

CURRICULUM VITAE

Personal Information	
Name	Natasha Ristovska
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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)	October 2022 – Present
• Name and address of employer	University of Tourism and Management in Skopje
• Type of business or sector	Higher education
• Job Title	Full Professor
• Main activities and responsibilities	Participation in scientific and research projects, giving lectures in: Management, Trade management, Innovation management, Globalization and business, Entrepreneurship and small business, Technological entrepreneurship, Strategic management, International management, Operations management, Contemporary management
• Dates (from - to)	September 2019 – Present
• 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	Organization of the teaching process at the faculty, participation in scientific and research projects, giving lectures in: Management, Trade management, Innovation management, Globalization and business, Entrepreneurship and small business, Technological entrepreneurship, Strategic management, International management, Operations management, Contemporary management
• 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	Participation in scientific and research projects, giving lectures in: Management, Trade management, Innovation management, Globalization and business, Entrepreneurship and small business, Technological entrepreneurship, Strategic management, International management, Operations management, Contemporary management
• 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	Organization of the teaching process at the faculty, participation in scientific and research projects, giving lectures in: Management, Trade management, Innovation management, Globalization and business, Entrepreneurship and small business, Technological entrepreneurship, Strategic management, International management, Operations management, Contemporary management
• 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	Organization of the teaching process at the faculty, participation in scientific and research projects, giving lectures in: Management, Business planning, Innovation management, Globalization and business, Entrepreneurship and small business, Strategic management, Tax management, International management
• 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	Participation in scientific and research projects, giving lectures in: Management, Business planning, Innovation management, Globalization and business, Entrepreneurship and small business, Strategic management, Tax management, International management
• 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	Lectures and Courses: International Management, Decision theory, Management information systems, Monetary economics, International economics, Fiscal policy in the EU, Global market and economic integrations
• Dates (from - to)	February 2006–July 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	Lectures and Courses: International management, International trade, Business planning, Financial accounting, Managerial economics

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	Thesis title: “Planning in global enterprises”
• 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	MBA 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) of Financial Management
• Level in national classification	VII/1

Professional Experience	
• 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 of research project

• Description	Project administration and finance management, organization and monitoring of project activities, conducting research and analysis, participation in project meetings and 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 of research project
• Description	Project administration and finance management, organization and monitoring of project activities, conducting research and analysis, participation in project meetings and 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 of research project
• Description	Project administration and finance management, organization and monitoring of project activities, conducting research and analysis, participation in project meetings and working groups, preparation of periodic reports
• Dates (from - to)	April 2021-January 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 Technologies Skopje
• Position	Consultant in research project
• Description	Participates in conducting analyses, market research, development of competitive business models for new products, as well as investment models for mapping 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 of research project
• Description	Project administration and finance management, organization and monitoring of project activities, conducting research and analysis, participation in project meetings and working groups, preparation of

	periodic reports
• Dates (from - to)	January 2019 – January 2021
• Location	Macedonia
• The company and the person responsible (name and contact details)	IVote Foundation, Skopje
• Position	Business mentor
• Description	Communication and mentoring companies
• 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	Conducted survey on a sample of registered small and medium enterprises in the Republic of Macedonia with specially designed questionnaire and interview protocol
• 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
• Description	Engaged as an Entrepreneurship and Management Expert, she worked on defining and developing a methodology of business diagnostics, developing questionnaires, analyzing the results and evaluating and ranking the companies for UNDP grant
• Dates (from - to)	January 2016-June 2016
• Location	Kumanovo, Macedonia
• The company and the person responsible (name	Project: "Through Youth Entrepreneurship to Rural Development", realized by the Citizens Association "Doverba" from Kumanovo with the

and contact details)	support of the Government of the Republic of Macedonia
• Position	Project Participant
• Description	She has conducted training on "Entrepreneurial skills and business planning" and has participated in creation of a 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	Elaborating quotations, treatment of orders, proceeding purchases, supervising the expedition, invoicing, contact with clients

International congresses and symposia	
• 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, Economy, 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	
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, <i>Economics of</i>

	<i>Enterprises - Contemporary Management and Business Aspects</i> , 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)
June 2017	Коавтор на труд во меѓународно списание Ristovska Natasha PhD, Stoilkovska Aleksandra PhD, Ravlikj Ivona MSc, “The Influence of Foreign Direct Investment on the Economic Development”, UTMS Journal of Economics, Vol. 8 No. 2 (pp. 141–150), June 2017 (EBSCO).
June 2017	Co-author of paper in International Scientific Journal Ilieva Jana, Ristovska Natasha, Kozuharov Saso, “Banking without Interest”, UTMS Journal of Economics, Vol. 8, No. 2 (pp. 131–139), June 2017 (EBSCO).
February 2017	Co-author of paper in International Scientific Journal Kozuharov Sasho, Ilieva Jana, Ristovska Natasha, “Islamic Banking and its Perspectives”, International Journal of Academic Research in Business and Social Sciences, Vol. 7, No. 2 (pp.167-177), February 2017 (EBSCO).
January 2017	Co-author of paper in International Scientific Journal Ristovska Natasha, Kozuharov Sasho, Petkovski Vladimir, “The impact of logistics management practices on company's performance”, International Journal of Academic Research in Accounting, Finance and Management Sciences, Vol. 7, No. 1 (pp. 245-252), January 2017 (EBSCO).
January 2017	Co-author of paper in International Scientific Journal Ilieva Jana, Dashtevski Aleksandar, Ristovska Natasha, “EU Enlargement and financial crisis”, International Journal of Academic Research in

	Business and Social Sciences, Vol. 7, No. 1 (pp. 153-163), January 2017 (EBSCO).
June 2016	Co-author of paper in International Scientific Journal Blazeska Daliborka, Ristovska Natasha, "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).
June 2016	Co-author of paper in International Scientific Journal Milenkovski Ace, Kozuharov Sasho, Ristovska Natasha, "Financing possibilities of the local government", UTMS Journal of Economics, Vol. 7, No. 1 (pp. 1-11), 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 Republic of Macedonia", UTMS Journal of Economics, Vol. 6, No. 2 (pp. 233-240), December 2015 (EBSCO)
December 2015	Co-author of paper in International Scientific Journal Kozuharov Sasho, Ristovska Natasha, Ilieva Jana, "Harmonization of tax policies reviewing Macedonia and Croatia", UTMS Journal of Economics, Vol. 6, No. 2 (pp. 255-265), December 2015 (EBSCO)
June 2015	Co-author of paper in International Scientific Journal Kozuharov Sasho, Petkovski Vladimir, Ristovska Natasha, "The impact of taxes measured by Gini index in Macedonia", UTMS Journal of Economics, Vol. 6, No. 1 (pp. 41-52), June 2015 (EBSCO)
June 2015	Co-author of paper in International Scientific Journal Stoilkovska Aleksandra, Ristovska Natasha, Gramatnikovski Sashko, "Innovative business models a factor for competitive advantage of the companies", UTMS Journal of Economics, Vol. 6, No. 1 (pp. 135-146), June 2015 (EBSCO)
June 2015	Co-author of paper in International Scientific Journal Stoilkovska Aleksandra, Milenkovska Violeta, Ristovska Natasha, "Intrapreneurial management approach: innovations and creativity as factors for sustainable development of the companies", SYLWAN Journal, Vol. 159, Issue. 6 (pp. 123-133), Warszawa, Poland, June 2015
2009	Co-author of student textbook (in Macedonian language) Adreski Bojo, Ristovska Natasha, Mashovikj Azemina, <i>International management</i> , EURM, Skopje.