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**Short narrative biography**

Dimitar Kovachevski, holds a PhD degree in economy sciences, is Associate Professor at the School of Business Economics and Management at University American College Skopje and Head of the Marketing Department. He lectures Introduction to marketing, Marketing management, Sales management and Strategic brand management on the graduate and postgraduate studies at the University American College Skopje.

He has finished Executive Education in Digital Marketing at the Harvard Business School and after successfully finishing the European Entrepreneurship Colloquium at the Technical University Munich he became EFER EEC Alumni.

During his over 20 years professional carrier he held numerous managerial positions. He was Executive Director at one.Vip, member of Telekom Austria Group. Before that he worked in Makedonski Telekom, member of Deutsche Telekom Group and held the positions of Sales Director, Marketing Communications and PR Director, Executive Communications Director and other managerial and project management positions. In the period 2008 to 2016 he was member of the International Communications Board and International Brand Committee of Deutsche Telekom. He is co-founder of PiKCELL Group Skopje and Board member of the Institute for research and development PROTHINK, Skopje.

He is trainer at development programs for small and medium enterprises and speaker at numerous academic and business events.

**Contact information**

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**Education**

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| --- | --- |
| 2011 | Harvard University, Harvard Business School, USA Executive Education Program – Taking Marketing Digital |
| 2008 | University of Montenegro, Faculty of Economics PhD studies, Doctor in Economy Science |
| 2003 | University “St. Cyril and Methodius”, Faculty of Economics – Skopje, Postgraduate master studies, Major Marketing, M.Sc. in Economy in the field of Marketing |
| 1998 | University “St. Cyril and Methodius” Faculty of Economics - Skopje Major Management, Bachelor’s degree in Economy, Management |
| 1993 | Waterville Elysian Morristown High School, Waterville, MN, USA , High School graduate |

**Training**

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| --- | --- |
| 2017 | EADA Business School, Barcelona, Digital Transformation and Leadership |
| 2016 | Rotterdam School of Management, Erasmus University, Strategic Management for Executives |
| 2015 | Technische Universität München, European Entrepreneurship Colloquium, Munich, Germany Technology & High Growth Entrepreneurship, EFER EEC Alumni |
| 2011 | Clear View & ASEE, Time Management and People Management |
| 2009 | Triple S Learning, Strategies for Growth and Profit in Recession – Rowan Gibson |
| 2007 | Jacob Fleming Group, Lisbon, 3rd Annual Strategic CRM in Telecoms |
| 2006 | Concordia, Budapest, Advanced leadership skills training  |
| 2006 | Prism Consulting London, UK, Customer Lifetime Value Model, Customer centricity |
| 2005 | Detra Centre, Skopje, Advanced skills in employees performance evaluation management |
| 2005 | Excellence in Telecommunication, USA, Best practices in Telco Marketing and Product Development |
| 2005 | The College of Europe, Institute of Postgraduate European Studies Bruges, Belgium Negotiations in the EU |
| 2004 | Concordia, Budapest, Advanced leadership skills training  |
| 2002 | T-Systems, Advanced training in SAP R/3 system |

**Working Experiences (academic, research, other)**

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| --- | --- |
| 2018 | University American College Skopje, School of Business Economics and Management, Associate professor in marketing and organizational sciences,  |
| 2012 | University American College Skopje, School of Business Economics and Management, Assistant professor in marketing and organizational sciences |
| 2015-2018 | E-profman Project, Erasmus+ Program, Project member |
| 2017 | Institute of Communication Studies, Mentor on the study program management of Strategic Communications |
| 2009-2012 | New York University Skopje, Assistant professor in marketing and organizational sciences |
| 2012-2015 | School for Journalism and Public Relations, Skopje, Lecturer |
| 2011-2014 | Center for Entrepreneurship and Executive Development, Mentor on the CEED Top Class Program  |
| 2018 - | Board member, PiKCELL Group Ltd. |
| 2017-2018 | Executive Director, One.Vip Doo Skopje, Telekom Austria Group,  |
| 2016-2017  | Director of Consumer Sales Area, Makedonski Telekom AD Skopje, Deutsche Telekom Group |
| 2010–2016 | Director of Corporate Communication, Makedonski Telekom AD Skopje, Deutsche Telekom Group |
| 2008-2010 | Director of Marketing Communication and PR, Makedonski Telekom AD Skopje, Deutsche Telekom Group  |
| 2005-2008 | Director of Marketing and Sales Management Centre, Makedonski Telekom AD Skopje, Deutsche Telekom Group |
| 2005 | Head of Direct Sales Department Makedonski Telekom AD Skopje, Deutsche Telekom Group |

**Administrative duties**

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| 2018 | Head of Marketing Department. School of Business Economics and Management, University American College Skopje |
| 2017 | Member of UACS Business Council |

**Memberships in professional associations**

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| --- | --- |
| 2018 | Prothink, Instutute for research and development, Board member  |
| 2017 | Association for Macedonian Swedish cooperation, Skopje |

**Recent conferences**

|  |  |
| --- | --- |
| 2019 | Fourteenth Annual International Conference on European Integration “Innovating Europe”- University American College Skopje |
| 2018 | Linking Business and Communications, e-PROFMAN Talks, Skopje |
| 2015 | Advances in Business-Related Scientific Research Conference - ABSRC 2015” Venice, Italy |

**Recent publications**

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| --- |
| Snezhana Hristova, Dimitar Kovachevski, Ivona Mileva (2019). Strategic Thinking In Macedonian Family Businesses: Perceptions And Practices. Annals - Economy Series, Constantin Brancusi University, Faculty of Economics, February 2019, Vol. 1, pages 72-78, February. |
| Marina Letonja, Anita Maček, Ayşegül Özbebek Tunç, Dimitar Kovačevski (2018). In: Ašanin, P. (ed) Business principles and processes: Entrepreneurship and innovative management, Book collection: Lessons from economic and applied business and social studies, Linking business and communication – From a sparkle to a flame. Maribor: DOBA Business school, ISBN 978-961-6818-56-8, May 2018, pp. 1-31 |
| Natalie C. Postružnik, Dimitar Kovačevski, Fatih Özkoyuncu (2018). In: Ašanin, P. (ed) Effective business communication in the world of chaos, Book collection: Lessons from economic and applied business and social studies, Linking business and communication – From a sparkle to a flame. Maribor: DOBA Business school, ISBN 978-961-6818-56-8, May 2018, pp. 87-108 |
| Tatjana Boshkov, Dimitar Kovacevski, Dushko Joshevski, Nikola Dimitrov (2018). Estimating the causality between reer and tourism led growth. International Journal of Information, Business and Management, ISSN 2076-9202, May 2018, Vol. 10, No.2, 2018, pp. 50-62 |
| Tatjana Boshkov, Dimitar Kovacevski, Dushko Joshevski (2018). Urban development – engine for economic growth: Evidence for Macedonia and Greece. International Journal of Information, Business and Management, ISSN 2076-9202, May 2018, Vol. 10, No.2, 2018, pp. 85-94 |
| Dimitar Kovachevski, Ilijana Petrovska, Darko Apostolov, Venera Krliu Handjiski (2017) The impact of sponsorship and their activation through digital media on brand awareness in the Republic of Macedonia, Economics & Economy, December, 2017, Vol. 5, No. 9-10, pp. 43-53 |
| Ilijana Petrovska, Gjorgjina Sherovska, Dimitar Kovacevski (2017). Value-Based Pricing Strategies in Retail: Effective or Not? - Journal of Innovative Business and Management, ISSN-1855-6175, November 2017, Vol. 9, No. 2, pp. 14-20 |
| Tatjana Boshkov, Dimitar Kovacevski (2017). Choosing the easiest way: Attracting FDI or branding Macedonian business?! International Journal of Current Research, ISSN: 0975-833X, October 2017, Vol. 9, Issue, 10, pp. 60085-60088 |
| Tatjana Boshkov, Dimitar Kovacevski, Tamara Klicek, Nikola V. Dimitrov (2017). The impact of culture and urban life-cycle on the economic development of city. International Journal of Information, Business and Management, ISSN 2076-9202, Feb 2018, Vol. 10, No. 1, pp. 284-295 |
| Tatjana Boshkov, Gligor Bishev, Dimitar Kovacevski (2017). Effects from the interaction between exchange rate regime and economic growth: The case for Macedonia. International Journal of Information, Business and Management, ISSN 2076-9202, Feb 2018, Vol. 10, No. 1, pp. 36-49 |
| Angela Mladenovska, Ilijana Petrovska, Krum Efremov, Makedonska Dimitrova, Dimitar Kovacevski (2015). Consumer attitudes towards mobile advertising: Case of Macedonia vs. UK and China”, at Advances in Business-Related Scientific Research Conference - ABSRC 2015” Venice, Italy, March 25-27 2015 |

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| **Awards** |  |

PROPR Award as recognition for special contribution and commitment to development and acknowledgement of public relations profession in Southeast Europe, awarded by the ProPR Conference Board in Maribor, Sloveniа 2012

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| **Language skills** |  |

English