

CURRICULUM VITAE

Personal Information	
Name	Daliborka Blazeska
Phone	+389 78 428 969
E-mail	d.blazeska@utms.edu.mk
Nationality	Macedonian
Date of Birth	08.04.1974
Gender	Female
Academic Title	Associate professor

Work Experience	
• Dates (from - to)	September 2015 - Present
• Name and address of employer	University "Tourism and Management", Skopje, Macedonia
• Type of business or sector	Higher education
• Job Title	Dean, Faculty of International Marketing Management/ Assistant Professor at the 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)	June 2014 - September 2015
• Name and address of employer	University "Tourism and Management", Skopje, Macedonia
• Type of business or sector	Higher education
• Job Title	An Acting Dean of the Faculty of International Marketing Management /Assistant Professor at the 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
• Dates (from - to)	January 2013 - December 2013

• 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)	October 2009 - April 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)	October 2006 - October 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)	March 1999 - December 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)	1997-2002
• 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	Marketing and Management
• Assigned title	Mr. Sc. –in the field of Marketing and Management
• Level in national 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	
	<p>“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".</p> <p>Green Growth Platform</p> <p>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)</p> <p>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.</p> <p>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.</p> <p>Project: "Functional analysis of centres for social work in Republic of Macedonia", realized by BASME Consulting and Training, supported by World Bank.</p> <p>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.</p>

International congresses and symposia	
• Dates (from – to)	15 October 2016

• 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 21 st 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 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) "Important 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 gaining 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 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 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	
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
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), Juni 2018
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
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)
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)
2016	Co-author of paper in International Scientific Journal Sashko Gramatnikovski, Ace Milenkovski and Daliborka Blazeska, “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)
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 Trenčine, Volume 5, Number 1, Spring 2016
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)
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)
2015	Co-author of paper in International Scientific Journal Kozuharov Sasho, Ristovska Natasha, Blazeska Daliborka, “International standards for financial reporting - harmonization in the Republic of Macedonia”, UTMS Journal of Economics, Vol. 6, No. 2, December 2015 (EBSCO)

2015	Co-author of paper in International Scientific Journal Gramatnikovski Sashko, "The quality of the tourist destination a key factor for increasing their attractiveness", UTMS Journal of Economics, Vol. 6, No. 2, December 2015 (EBSCO)
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)