Middle East Technical University (METU), Ankara, Türkiye; NMK partner Green Growth Platform Skopje
• Position	Project manager and researcher (CSA project)
• Description	Project administration and financial management; Organization, coordination and monitoring of project activities and deliverables; Conducting research and analysis contributing to project outputs; Participation in consortium meetings, thematic working groups and secondments; Preparation of periodic reports.
• Dates (from - to)	September 2024
• Location	Skopje, North Macedonia
• The company and the person responsible (name and contact details)	UNDP and the UNDP Acceleration Lab in North Macedonia, an innovative program for the transformation of biowaste and biotechnology
• Position	Lecturer
• Description	Training for business representatives on the topic: Circular Bioeconomy within the framework of the Biowaste Academy
• Dates (from - to)	September 2024 – October 2024
• Location	North Macedonia
• The company and the person responsible (name and contact details)	Organizer- Marketing, Promotion and Training Company AJ KJU MEDIA LLC Sopište, funded by the Agency for promotion of entrepreneurship of the Republic of North Macedonia
• Position	Trainer/ Entrepreneurship Education Programme
• Description	Conducting workshops and trainings: -Delivered Entrepreneurship Education – “Be an Entrepreneur” workshops (8 sessions) across Skopje, Kumanovo, Struga, Prilep, Štip, and Strumica. - Delivered specialised capacity-building training for teachers and university professors teaching entrepreneurship and business subjects (4 workshops in Skopje, Bitola, Ohrid, and Štip).
• Dates (from - to)	January 2023-December 2026
• Location	EU
• The company and the person responsible (name and contact details)	Carbonica Horizon Europe project - Carbon Initiative for Climate-resilient Agriculture, coordinator FoodScale Hub Association for Entrepreneurship and innovation (FSH), Thessaloniki, Greece; NMK partner Green Growth Platform Skopje
• Position	Project manager and researcher (CSA project)
• Description	Project administration and financial management; Organization, coordination and monitoring of project activities and deliverables; Conducting research and analysis contributing to project outputs;

		Participation in consortium meetings and thematic working groups; Preparation of periodic reports.
• Dates (from - to)		September 2022-August 2025
• Location		EU
• The company and the person responsible (name and contact details)		BioRural Horizon Europe project - Accelerating circular bio-based solutions integration in European rural areas, coordinator Centre for Research & Technology Hellas (CERTH), Thessaloniki, Greece; NMK partner Green Growth Platform Skopje
• Position		Project manager (CSA project)
• Description		Project administration and financial management; Organization, coordination and monitoring of project activities and deliverables; Conducting research and analysis contributing to project outputs; Participation in consortium meetings and thematic working groups; Preparation of periodic reports.
• Dates (from - to)		October 2020-September 2024
• Location		EU
• The company and the person responsible (name and contact details)		Cities2030 H2020 project - Co-creating resIlient and susTaInable food systEms towardS FOOD2030, coordinator Ca' Foscari University of Venice, Italy; NMK partner Green Growth Platform Skopje
• Position		Project manager and researcher in innovation project
• Description		Project administration and financial management; Organization, coordination and monitoring of project activities and deliverables; Conducting research and analysis contributing to project outputs; Participation in consortium meetings and thematic working groups; Preparation of periodic reports.
• Dates (from - to)		October 2020-September 2023
• Location		EU
• The company and the person responsible (name and contact details)		Ploutos H2020 project - Data-driven sustainable agri-food value chains, coordinator GAIA EPICHEIREIN, Athens, Greece; NMK partner Green Growth Platform Skopje
• Position		Project manager and researcher in innovation project
• Description		Project administration and financial management; Organization, coordination and monitoring of project activities and deliverables; Conducting research and analysis contributing to project outputs; Participation in consortium meetings and thematic working groups; Preparation of periodic reports.
• Dates (from - to)		May 2019-April 2024
• Location		EU
• The company and the person responsible (name and contact details)		B-ferst H2020 project - Bio-based fertilising products as the best practice for agricultural management sustainability, coordinator Fertiberia, Spain; NMK partner AgFutura Techologies Skopje
• Position		Consultant in research and innovation project
• Description		Conducting analytical work and market research activities, Supporting the development of competitive business models for new products; Participating in investment models design to map growth opportunities for piloted products.
• Dates (from - to)		June 2019-September2022
• Location		EU
• The company and the person responsible (name and contact details)		PoliRural H2020 project - Future Oriented Collaborative Policy Development for Rural Areas and People, coordinator University of Life Sciences Prague, Czech Republic; NMK partner Green Growth Platform Skopje
• Position		Project manager in research and innovation project
• Description		Project administration and financial management; Organization, coordination and monitoring of project activities and deliverables; Conducting research and analysis contributing to project outputs;

		Participation in consortium meetings and thematic working groups; Preparation of periodic reports.
• Dates (from - to)		June-December 2020
• Location		Skopje, North Macedonia
• The company and the person responsible (name and contact details)		Association for the Promotion of Economic and Cultural Development ERC-SORABOTKA Bitola, funded by the Agency for Youth and Sports of the Republic of North Macedonia
• Position		Lecturer
• Description		Project - Online training for supporting youth employment on the topic: Entrepreneurship, entrepreneurial skills and business planning
• Dates (from - to)		November 2019
• Location		Skopje, North Macedonia
• The company and the person responsible (name and contact details)		Association for the Promotion of Economic and Cultural Development ERC-SORABOTKA Bitola, funded by the Agency for Youth and Sports of the Republic of North Macedonia
• Position		Trainer
• Description		Trainings for Strengthening Youth Employability Competencies: 3 Workshops on Entrepreneurship and Small Business
• Dates (from - to)		January 2019 – January 2021
• Location		Macedonia
• The company and the person responsible (name and contact details)		IVote Foundation, Skopje
• Position		Business mentorship
• Description		Mentoring and advisory support to startups and entrepreneurs on business development, strategy, and growth; Guiding companies in refining business models, value propositions, and market entry strategies; Delivering one-to-one coaching on management, operations, and organisational development; Monitoring progress, strengthening communication and partnerships, and providing structured feedback to support sustainable growth.
• Dates (from - to)		February 2018-September 2018
• Location		Skopje, Macedonia
• The company and the person responsible (name and contact details)		Project "Improving the inclusiveness and the influence of civil society in public policies for occupational safety and health and in decision-making as a support to the state in the EU accession processes" funded by EU, responsible for implementation- Macedonian Association for Safety and Health at Work, Confederation of Trade Unions of Macedonia and Employers' Organization of Macedonia
• Position		Consultant
• Description		Analysis of the institutional capacities (organizational and advocacy skills) and provision of consultative support for 3 local civil society organizations (Union of Trade Unions of Macedonia, Confederation of Free Trade Unions of Macedonia, and Association of Protective Societies of Macedonia ZAPOVIM – Skopje)
• Dates (from - to)		03.11.2017 / License No. 08-3416/2
• Location		Skopje, Macedonia
• The company and the person responsible (name and contact details)		Ministry of justice
• Position		Authorized expert
• Description		In the field of material, accounting and financial operations
• Dates (from - to)		December 2016–June 2017
• Location		Skopje, Macedonia

• The company and the person responsible (name and contact details)		Project: "Effects of the business cooperation between FDI and SMEs in the Republic of Macedonia", initiated and conducted by the Faculty of Entrepreneurial Business, supported by the University of Tourism and Management
• Position		Scientific Research Project Coordinator
• Description		Coordinated scientific research activities and field data collection; Designed survey questionnaires and interview protocols; Conducted surveys among registered small and medium-sized enterprises (SMEs) across the Republic of Macedonia; Analysed collected data.
• Dates (from - to)		September 2016- March 2017
• Location		Skopje, Macedonia
• The company and the person responsible (name and contact details)		Project: "Creating Employment Opportunities for Everyone - Business Diagnostics of MSME", realized by BASME Consulting and Training, supported by UNDP in cooperation with the Ministry of Labor and Social Policy and the Employment Agency
• Position		Project Participant/Entrepreneurship and Management Expert
• Description		Defined and developed business diagnostics methodologies; Designed questionnaires and assessment tools for company evaluation; Analysed results and conducted performance assessments; Evaluated and ranked companies based on diagnostic outcomes and defined criteria.
• Dates (from - to)		January 2016-June 2016
• Location		Kumanovo, Macedonia
• The company and the person responsible (name and contact details)		Project: "Through Youth Entrepreneurship to Rural Development", realized by the Ctizens Association "Doverba" from Kumanovo with the support of the Government of the Republic of Macedonia
• Position		Project Participant/Trainer/Mentor
• Description		Delivered training on Entrepreneurial Skills and Business Planning; Provided mentoring support to participants during idea development and business planning; Contributed to the creation and content development of project promotional and training brochure.
• Dates (from - to)		November 2006
• Location		Skopje, Macedonia
• The company and the person responsible (name and contact details)		Ministry of justice
• Position		Authorized translator for legal equivalence
• Description		English and French
• Dates (from - to)		June 2005–December 2005
• Location		Nantes, France
• The company and the person responsible (name and contact details)		York France Nantes–Johnson Controls Inc.
• Position		Assistant in Spare Parts Department
• Description		Preparation and elaboration of quotations; Processing orders and coordinate purchasing activities; Supervising shipment and expedition; Handling invoicing and related administrative documentation; Maintaining regular contact with clients to ensure timely delivery and customer satisfaction

International congresses and symposia		
• Dates (from – to)		18 November 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
• Position	Co-author of a scientific paper (attending and presenting) Ristovska Natasha PhD, Blazeska Daliborka PhD, "Driving sustainability goals through circular economy and innovation"
• Dates (from – to)	18 November 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
• Position	Co-author of a scientific paper (attending and presenting) Blazeska Daliborka PhD, Ristovska Natasha PhD, "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 Tourism and Management - 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"
• Position	Co-author of a scientific paper (attending and presenting) Ristovska Natasha PhD, Blazeska Daliborka PhD, Gramatnikovski Sashko PhD, "The influence of Covid-19 pandemic on the global business trends"
• Dates (from – to)	14 November 2022
• Location	Skopje, Macedonia
• The company and the person responsible	University of Tourism and Management - 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"
• Position	Co-author of a scientific paper (attending and presenting) Ristovska Natasha PhD, Blazeska Daliborka PhD, Palevska Mucunska Valentina PhD "Strategic brand management in function of improving the competitive position of tourist destinations"
• Dates (from – to)	11 November 2020
• Location	Skopje, Macedonia
• The company and the person responsible	University of Tourism and Management - Skopje, ICON BEST 2020 - International Conference for Business, Education, Sport and Tourism, The 7th International Scientific Congress "Alternative paths for development of emerging economies in global business environment"
• Position	Co-author of a scientific paper (attending and presenting) Ristovska Natasha PhD, Blazeska Daliborka PhD, "The impact of emotional intelligence on entrepreneurial business success"
• 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"
• Position	Co-author of a scientific paper (attending and presenting) Ristovska Natasha PhD, Suzana Stankovska MSc, "Enhancing entrepreneurial skills of employees in the education process"
• Dates (from – to)	08 October 2016
• Location	Skopje, Macedonia

• The company and the person responsible	University of Tourism and Management - Skopje, ICON BEST 2016 - International Conference for Business, Economy, Sport and Tourism, 5th International Scientific Congress "Economic analysis of global trends in tourism, finance, education & management"
• Position	Co-author of a scientific paper (attending and presenting) Ristovska Natasha PhD, Ravlikj Ivona MSc, "The role of multinational companies in enhancing innovation, technology transfer and entrepreneurship"
• 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) Ristovska Natasha, Baresa Suzana, Serafimovic Gordana, "Creating innovative culture in function of enhancing business development"
• Dates (from – to)	29-31 May 2015
• Location	Bor, Serbia
• The company and the person responsible	XI International May Conference on Strategic Management – IMKSM 2015: "Touch the New Wave", University of Belgrade, Technical Faculty in Bor, Management department
• Position	Co-author of a scientific paper (attending and presenting) Blazeska Daliborka, Ristovska Natasha, "The impact of the brand on consumer's decision making process"
• Dates (from – to)	21 - 23 May 2014
• Location	Ohrid, Macedonia
• The company and the person responsible	Second international scientific conference: "Knowledge – capital of the future", Institute for knowledge management – Skopje, Conference Review - Knowledge International Journal Scientific and Applicative Papers
• Position	Co-author of a scientific paper (attending and presenting) Ristovska Natasha PhD, "Strategic alliances as a method for creating competitive advantage on the global market"
• Dates (from – to)	25-26 April 2014
• Location	Beograd, Serbia
• The company and the person responsible	The First International Conference SINTEZA 2014: "Impact of the Internet on Business Activities in Serbia and Worldwide", Singidunum University – Belgrade, Conference Review (pp. 595-599)
• Position	Co-author of a scientific paper (attending and presenting) Sasho Kozuharov PhD, Natasha Ristovska PhD, "Information systems for business planning"
• Dates (from – to)	16-18 October 2013
• Location	Beograd, Serbia
• The company and the person responsible	VSPEP Beograd, The Second International Scientific Conference, Employment, education and entrepreneurship, Conference Review (pp. 335-350)
• Position	Co-author of a scientific paper (attending and presenting) Sasho Kozuharov PhD, Natasha Ristovska PhD, "The impact of globalization on global business development"
• Dates (from – to)	04-06 October 2013
• Location	Skopje, Macedonia
• The company and the person responsible	University of Tourism and Management - Skopje, International Conference for Business, Economy, Sport and Tourism (ICONBEST), Conference Review (pp. 433-443)

• Position	Co-author of a scientific paper (attending and presenting) Sasho Kozuharov PhD, Natasha Ristovska PhD, " Foreign direct investment in the banking sector"
• Dates (from – to)	14-15 June 2012
• Location	Skopje, Macedonia
• The company and the person responsible	International Scientific Conference: "The Role of the Media in Promotion of Goods and Services" (pp. 238-254), Macedonian Association of Marketing & European University – Republic of Macedonia
• Position	Co-author of a scientific paper (attending and presenting) Ristovska Natasha PhD, Masovic Azemina MSc, "Media strategies in global enterprises"
• Dates (from – to)	14-15 June 2012
• Location	Skopje, Macedonia
• The company and the person responsible	International Scientific Conference: "The Role of the Media in Promotion of Goods and Services" (pp. 103-122), Macedonian Association of Marketing & European University – Republic of Macedonia
• Position	Co-author of a scientific paper (attending and presenting) Masovic Azemina MSc, Ristovska Natasha PhD, "Multinational companies and the challenge of international advertising"
• Dates (from – to)	11-12 January 2011
• Location	Skopje, Macedonia
• The company and the person responsible	International Scientific Conference: "European Way Towards the Future", Annual Review III, No. 3, (pp. 309 – 322), European University – Republic of Macedonia
• Position	Author of a scientific paper (attending and presenting) Ristovska Natasha MSc, "Marketing planning in global enterprises"
• Dates (from – to)	November 2009
• Location	Ohrid, Macedonia
• The company and the person responsible	Scientific Conference: "Marketing in a recession", Conference Review, Macedonian Association of Marketing & European University – Republic of Macedonia
• Position	Author of a scientific paper (attending and presenting) Ristovska Natasha MSc, "Marketing budget in time of economic crisis"
• Dates (from – to)	2009
• Location	Skopje,Macedonia
• The company and the person responsible	Annual Review II, No. 2, (pp. 261 – 270), European University – Republic of Macedonia
• Position	Author of a scientific paper Ristovska Natasha MSc, "The choice of market entry mode: Mergers and Acquisitions versus Greenfield investments"
• Dates (from – to)	2009
• Location	Skopje, Macedonia
• The company and the person responsible	International Scientific Conference: "Challenges and perspectives in tourism and management", Proceeding UTMS
• Position	Author of a scientific paper Ristovska Natasha MSc, Ilieva Jana, "Strategic leadership in trade unions"
• Dates (from – to)	2008
• Location	Skopje, Macedonia
• The company and the person responsible	Proceeding (pp. 269-279), European University – Republic of Macedonia
• Position	Author of a scientific paper Ristovska Natasha MSc, "The remuneration tax policy in R. Macedonia"

• Dates (from – to)	06-07 November 2008
• Location	Ohrid, Macedonia
• The company and the person responsible	Scientific Conference: "The role of marketing in banking sector" Conference Review, Macedonian Association of Marketing & European University – Republic of Macedonia
• Position	Author of a scientific paper (attending and presenting) Ristovska Natasha MSc, "Price strategies in banking"
• Dates (from – to)	2008
• Location	Skopje, Macedonia
• The company and the person responsible	Annual Review I, No. 1, (pp. 245-260), European University – Republic of Macedonia
• Position	Author of a scientific paper Ristovska Natasha MSc, "Strategic planning as an important management tool"

Publications

December 2024	Co-author of paper in International Scientific Journal Biljana Balabanova PhD, Verica Ilieva PhD, Sasa Mitrev PhD, Natasha Ristovska PhD, Blagoja Mukanov MSc, Viktorija Jankuloska PhD, Ilija Pop Stefanija MSc, Jovana Milosavljeva MSc, "Comparative Cost Analysis of Soil Carbon Determination using TOC Analyzer vs Walkley-Black Method", Journal of Agriculture and Plant Sciences, JAPS, Vol 22, No. 2, 2024 (pp.15-24), doi: https://doi.org/10.46763/JAPS2422215b.
December 2023	Co-author of paper in International Scientific Journal Ristovska Natasha PhD, Blazeska Daliborka PhD, Gramatnikovski Sashko PhD, "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 2023	Co-author of paper in International Scientific Journal Blazeska Daliborka PhD, Ristovska Natasha PhD, Nakovski Dejan PhD, "Strategic brand management in function of improving the competitive position of tourist destinations", UTMS Journal of Economics, Vol. 14 No. 1 (pp. 52–62), June 2023 (EBSCO).
June 2022	Co-author of paper in International Scientific Journal Blazeska Daliborka PhD, Ristovska Natasha PhD, Gramatnikovski Sashko PhD, "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).
June 2022	Author of paper in International Scientific Journal Ristovska Natasha PhD, "Developing strategic framework for competitiveness in the global market", Economics and Management, Vol. 19 No. 1 (pp. 52-64), June 2022.
March 2022	Co-author of a peer-reviewed student textbook (in Macedonian language) Ristovska Natasha PhD, Mashovikj Azemina PhD, Economics of Enterprises - Contemporary Management and Business Aspects, UTMS, Skopje.
December 2021	Co-author of paper in International Scientific Journal Ristovska Natasha PhD, Blazeska Daliborka PhD, Gramatnikovski Sashko PhD, "Introducing intrapreneurship management concept in function of improving organizational performance", UTMS Journal of Economics, Vol. 12 No. 2 (pp. 253–267), December 2021 (EBSCO).
December 2021	Co-author of paper in International Scientific Journal Ristovska Natasha PhD, Blazeska Daliborka PhD, "The impact of emotional intelligence skills to entrepreneurial business success", UTMS Journal of Economics, Vol. 12 No. 2 (pp. 171–185), December 2021 (EBSCO).

June 2021		Co-author of paper in International Scientific Journal Blazeska Daliborka PhD, Ristovska Natasha PhD, Klimoska Milenkovska Angela Msc, "The impact of integrated marketing communication on customer behavior", UTMS Journal of Economics, Vol. 12 No. 1 (pp. 40–50), June 2021 (EBSCO).
December 2020		Co-author of paper in International Scientific Journal Ristovska Natasha PhD, Blazeska Daliborka PhD, "Enhancing Women's Engagement in Entrepreneurial Business Activities", UTMS Journal of Economics, Vol. 11 No. 2 (pp. 213–230), December 2020 (EBSCO).
September 2020		Co-author of paper in International Scientific Journal Blazeska Daliborka PhD, Ristovska Natasha PhD, Gramatnikovski Sashko PhD, "The impact of digital trends on marketing", UTMS Journal of Economics, Vol. 11 No. 1 (pp. 48–58), September 2020 (EBSCO).
June 2019		Co-author of paper in International Scientific Journal Ristovska Natasha PhD, Suzana Stankovska MSc, "Enhancing entrepreneurial skills of employees in the education process", UTMS Journal of Economics, Vol. 10 No. 1 (pp. 109–123), June 2019 (EBSCO)
May 2019		Co-author of paper in International Scientific Journal Blazeska Daliborka PhD, Ristovska Natasha PhD, "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 (EBSCO)
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