

CURRICULUM VITAE

Personal information	
Name	Valentina Mucunska Palevska
Telephone	+389 75 21 49 32
E-mail	v.p.mucunska@utms.edu.mk
Nationality	Macedonian
Date of birth	09.12.1965 Stip
Gender	Female
Academic Title	Professor Doctor

Work experience	
• Dates (from – to)	2019- 2020
• Name and address of employer	University of Tourism and Management Skopje
• Type of business or sector	Education
• Occupation or position held	Profesor
• Main activities and responsibilities	Teaching and scientific work. Realization of teaching the following subjects: Business Decision Making, Total Quality Management, Corporate Image, Knowledge Management, Integrated Marketing Communications, Business Communication, scientific work.
• Dates (from – to)	2011-2016
• Name and address of employer	University of Tourism and Management Skopje
• Type of business or sector	Education
• Occupation or position held	Docent Assistant Profesor, Dean of Public Relations Faculty
• Main activities and responsibilities	Teaching and scientific work. Realization of teaching the following subjects: Protocol, Business Decision Making, Public Relations Strategies and Tactics of Public Relations, Management of Mass Media, Publicity and Public Opinion, Total Quality Management, Corporate Image, Rhetoric and Public Appearance Teaching and scientific work.
• Dates (from – to)	2009-2011
• Name and address of employer	University of Tourism and Management Skopje
• Type of business or sector	Education
• Occupation or position held	Projekt Manager
• Main activities and responsibilities	Project Management
• Dates (from – to)	2003 – 2009
• Name and address of employer	SUGS, Georgi Dimitrov, Skopje
• Type of business or sector	Education
• Occupation or position held	Principal
• Main activities and responsibilities	Managing the school
• Dates (from – to)	2001-2003

• Name and address of employer	DSU, Georgi Dimitrov, Skopje
• Type of business or sector	Education
• Occupation or position held	Professor
• Main activities and responsibilities	Implementation of Teaching
• Dates (from – to)	1994-2001
• Name and address of employer	DSU, Zef Lush Marku, Skopje
• Type of business or sector	Education
• Occupation or position held	Professor
• Main activities and responsibilities	Implementation of Teaching

Education and training	
• Dates (from – to)	2010-2011
• Name and type of organization providing education and training	University Megatrend, Belgrade Faculty of Culture and Media
• Principal subjects/occupational skills covered	Public Relation Management
• Title of qualification awarded	PhD in Communicational Sciences
• Level in national classification (if appropriate)	Grade VIII

• Dates (from – to)	2009
• Name and type of organization providing education and training	Ss. Cyril and Methodius, Faculty of Philosophy, Institute of Pedagogy, Skopje
• Principal subjects/occupational skills covered	Management Education
• Title of qualification awarded	Master in Management Education
• Level in national classification (if appropriate)	Grade VII 2

• Dates (from – to)	1984-1989
• Name and type of organization providing education and training	Ss. Cyril and Methodius, Faculty of Philology "Blaze Koneski", Skopje
• Principal subjects/occupational skills covered	Macedonian Language and Literature • Awarded the title Teacher of Macedonian language and literature
• Title of qualification awarded	PhD
• Level in national classification (if appropriate)	Grade VII

Professional experience	
• Dates (from – to)	2013
• Location	University of Tourism and Management in Skopje
• Company & reference person (name & contact details)	University of Tourism and Management in Skopje
• Position	Certified trainer
• Description	Socially responsible behavior in educational institutions, training of teachers in secondary schools
• Dates (from – to)	2011
• Location	University of Tourism and Management in Skopje
• Company & reference person (name & contact details)	University of Tourism and Management in Skopje
• Position	Certified trainer
• Description	Model of a modern teacher training teachers from secondary schools
• Dates (from – to)	2011
• Location	University of Tourism and Management in Skopje
• Company & reference person (name & contact details)	University of Tourism and Management in Skopje
• Position	Certified trainer
• Description	Entrepreneurship
• Dates (from – to)	2011
• Location	University of Tourism and Management in Skopje
• Company & reference person (name & contact details)	University of Tourism and Management in Skopje
• Position	Certified trainer
• Description	Management schools in partnership with parents
• Dates (from – to)	2010
• Location	University of Tourism and Management in Skopje
• Company & reference person (name & contact details)	University of Tourism and Management in Skopje
• Position	certified trainer
• Description	Negotiation skills and lobbying in the process of acquiring managerial competencies of directors of secondary schools
• Dates (from – to)	2009
• Location	USAID and the Ministry of Education and Science
• Company & reference person (name & contact details)	USAID and the Ministry of Education and Science
• Position	Certified trainer
• Description	Training of trainers for certification of Directors
• Dates (from – to)	2008
• Location	Ministry of Education and Science
• Company & reference person	Ministry of Education and Science

(name & contact details)	
• Position	Participant
• Description	Participation in training for the use of software Edubuntu
• Dates (from – to)	2007
• Location	Good Governance in Education
• Company & reference person (name & contact details)	SOROS
• Position	Team
• Description	Research projects of good governance in education in the Republic of Macedonia
• Dates (from – to)	2007
• Location	Education Modernization Project
• Company & reference person (name & contact details)	E.I.R.S.-accredited provider of MES for the implementation of the Education Modernization Project, a component of professional training of teachers
• Position	Trainer
• Description	Training of teachers from primary and secondary schools in the Republic of Macedonia following topics: Communication skills and public relations, team work and team leaders, monitoring, evaluation and achievement of assessment of students, time management, learning styles, classroom Management

• Dates (from – to)	2007
• Location	Education Modernization Project
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• Position	Trainer
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• Dates (from – to)	2006
• Location	Education Modernization Project, Macedonia
• Company & reference person (name & contact details)	IMD, an accredited provider
• Position	Project coordinator and trainer

• Description	Teacher training on the following topics: communication skills, Assessment and evaluation of student achievement, school Management
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• Dates (from – to)	2006
• Location	Romaveritas Education Project
• Company & reference person (name & contact details)	SOROS, Romaveritas
• Position	Trainer
• Description	Roma students training on the topic of time management and learning styles

• Dates (from – to)	2006
• Location	Project of certification of headmasters
• Company & reference person (name & contact details)	Faculty of Philosophy, Technical Faculty, Skopje Bitola
• Position	Trainer
• Description	Training candidates for examination for executives

• Dates (from – to)	2005
• Location	MES, USAID
• Company & reference person (name & contact details)	Ministry of Education and Science of RM
• Position	Team Leader Position G-13
• Description	Training for the exam of executives and principles of the primary secondary schools and dormitories

• Dates (from – to)	2005
• Location	MES
• Company & reference person (name & contact details)	Ministry of Education and Science of RM
• Position	Exam Chairman of the Commission
• Description	Passing the exam of Macedonian language and literature of apprentices in public secondary schools

International meeting and symposia	
• Dates (from – to)	2018
• Location	Katerina Mitevska Petrusheva, Blagica Novkovska, Valentina M. Palevska, Ethich and Moral Values in the Concept of Global Education , 6 th International Scientific Congress, ICON BEST- International Congress for Business, Economy, Sport and

		Tourism, University of Tourism and Management in Skopje, 2018.
• Company & reference person (name & contact details)		Katerina Mitevska Petrusheva, Blagica Novkovska, Valentina M. Palevska, Ethich and Moral Values in the Concept of Global Education , 6 th International Scientific Congress, ICON BEST- International Congress for Business, Economy, Sport and Tourism, University of Tourism and Management in Skopje, 2018.
• Position		Presenter: „ Ethich and Moral Values in the Concept of Global Education ,,
• Dates (from – to)		2016
• Location		V. M. Palevska, Implementation of Effective Strategies in Managing and Evaluating the Performance of Human Resources , International Conference ICON BEST 2016, University of Tourism and Management-Skopje
• Company & reference person (name & contact details)		V. M. Palevska, Implementation of Effective Strategies in Managing and Evaluating the Performance of Human Resources , International Conference ICON BEST 2016, University of Tourism and Management-Skopje
• Position		Presenter: „ Implementation of Effective Strategies in Managing and Evaluating the Performance of Human Resources ,, (PhD Valentina Mucunska Palevska)
• Dates (from – to)		2016
• Location		V. M. Palevska, Implementation of Effective Strategies in Managing and Evaluating the Performance of Human Resources , International Conference ICON BEST 2016, University of Tourism and Management-Skopje

• Dates (from – to)	• Датуми (од – до)	2015
• Location	• Локација	4 th Biennial International Scientific Congress „ICON Tourism and Management in Skopje „ Economic A Tourism, Finance, Education, and Management,,
• Company & reference person (name & contact details)	• Компанијата и одговорното лице (име и податоци за контакт)	4 th Biennial International Scientific Congress „ICON Tourism and Management in Skopje „ Economic A Tourism, Finance, Education, and Management,,
• Position	• Позиција	Presenter: „Analysis of the Tourism indicators in Fur Tourist O Through Manifestations in the Republic of Gjorgievski, MsC Dejan Nakovski, PhD Valentina Mucun
• Description		

• Dates (from – to)	• Датуми (од – до)	2014
• Location	• Локација	XII International Scientific Conference "Management 2014, Sozopol, R. Bulgaria
• Company & reference person (name & contact details)	• Компанијата и одговорното лице (име и податоци за контакт)	XII International Scientific Conference "Management An Sozopol, R. Bugarija
• Position	• Позиција	Participant: "Delevoping Strategic Management Syste Organizations Towards Securing Higher Quality Ma Davkovska, Prof. Dr. Aleksandra Stoilkovska, Ph.D. Vale
• Description		

• Dates (from – to)	• Датуми (од – до)	2014
• Location	• Локација	“PILC 2014”, PAR International Leadership Conference Rijeka, Opatija, R. Croatia
• Company & reference person (name & contact details)	• Компанијата и одговорното лице (име и податоци за контакт)	High School of Business - Rijeka, Opatija, R. Croatia
• Position	• Позиција	Participant: „Information and communication technology internal communication,, (Ph.D. Valentina Mutunska Palevska)
• Description		

• Dates (from – to)	• Датуми (од – до)	2014
• Location	• Локација	International Conference "PILC 2014", PAR International High School of Business-Rijeka, Opatija, R. Croatia
• Company & reference person (name & contact details)	• Компанијата и одговорното лице (име и податоци за контакт)	High School of Business - Rijeka, Opatija, R. Croatia
• Position	• Позиција	Participant: „ The Role of Public Relations in Creating Value (Ph.D. Valentina Mutunska Palevska, Andrijana Naumovska)
• Description		

• Dates (from – to)	• Датуми (од – до)	2014
• Location	• Локација	„PILC 2014”, PAR International Leadership Conference Rijeka, Opatija, R. Croatia
• Company & reference person (name & contact details)	• Компанијата и одговорното лице (име и податоци за контакт)	High School of Business - Rijeka, Opatija, R. Croatia
• Position	• Позиција	Participant: "Application of effective public relations in corporate business policy" (Ph.D. Valentina Mutunska Palevska)
• Description		

• Dates (from – to)	2013
• Location	University of Tourism and Management in Skopje
Company & reference person (name & contact details)	University of Tourism and Management in Skopje International Conference ICON BEST 2013
• Position	Moderator-presenter: The function of public relations in the promotion and branding of companies
• Dates (from – to)	2011

• Location	University of Tourism and Management in Skopje
Company & reference person (name & contact details)	University of Tourism and Management in Skopje
• Position	Participant-presenter: The management of knowledge as a decisive factor for the efficient and effective operation of corporations

• Dates (from – to)	2010
• Location	EIAT, Belgrade, R. Serbia
Company & reference person (name & contact details)	EIAT
• Position	Participant - leadership style and emotional intelligence as a function of organizational effectiveness

• Dates (from – to)	2010
• Location	International Congress of Tourism and Management "The Challenges and Perspectives of the Tourism and Management", Macedonia
Company & reference person (name & contact details)	University of Tourism and Management in Skopje
• Position	Presenter - Facilitate leadership

Publications	
2018	Valentina M. Palevska, Blagica Novkovska, The participation of ICT Activities of Economic Subjects in Small Economy , UTMS Journal of Economics Vol 9 No. December, 2018
2017	The Access of Young People in the Usage of the Internet and Social Networks in Life and in Learning , Valentina M. Palevska, K. Petkovski, A. Blazevski, International Journal Management&Business Research (IRMBR), Year 2017, Volume 6, Issue 1, Part 2, International Review of Management and Business Research IRMBR has 0.761 and 1.32 Impact Factor for the year 2014 and 2015 based on International Citation Report (ICR).
2015	„Awareness About Meditation as an Alternative form of Dispute Resolution: Practices in the Republic of Macedonia,, A. Stoilkovska, V.M. Palevska, J. Ilieva (IJCRSEE) International Journal of Cognitive Research in Science, Engineering and Education Vol. 3, No.1, 2015. Thomson Reuters, EBSCO
2014	“The role of the event management in creation of competitive advantage ” (Valentina Mucunska Palevska, M.Gjorgievski, D. Nakovski), (impact factor), SYLWAN journal

	<p>Vol. 158 Issue. 12, Warszawa, Poland</p> <p>„ Delevoping Strategic Management Sistem Within the Educational Organizations Towards Securing Higher Quality Management „, (PhD Mimosa Davkovska Prof. Dr. Alexandra Stoilkovska, PhD Valentina Mucunska Palevski) XII International Scientifi Conference "Management And Engineering'14 ".Juni, 2014, Sozopol, R. Bugarija</p> <p>„, Information and communication technology, innovative business tool for internal communication „, (PhD Valentina Mucunska Palevski Natasha Colakovska) "PILC 2014", PAR International Leadership Conference, High School Poslovne-Rijeka, Opatija, R. Croatia</p> <p>„, The Role of Public Relations in Creating a Corporate Image „, (PhD Valentina Mucunska Palevski, Andriana Naumovska) International Conference "PILC 2014", PAR International Leadership Conference, High School Poslovne-Rijeka, Opatija, R. Croatia</p> <p>„, Implementation of effective strategies of public relations in the creation of corporate business policy,, (PhD Valentina Mucunska Palevski), "PILC 2014", PAR International Leadership Conference, High School Poslovne-Rijeka, Opatija, R. Croatia</p>
2013	<p>„, Applying effective promotional marketing techniques in the process of creating a competitive advantage for companies,, (PhD Valentina Mucunska Palevska, PhD Agim Rusiti) University “St. Kliment Ohridski” – Bitola, Faculty of Tourism and Hospitality – Ohrid, XII International Scientific Conference for Service Sector – Ohrid, 3– 5 October 2013</p> <p>„,Talent Management in function of development of the teams and increasing their performances,, (PhD Valentina Mucunska Palevska, m-r Todor Badarevski) Faculty of Business Economics and Entreprenurship, Srbija International Review (2013 No.3-4)</p> <p>„,Total quality management as a determinant in creating competitive advantage of educational institutions, (PhD Valentina Mucunska Palevska) vol 5, yaur XII, No.2 (2013), 2013-29cm, 315p., „, Teacher,, international journal of education Universiti „, St. Kliment Ohridski,, Bitola, Faculty of education-Bitola</p>
2012	<p>"Ethical aspects of public relations" (PhD Valentina Mucunska Palevska) published in vol number. 9 (1) in 2012 in the Proceedings of scientific papers, Megadtrend University, Belgrade</p> <p>"The challenges of the information society and public relations" (PhD Valentina Mucunska Palevska) published in vol number. 9 (2) 2012 at "Megatrend Review", International Journal of Applied Economics</p> <p>“Ethical aspects of Public Relations”, published in nr. Vol. 9 (1) 2012 in “International miscellany”, University Megatrend</p> <p>“Challengfes of the Information society and Public Relations”, published in nr. Vol. (2) 2012 in “Megatrend Revija”, international economic magazine</p>

2010	2010, Strategic Management, co-author, University of Tourism and Management, Skopje
2009	Reviewer of the book "The challenges of contemporary leadership in education" author Ph Konstantin Petkovski
2003	Co-author of the book of Macedonian Language and Literature III year reformed secondary education for students with academic Macedonian language approved by the Ministry of Education and Science of 08/23/2003 d.
2002	Co-author of the book of Macedonian Language and Literature II year reformed secondary education for students with Albanian and Turkish language approved by the Ministry of Education and Science 30/09/2002 d. Reviewer of the book of Macedonian Language and Literature II years reformed secondary education in Macedonian Education language, author, PhD Jadranka Vladova
2001	Reviewer of the textbook in Macedonian language and literature I year reformed secondary education in Macedonian language, author, PhD Jadranka Vladova Member of the Commission of Macedonian Language and Literature Bureau for Development education curriculum development and program in Macedonian Language and Literature for reformed high school education Reviewer of the textbook in Macedonian language and literature I year reformed secondary education in Albanian and Turkish language Coordinator of the Working Group for the quantification of teaching program in Macedonian language and literature I year , the reformed secondary education, published in the "teacher" 2001
2000-2001	Member of the Commission of Macedonian Language and Literature Bureau development of education for the preparation of curriculum and curriculum of Macedonian language and literature for students with Albanian and Turkish language
1998-2001	Member of the Commission on Macedonian language and literature at the Pedagogical Office of Educational Development for evaluation and approval of textbooks Macedonian language and literature for secondary education