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### Short narrative biography

Ilijana Petrovska, Ph.D is an Associate Professor in Marketing and Vice Dean of Teaching at the UACS School of Business Economics and Management (SBEM) since 2008. She is a visiting professor at Stenden University Qatar, Qatar University, Rome Business School and Tor Vergata, Rome in Italy. Also, she is a Head of Training and Development Department at Stenden University in Qatar. She obtained Executive Education Certificate in Digital Marketing from Northwestern Kellogg's School of Management and Points of You certificate for training and development creative tools during the summer 2019. Her research area is in Integrated marketing communications, Consumer behavior, Entrepreneurship Intentions, Digital marketing, Branding, Marketing in Banking and Quality education. Her previous ten years' professional experience was as a Marketing Manager in the biggest bank in Macedonia and in "Saatchi&Saatchi" advertising agency. Her PhD topic was "Effects from IMC strategy implementation in the banking industry" and her Master's degree topic was "Promotional mix in the banking industry" obtained at University "Ss. Cyril and Methodius".

### Education:

Summer 2019	Executive Education Certificate in Digital Marketing Strategies: Data, Automation, AI & Analytics program. Northwestern's Kellogg School of Management, online program
2008-2010	Ph.D. in Effects from IMC strategy implementation in the banking industry, Economic Faculty, University Ss. Cyril and Methodius, Skopje
2003-2007	Master Degree in Marketing MA "Promotional mix in the banking industry", Economic Faculty, University Ss. Cyril and Methodius, Skopje
1993 - 1998	B.A. in Economics - banking specialization Final thesis "Payment cards in the world and Macedonia" Economic Faculty, University Ss. Cyril and Methodius, Skopje

### Work Experience

09-2019 - now	Head of Training and Development and Associate Professor at <b>Stenden University Qatar</b> - teaching Events Management course.
02/2018 - now	Part time Associate Professor at <b>Qatar University</b> , College of Business and Economics, Doha, Qatar-teaching Events Marketing, Consumer Behavior at postgraduate and Consumer Behavior and Sales Management at undergraduate level.
01/2017 10/2016	Visiting Professor at University of Applied Sciences Worms, Worms, <b>Germany</b> - teaching Marketing Visiting Professor at University of Belgrade, Bor, <b>Serbia</b> - teaching Marketing
10/2015- now	Visiting Professor at University of Rome "Tor Vergata", Rome, <b>Italy</b> - teaching Marketing for Big Data program of <b>TIM telecommunications</b> , seminar »Brand Yourself« and »Consumer choices« in Spring 2020
07/2014 - now	Visiting Professor at Rome Business School, <b>Italy</b> – distance and onsite lecturing Marketing courses, supervisor and evaluator for final projects. Supervisor for Research project "Measuring Marketing performance".
04/2008 – now	Associate Professor, Vice Dean for Education, at School of Business Economics and Management, University American College Skopje, <b>Macedonia</b>

- 12/2014 – now
- Associate professor promoted in December 2014. Lecturing Introduction to Marketing, Marketing communications, Advertising and promotion, Marketing management, Introduction to e-business, Digital Marketing at undergraduate level and, Integrated Marketing Communications, Strategic Marketing, Digital Marketing and Cases in Marketing at graduate level. Mentoring above 30 students for master thesis. Marketing Strategy. Innovations in the global diversified world for DBA students and PhD mentor since Spring 2017.
- 9/2014 – 9/2017  
1/2013 – 6/2015
- Senat representative of SBEM
  - Consultant for Executive Education at UACS Enterprise. Developed marketing projects for pharmaceutical companies, SMEs, computer education companies, furniture, food industry and many other on topics: Strategic Marketing, Promotion and Marketing communications, Customer Relationships and Customer Satisfaction.
- 3-6/2013
- Founder and mentoring Creative Lab, mentoring development of marketing communications campaigns for University and companies from the Business Council
  - Consulting EBRD BAS project for computer education company including market research and consulting for marketing strategy of Semos Education
- 10/2013
- Vice Dean for Education, since October 2013 - involved in development teaching strategy and policy committed to excellence and innovation in teaching; Training and Mentoring new faculty; Connection with industry and community for developing relevant education programs and methods; Connections with foreign universities for development new programs (Double bachelor program with University of Tor Vergata, Italy starting from Fall 2017)
- 9/2010 – 2018
- Member of the committee for accreditation application development and assessment for Accreditation Council for Business Schools and Programs, [ACBSP](#), 2010
  - Head of Marketing Department at School of Business Economics and Management, organizing and mentoring Marketing faculty, organizing joint marketing projects, panel discussions and research activities. Mentoring students for market research and developing marketing plans for companies from the Business Council
  - Assistant professor April 2010 – Dec 2014
  - International Collaboration in RESITA Network for development of entrepreneurship. Supporting summer school lecturing Sustainable marketing - May 2013, participation at Case writing workshops, Research workshops, Master program development and Team teaching seminar
- 9/2013-9/2014
- Member of FP7 research project team – Researcher’s Night in Skopje since 2013
- 2002-2009
- Retail department’s Marketing manager, Stopanska Banka AD Skopje, Skopje, Macedonia**
- Market analyzes, Marketing planning and implementation of marketing strategy,
  - Development & launching new products: Mortgage loan, Consumer loans for citizens, Visa credit cards,
  - Development and implementation of advertising campaigns for: Mortgage & Consumer loans, Visa campaign, Corporate campaigns
  - Web page development,
  - New Sales channels development as Telemarketing, online banking, Third Parties Sales channels, training and promotional materials production
  - Training of branches' sales staff, Branding the branches,
- 2001-2002
- Head of Marketing** at Makedonska banka, Skopje, Macedonia
- Development & implementation of: Payment process campaigns, Euro currency implementation, Branch network development, Web page development coordinator
- 1998 – 2001
- Account executive** at Advertising Agency S Team Bates **Saatchi & Saatchi** (now New Moment), Skopje, Macedonia
- Handling main accounts as British American Tobacco on Lucky Strike brand with successful launch campaign accomplishment during October – December 2000; and launch campaign in Albania 2001.

- BMW, Rover & Land Rover account with print and TV campaign, auto fair exhibits, Land Rover Rally organization and launch events. Period 1999 – 2001.
- NIKAS meat company opening ceremony and launch campaign execution. Period 2000/2001.
- Warner Lambert handling for Halls TV campaign, sampling promotions and VITA C campaigns. Period 1999-2000.
- OKTA crude oil pipeline official inauguration ceremony organization and executed public opinion research.
- Hellenic Petroleum EBRD official loan assignment ceremony organization

### Memberships in professional associations

2016 - 2017	Mentoring Startups in Impact Hub Skopje, Macedonia
Since 2013	Partner at R. J. Claessens & Partners Consultancy
2012-2013	Vice president of IAB Macedonia, digital literacy
2012	Member of Election Committee for the Web site of the year 2012
2011-2016	Member of ACBSP Marketing Committee
2011-2013	Member of the UACS Scientific conference organizing committee
2010-2014	Volunteering in the Organizing Committee for team building activities, training and support for Diabetes Camp in Macedonia
Since 2002	Macedonian marketing association
1993 - 1998	AIESEC (International student organization for management and economics) member

### Language skills

Excellent knowledge of English, good knowledge of German and Serbian, basic knowledge of Spanish and Greek. Macedonian language as mother tongue;

### Hobbies and interests

Reading books, listening good music, daily workout and running, ran half-marathon Skopje May 2017, skiing in winter, windsurfing in summer, swimming, playing tennis.

### Professional Training, Seminars and Colloquium

05/2018	Online resources, Collaborate Ultra on Blackboard, Center for Internal Education, Qatar University, Doha, Qatar
11/2017	WISE Summit, Co-creation and collaboration for Education, Doha, Qatar
10/2017	Colloquium, Social Media and Law Regulations, HBKU and Northwestern University Qatar, Doha
10/2016	Case writing workshop, organized by Resita Network, Bor, Serbia
11/2015	AllWeb – Conference for Internet marketing, Skopje, 13 November
09/2015	Resita Conference on Entrepreneurial University, September, 2015, Podgorica, Montenegro
01/2014	Case writing workshop, Resita Network, Kavadarci, Macedonia
11/2013	Team teaching seminar, Aachen, Germany, 4-9 November, organized by Resita Network
01/2013	Writing cases seminar and workshop for joint Master course development, Slovenia, organized by Resita network
12/2011	Dichotomy issue event – Social Media and Classical Marketing – Skopje
11/2011	ACBSP Region 8 Conference, Dubai
10/2011	Webit Conference – e-commerce conference, Sofia, Bulgaria
07/2010	<b>European Entrepreneurship Colloquium</b> , EFER, Harvard Participant centered learning training (PCL), Spain, 11-17 July

### Recent conferences

10/2018	Presentation of research papers entitled “ <b>Does Gender Make A Difference In Entrepreneurial Intentions Among Students: Evidence From Guesss Research</b> ”, at <i>ICEIRD Conference for Entrepreneurship, Innovation Economic Growth for Sustainable Development 2018</i> , October 29-31, 2018, Doha, Qatar, to be published
07/2018	Presentation of research papers entitled “New media and Integrated marketing communications” and “Social Media and customer loyalty”, at Euro-Asia Forum in Politics, Economics and Business 2018, July 12-13, 2018, Zagreb, Croatia, to be published in Euroasian Journal of Business and Management

- 06/2018 Presentation of research papers entitled “Reshaping customer loyalty through mobile marketing” at the 6th ICCMI 2018 – International Conference on Contemporary Marketing Issues, Athens, Greece, June 27<sup>th</sup> – 29<sup>th</sup> 2018, organized by Alexander Technological Educational Institute of Thessaloniki, Greece and Manchester Metropolitan University, U.K
- 10/2017 Presentation of research paper entitled “ The Attitudes Towards Online Shopping: The Case Of Macedonian Students”, at International Scientific Conference On IT, Tourism, Economics, Management and Agriculture, - [ITEMA 2017](#), October 26, 2017, Budapest, Hungary, published in Conference proceedings
- 09/2017 Presentation of research paper entitled “**Social media as customer communication tool: Evidence from Macedonian Start Up Community**” at the *International Annual Forum of the Bulgarian Economic Thought Economic challenges Towards Industry 4.0-Technologies vs. Ideologies. September 29-30, 2017, Sofia, Bulgaria*
- 06/2017 Presentation of research paper entitled “Influence on consumer engagement in electronic word of mouth”, at 5th ICCMI 2017 – International Conference on Contemporary Marketing Issues, Thessaloniki, Greece, June 21<sup>st</sup> – 23<sup>rd</sup> 2017, organized by Alexander Technological Educational Institute of Thessaloniki, Greece and Manchester Metropolitan University, U.K, Conference proceedings p.306-313
- 05/2016 Participation at the 11th International conference on European integration “European Integration –Borders Imagined And Real” by University American College Skopje (UACS)
- 05/2015 Presentation of research paper entitled “The South East Europe 2020 Strategy: Integration through Trade and Investment” at the 10th International conference on European integration, [European Integration-New Prospects](#) at University American College Skopje (UACS), Conference proceedings, p.
- 05/2015 Presentation of research paper entitled “Emerging trends in tourism: Need for alternative forms of tourism”, at 7<sup>th</sup> International Scientific Conference “European Union Future Perspectives: Innovation, Entrepreneurship and Economic Policy ” Pula, Croatia, May 21<sup>st</sup> – 23<sup>rd</sup> 2015, organized within the SMART INNO project framework by the Juraj Dobrila University of Pula, Faculty of Economics and Tourism „Dr. Mijo Mirković“ Pula and Istrian Development Agency
- 03/2015 Presentation of research paper entitled “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
- 05/2014 Presentation of two research papers at the 9th International conference on European integration, The Europe Of Tomorrow: Creative, Digital, Integrated,, University American College Skopje (UACS)
- 05/2015 Presentation of two research papers at the 10th International May Conference on Strategic Management *IMKSM 2014*, Bor, 23-25.05, 2014, Conference proceedings “[Measuring Social Media Return On Investments](#)” p. 245-254 and “Should I Become An Entrepreneur Or An Employee: Dilemmas Of Students In Macedonia And Slovenia?” p. 334 – 343
- 10/2013 Lecturer and presenter at Design in Advertising workshop, Skopje, Design week - 4 October 2013
- 05/2013 Lecturer on Sustainable marketing at Resita Summer School in Ohrid, Macedonia
- 04/2013 Key Note Speaker at International Conference for Internationalization in Education in Prague, Czech, 25<sup>th</sup> and 26<sup>th</sup> April 2013
- 06/2012 Financing Energy Efficiency: Awareness, Knowledge and Projects at Macedonian Commercial Banks, presentation at EU Sustainable Energy week, EU Build Energy Efficiency Brussels meeting in Best Practices in Balkan countries and Turkey and EU on Financing EE in Buildings, Brussels, Belgium – June 2012
- 12/2011 Moderator of Forum “Financial Services and Consumers” – Holiday Inn Skopje, 27 December
- 11/2011 Energy Efficiency workshop and Summit, presentation “Marketing communications for Energy efficiency buildings financing opportunities” Istanbul, Turkey, 22 – 23 November
- 05/2011 Presenter of a paper at “Constructing Europe as a Global Power: From Market to Identity?” 6<sup>th</sup> Annual International Conference on European Integration, UACS Skopje, 19 May
- 04/2011 Moderator of Panel discussion “Social media in marketing communications” at UACS, 14 April
- 02/2011 Key speaker at Social Media Day at Hotel Alexandar palace, Skopje, 18 Feb, 2011
- 05/2011 Conference Presenter at "Constructing Europe as a Global Power: From Market to Identity?" 6<sup>th</sup> Annual International Conference on European Integration, UACS Skopje, 19 May

### Recent publications

Stefanoska-Petkoska, Petrovska, Bojadjiev, Schaeffer and Tomovska-Misoska (2019) The effects of organizational culture and dimensions on job satisfaction and work-life balance, *Montenegrin Journal of Economics*, Vol. 15, No.1 (2019), 099-112

- Veljanoska and Petrovska (2018) Reshaping customer loyalty through mobile marketing" 6<sup>th</sup> International Conference on Contemporary Marketing Issues, ICCMI 2018 [Conference proceedings](#). ISBN: 978-960-287-158-4. pp. 126-132.
- Petrovska, I. (2018). *Integrirana Marketing komunikacija vo bankarstvoto [Integrated Marketing Communications in Banking]*, Tomovska Misoska, A., Petrovska I. and Zdravevski P. (2018) Predictors of opinion seeking, passing and spreading of electronic word of mouth among Macedonian consumers, *Psihologija: nauka I praktika*, 2 (3), 87-103. (in Macedonian).
- Dimitrova, M., Micevski, D., Petrovska, I. (2018). **Attention on social media: Evidence from the Macedonian Start Ups**. XIV International May Conference on Strategic Management, Technical Faculty in Bor, IMCSM Proceedings. Vol. 14 (2) ISSN 2620-0597, pp. 597-605.
- 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
- Tomovska, Petrovska, Mindova (2017). The Attitudes towards Online Shopping: The Case of Macedonian Students. [Conference proceedings of International Scientific Conference on Recent Advances in IT, Tourism, Economics, Management and Agriculture](#), - [ITEMA 2017](#), October 26, 2017, Budapest, Hungary, ISBN 978-86-80194-08-0, COBISS.SR-ID 254932748, p. 52-60
- Petrovska, Sherovska, Kovachevski. (2017). Value-Based Pricing Strategies in Retail: Are They Effective or Not?. *Journal of Innovative Business and Management*, ISSN-1855-6175, Year 9 (2017), [volume 2](#)
- Petrovska, Tomovska Misoska, Zdravevski, & Bojadjiev (2017). [Influence on consumer engagement in electronic word of mouth](#). *Conference proceedings of 5<sup>th</sup> International Conference on Contemporary Marketing Issues ICCMI* June 21-23, 2017 Thessaloniki, Greece. ISBN: 978-960-287-156-0, p. 306-313
- N Cuculeski, I Petrovska, V Cuculeski (2016). [Sustainable marketing and consumers' preferences in tourism](#). *European Journal of Tourism, Hospitality and Recreation* vol. 7 (2), p. 84-90, **Journal Impact Factor 0.325 \***
- Petrovska, Meloska, Efremov and Postolov. (2016). CEFTA Agreement and Opportunities for Republic of Macedonia Wood Furniture Export. *Drvna industrija*. ISSN 0012-6772. Vol. 67 (1) p. 43-51. doi:10.5552/drind.2016.1513, p. 43-52, RG Journal Impact: 0.54 \*\*
- Marencheva, Petrovska, Bundaleska and Tomovska Misoska. (2016) Advertising to children and parental buying behavior in the municipality of Gevgelija. *Journal of the Institute of Economics – Skopje*, Year 18, No 1-2/2016, p. 225-244
- Djambaska, Petrovska, and Bundalevska. (2016). Is Humor Advertising Always Effective? Parameters for Effective Use of Humor in Advertising. *Journal of Management Research*. ISSN 1941-899X 2016, Vol. 8, No. 1. Macrothink Institute. doi:10.5296/jmr.v8i1.8419, p. 18-36. Impact factor 0.95 \*\*\*
- Krliu-Handjiski, Bojadjiev, Tomovska-Misoska, Stefanovska-Petkovska, Krleska and Petrovska. (2015). Job Diagnostic Survey - Longitudinal study on the Balkan countries - Macedonia, Bulgaria and Kosovo. *Journal of Management Research*, ISSN 1941-899X, 2015, Vol. 7, No. 4, p. 39-53. Impact factor 0.95 \*\*\*

\*2018 Journal Impact Factor was established by dividing the number of articles published in 2016 and 2017 with the number of times they are cited in 2018 based on Google Scholar Citation Index database. If 'X' is the total number of articles published in 2016 and 2017, and 'Y' is the number of times these articles were cited in indexed journals during 2018 then, journal impact factor = Y/X

\*\* This value is calculated using ResearchGate data and is based on average citation counts from work published in this journal. The data used in the calculation may not be exhaustive.

\*\*\* Google-based Impact Factor (2016)=0.95