



## **SNEZHANA HRISTOVA**

Curriculum Vitae

Dean and Associate Professor, School of Business Economics and Management

University of American College Skopje

### **PERSONAL DETAILS**

Year of birth	1977
Citizenship	Macedonian
E-mail	<a href="mailto:shristova@uacs.edu.mk">shristova@uacs.edu.mk</a>
Mobile	+389 70 321 123

### **KEY QUALIFICATIONS**

- More than 13 years' experience in higher education.
- Highly energetic, innovatory, resourceful and self-motivated professional, with strong work ethics and analytical, presentation and communication skills.
- Fast learner, focused on solving real problems.
- Experienced in curriculum design development of undergraduate and graduate educational programs and education policy-planning and management.
- Knowledgeable of accreditation and reaccreditation standards and reports.
- Experienced in strategic planning, strategic-level management and operational support.
- Skilled on process improvement, mentoring peers and maintaining collaborative working relationships and coordination, involving faculty and staff in idea generation.
- Experienced in organizing chair meetings, leading workshops, facilitating group discussions, goal setting and decision making.

## **ACADEMIC POSITIONS HELD**

- Since 9/2018      **Associate Professor of General Management and Strategy**  
Department of Management, School of Business Economics and  
Management University American College Skopje, Macedonia
- 2013-2018      **Assistant Professor of Management and Business  
Planning and Strategy**  
Department of Management, School of Business Economics and  
Management, University American College Skopje, Macedonia
- 2006-2013      **Lecturer**  
School of Business Economics and Management, University American  
College Skopje, Macedonia

## **ADMINISTRATIVE POSITIONS HELD**

- Dec 2017-present      **Dean**  
School of Business Economics and  
Management, University American College  
Skopje, Macedonia
- Aug 2015- present      **Doctoral Business School Coordinator**  
School of Business Economics and  
Management, University American College  
Skopje, Macedonia
- 2016-2018      **Head of Finance Department**  
School of Business Economics and  
Management, University American College  
Skopje, Macedonia
- 2013-2018      **Academic Coordinator of Tutoring Assistance Club**  
University American College Skopje, Macedonia

## **OTHER WORK EXPERIENCE**

Since 2008 **Co-founder** SABA- Private High School for Business Administration, Macedonia

2015-2018 **Co-founder** Pangram Group, Macedonia (Preschool Education and Childcare)

## **EDUCATION**

(2010-2013) **Ph.D. in Economics and Business**

Faculty of Economics, Skopje  
University St. Cyril and Methodius", Macedonia

(2003-2005) **Master of Science in Business Administration, specialization International Management**

Nijmegen School of Management  
Radboud University, Netherlands

(1997-2002) **Bachelor in Economics**

Faculty of Economics, Skopje  
University St. Cyril and Methodius", Macedonia

Summer 2003 **International Summer School**  
Vlerick Leuven School Gent, Belgium

## **TEACHING EXPERIENCE**

### **Courses developed and taught (all in English)**

General Management (BA)

Business planning (BA)

Accounting and Finance(BA)

Strategic Management (MA/MBA)

International Management (MA/MBA)

Cases in Management (MA/MBA)

Business Strategy for a Competitive Advantage (Ph.D. /DBA)

<b>Supervision</b>	Master and Bachelor thesis supervision
<b>Methods</b>	Participant –centered learning, case-study and problem –solving methods

### **RESEARCH INTERESTS**

**Strategy/Strategic management** (Strategic decision making; Designing strategy for a competitive advantage; Strategies of change in organizations; Knowledge-building strategies; Small and medium sized businesses (SMEs) business strategy and performance; Family businesses; Entrepreneurial strategy and leadership.

#### **General Management**

Leadership and Decision-making; Motivation and organizational performance; Gender diversity in management and leadership; Job design, individual differences and leadership.

### **VISITING LECTURESHIPS**

April, 2019	EDEM Escuela de Enpresarios, Valencia, Spain
December, 2018	Brookehouse College, Market Harborough, UK
April, 2018	Krakow University of Economics, Krakow, Poland
May, 2017	University of Rijeka, Faculty of Tourism and Management, Opatija, Croatia
October, 2016	University of Economics, Bratislava, Slovakia
September, 2016	VSEM-University, Prague, Czech Republic

### **MEMBERSHIPS**

2017-present, Member of IMA (Institute of Management Accountants)-CMA Scholarship holder  
 2017-present, Member of ACBSP  
 2015-present, Organizing Committee member of the Annual International Conference of University American College Skopje

## **PUBLICATIONS (most relevant)**

Bojadjiev,M., Hristova,S., Mileva, I. (2019). Leadership styles in small and medium-sized businesses: Evidence From Macedonian Textile Industry, Journal of Entrepreneurship and Business Innovation, Macrothink Institute, Vol,6, No 2

Hristova,S., Kovachevski,D., Mileva,I.,(2019)Strategic thinking in Macedonian family business: perceptions and practices, UCB Annals No.1/2019 Economy Series, Constantin Bracusi, University of Tigru Liu, Romania

Hristova,S.,Kovachevski,D.,Mileva,I.,(2019) Managerial decision making: How Macedonian SMEs make decisions, Business Management Journal, Bulgaria(forthcoming issue)

Hristova, S., Bundaleska, E. (2018) Strategic planning practices and challenges: The case of SMEs in Macedonia, Journal of Innovative Business and Management, Year 10, Vol 2.

Hristova, S., Egger, E. (2018) Strategic thinking and management for a competitive advantage: Theoretical perspectives on family businesses, Journal of Economic Development, year 20 No.1- 2/2018, p.257-270.

Kostovski, N., Hristova, S.(2018) Knowledge management for better social entrepreneurship: Empirical perspectives and lessons learned from Republic of Macedonia, Annual of ISPRJ, year XLII, no. 1, p.51-63.

Hristova, S., Egger, E. (2018) Strategy and family businesses, Second International Conference on Economics and Management, 15-16 March, Ljubljana, Slovenia.

Hristova, S., Bojadziev, M., Burevski, V.(2017) Occupational stress and employees: An individual perspective, Annual of ISPRJ, year XLI, no.1.

Hristova, S., Kostovski, N (2016) Diversity and workplace discrimination in Macedonian companies, Annual of ISPRJ, year XL, no. 2, p.71-78

Hristova, S, Kostovski, N (2016) Promoting small business and entrepreneurship in Macedonia: Policies, perceptions and expectations at municipal level, Horizons International Scientific Journal, no.19, p.57-67.

Hristova, S, Kostovski, N(2016) Globalization and small businesses and economies-challenges and opportunities, Annals of the Constantin Brancusi, University of Targu Jiu, issue no.4/2016, p.53-61

Hristova, S., Tast,J.(2015) Motives and determinants of FDI in the Republic of Macedonia: Managerial implications, Theoretical and Practical Research in Economic Fields (TPREF),Volume VI, Issue 2(12), Winter, 2015, p.116-127

Hristova,S.,Tast,J.(2015), The emergence and significance of local economic development., Journal of the Institute of Economics, Year 17, No.3/ 2015, p.380-397

Hristova,S.(2015) Local government planning in Macedonia, ERAZ 2015, Novi Sad, Serbia, p.67- 77

Hristova, S., Apostolova, B.(2013) Human capital development in Macedonia: The role and efficient usage of IPA funds, Economic Development, Journal of the Institute of Economics, year 15, No3/2013 ,p. 147-166

Hristova S., Petrovska I., and Dimitrova M.(2013) Internationalization in higher Education: Trends and opportunities, Annals of Eftimie Murgu University Resita Fascicle II, Economic Studies Vol.2013. p.90-101

Petrovska I., Hristova S. and Dimitrova M. (2013) International accreditations benefits for internationalization of education, abstract published

Hristova, S and Klisarovska, E.(2013) Strengthening Entrepreneurship and Local Economic Development (LED), Innovation Journal of Ruse University, Faculty of Business and Management, Bulgaria, issue 4, Year IV, November 2012, p.20-30