

CURRICULUM VITAE



My beliefs:

I do not believe in perfection, but I do believe that we should constantly strive for (self) improvement. The fastest growing path is through investment in knowledge, and the greatest benefit one can have of that knowledge is sharing it with others. It is important for a person to have clear goals, and for society - to have more individuals working together for the greater good of the community. My personal challenge is finding solutions and overcoming problems in business and society, creating opportunities where others see obstacles, practicing emotional intelligence, and studying human psychology, marketing and entrepreneurship. My passion is the nature, caring for the family, scientific research, working with and shaping (young) people minds.

PERSONAL INFORMATION

Name	Tamara Jovanov Apasieva
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Nationality	Macedonian
Date of birth	15 th of August 1984

WORK EXPERIENCE

- Dates (from – to) 2019-ongoing
- Name and address of employer University “Goce Delcev”, Shtip, R. of Macedonia
- Type of business or sector Faculty of Economics
- Occupation or position held Associate professor
- Activities and responsibilities Teaching and practicing subjects in business and marketing with students, scientific research, publishing papers, organizing workshops, seminars, conferences, competitions etc.

- Dates (from – to) 2022-ongoing
- Name and address of employer University “Goce Delcev”, Shtip, R. of Macedonia
- Type of business or sector Higher education
- Occupation or position held PR and Marketing coordinator
- Activities and responsibilities Analysis of the market and target groups, development of PR strategies, organizing events for the target groups, development of cooperation and partnerships with key stakeholders, etc.

- Dates (from – to) 2018-ongoing
- Name and address of employer Shtip and Skopje, R. of Macedonia
- Type of business or sector Marketing Talks
- Occupation or position held Trainer
- Activities and responsibilities Organizing and holding workshops for entrepreneurs, unemployed individuals and students about entrepreneurship, business, marketing, soft skills, etc.

- Dates (from – to) 2016 - ongoing
- Name and address of employer Confectionery company DADO Hit, Shtip, R. of Macedonia
- Type of business or sector Marketing Management
- Occupation or position held Marketing Consultant
- Activities and responsibilities Branding, Market analysis, Account management

- Dates (from – to) 2014 - ongoing
- Name and address of employer University “Goce Delcev”, Shtip, R. of Macedonia
- Type of business or sector Center for Lifelong Learning and Center for Interuniversity Cooperation
- Occupation or position held Trainer
- Activities and responsibilities Organizing and holding workshops for entrepreneurs, unemployed individuals and students about entrepreneurship, business, marketing, soft skills.
- Dates (from – to) 2014 -2019
- Name and address of employer University “Goce Delcev”, Shtip, R. of Macedonia
- Type of business or sector Faculty of Economics
- Occupation or position held Assistant professor
- Activities and responsibilities Teaching and practicing subjects in business and marketing with students, scientific research, publishing papers, organizing workshops, seminars, conferences, competitions etc.
- Dates (from – to) 2016
- Name and address of employer University Banja Luka, Republic of Srpska
- Type of business or sector Faculty of Economics, Department of Marketing
- Occupation or position held Visiting professor of Marketing
- Activities and responsibilities Teaching and practicing subjects in marketing with students
- Dates (from – to) 2015
- Name and address of employer University „Jaume I“, Castelon, Spain
- Type of business or sector Faculty of Economics, Department of Marketing, Castelon de la Plana
- Occupation or position held Visiting professor of Marketing
- Activities and responsibilities Teaching and practicing subjects in marketing with students
- Dates (from – to) 2010 - 2014
- Name and address of employer University “Goce Delcev”, Shtip, R. of Macedonia
- Type of business or sector Faculty of Economics
- Occupation or position held Teaching Assistant
- Activities and responsibilities Teaching and practicing subjects in business and marketing with students, scientific research, etc.
- Dates (from – to) 2014 - 2017
- Name and address of employer Shoes company MARWELL, Shtip, R. of Macedonia
- Type of business or sector Marketing
- Occupation or position held Co-founder and Business Consultant
- Activities and responsibilities Branding, Market analysis, Marketing strategy, Sales, Promotion, Account management
- Dates (from – to) 2010 - 2016
- Name and address of employer Broadcasting Company “TV Star”, Shtip, R. of Macedonia
- Type of business or sector Marketing Management
- Occupation or position held Marketing Consultant
- Activities and responsibilities Creating Marketing plans, Market analysis, Account management
- Dates (from – to) 2009 - 2016
- Name and address of employer JSC “Mar&Eva&Mar”, Shtip, R. of Macedonia
- Type of business or sector Shoe production

- Occupation or position held Business consultant
 - Activities and responsibilities Creating Marketing plans, Market analysis, Business strategy
- Dates (from – to) 2008 – 2010
 - Name and address of employer University “Goce Delcev”, Shtip, R. of Macedonia
 - Type of business or sector Faculty of Economics
 - Occupation or position held Volunteer as Teaching Assistant;
 - Activities and responsibilities Teaching and practicing business subjects with students, scientific research, etc.
- Dates (from – to) 2007 - 2009
 - Name and address of employer NLB New Pension Fund, Skopje, R. Macedonia
 - Type of business or sector Marketing and Sales
 - Occupation or position held Sales agent
 - Activities and responsibilities Recruiting new members, brand awareness and communicating with the public about the positive effect for the individual, as well as for the society
- Dates (from – to) 2007 - 2008
 - Name and address of employer University “Ss. Cyril and Methodius”, Skopje, R. of Macedonia
 - Type of business or sector Faculty of Economics,
 - Occupation or position held Volunteer as Teaching Assistant
- Dates (from – to) July 2007
 - Name and address of employer Hübner & Lorenzen Elektinstallations GMBH, Norderstedt, Deutschland
 - Type of business or sector HR (Personal management), material supply
 - Occupation or position held Internship
- Dates (from – to) October 2007
 - Name and address of employer NLB Tutunska, Stip, R. of Macedonia
 - Type of business or sector Customers and micro credits, payment
 - Occupation or position held Internship
- EDUCATION AND TRAINING**
- FORMAL**
- Dates (from – to) 2011 - 2013
 - Name and type of organization providing education and training University of “Ss. Cyril and Methodius” – Faculty of Economics, Skopje, R. Macedonia
 - Principal subjects/occupational skills covered Department of Marketing
 - Title of qualification awarded PhD in Marketing
- Dates (from – to) 2008 - 2009
 - Name and type of organization providing education and training University of “Ss. Cyril and Methodius” – Faculty of Economics, Skopje, R. Macedonia
 - Principal subjects/occupational skills covered Department of Marketing
 - Title of qualification awarded Master of science in Marketing

- Dates (from – to) 2004 - 2008
 - Name and type of organization providing education and training University of “Ss. Cyril and Methodius” – Faculty of Economics, Skopje, R. Macedonia
 - Principal subjects/occupational skills covered Department of Marketing
 - Title of qualification awarded Bachelor of Economy/Marketing
- INFORMAL**
- Dates (from – to) 2022
 - Name and type of organization providing education and training Youth at Work, EU
 - Principal subjects/occupational skills covered TCP Forum - Digital and social innovation for social inclusion
 - Title of qualification awarded Certificate for trainer/lecturer and participant
- Dates (from – to) 2022
 - Name and type of organization providing education and training Association of Business Women – Macedonia, SEGE – Greece, BWA – Monte Negro, KAGIDER – Turkey, ABW BiH, VSELENA – Bulgaria, AAIE - Albania
 - Principal subjects/occupational skills covered Balkan Women Coalition Vol. II – Workshop for Social Enterprises Development
 - Title of qualification awarded Certificate for trainer/lecturer
- Dates (from – to) 2020
 - Name and type of organization providing education and training CEFÉ Macedonia
 - Principal subjects/occupational skills covered Creation of Regional Entrepreneurial Centers in East of N. Macedonia
 - Title of qualification awarded Certificate for trainer/lecturer
- Dates (from – to) 2018
 - Name and type of organization providing education and training University of Zagreb, Institute of Economics, Zagreb, Croatia
 - Principal subjects/occupational skills covered Workshop: “Entrepreneurship and knowledge-based economy”
 - Title of qualification awarded Certificate for trainer/ lecturer
- Dates (from – to) 2017
 - Name and type of organization providing education and training Eurasian Business and Economic Society
 - Principal subjects/occupational skills covered 22nd EBES Conference - Rome
 - Title of qualification awarded Certificate for participation

- Dates (from – to) 2016
 - Name and type of organization providing education and training University of Belgrade, Faculty of Economics, Belgrade, Serbia
 - Principal subjects/occupational skills covered Conference: Researching Entrepreneurship and Economic Development
- Title of qualification awarded Certificate for participation

- Dates (from – to) 2014
 - Name and type of organization providing education and training Eurasian Business and Economic Society
 - Principal subjects/occupational skills covered 14th EBES Conference - Barcelona
- Title of qualification awarded Certificate for participation

- Dates (from – to) 2012
 - Name and type of organization providing education and training Macedonian Marketing Society
 - Principal subjects/occupational skills covered Conference: The role of media in promotion of products and services
- Title of qualification awarded Certificate for participation

- Dates (from – to) 2011
 - Name and type of organization providing education and training EPOKA UNIVERSITY, Tirana, Albania
 - Principal subjects/occupational skills covered International Student Conference on Economics and Finance
- Title of qualification awarded Certificate for participation

- Dates (from – to) 2009
 - Name and type of organization providing education and training University "St. Kliment Ohridski ", Faculty of Economics - Prilep, R. Macedonia in cooperation with "WUS" - an Austrian company for development in education
 - Principal subjects/occupational skills covered Workshop: How to integrate student practice in the University structure
- Title of qualification awarded Certificate for participation

- Dates (from – to) 2007
 - Name and type of organization providing education and training Triple S Learning, Skopje, Macedonia
 - Principal subjects/occupational skills covered Course on Real Management and Entrepreneurship, Real Marketing and Sales, Personal Success
- Title of qualification awarded Certificate for participation

- Dates (from – to) 2007
- Name and type of organization providing education and training BEST – Board of European Students Of Technology, Paris, France
 - Principal subjects/occupational skills covered Seminar: “Globalization and Ethics”
- Title of qualification awarded Certificate for participation

PERSONAL SKILLS AND COMPETENCES

NATIVE LANGUAGE Macedonian

OTHER LANGUAGES

	English	German	Serbian	Spanish
• Reading skills	C1	C1	B2	A1
• Writing skills	C1	C1	B2	A1
• Verbal skills	C1	C1	B2	A1

COMPUTER SKILLS

- Ms Office: Word, Excel, PowerPoint, Visio, Microsoft Outlook
- Business in a Box - software program for business plans
- Marketing Plan pro - software program for marketing plans
- SPSS - software for analysis of statistical data on social sciences
- Internet

ORGANIZATIONAL SKILLS AND COMPETENCES

- Organization of conferences, workshops and training in the field of marketing, business and entrepreneurship for students, unemployed and entrepreneurs;
- Organization and publication of an international magazine - Journal of Economics, Faculty of Economics, Goce Delcev University - Stip
- Organization of activities and workshops of the Center for career and Development, Faculty of Economics - Stip;
- Organization and participation in projects of national and international significance;
- Development and analysis of market research for the needs of the University "Goce Delcev" and for Businesses in the private sector;
- Preparation of content and presentation materials for Goce Delcev University - Stip, for the needs of its presentation at International Education Fairs.

PERSONAL CHARACTERISTICS

- Design thinking and creativeness;
- Analyzing, solving problems and complying with deadlines;
- Exceptional communication skills and developed emotional intelligence;
- Strategist and developer of teams;
- Excellent team "player";
- Professional attitude, responsibility and good organization;
- High internal motivation, honesty, integrity and loyalty;
- Mindfulness.

EXPERT IN PROJECTS AND WORKSHOPS

- Creative problem solving and generation of (green) business ideas. WUS – World University Servis Germany. 2023. Trainer/Lecturer
- Implementation of e-commerce website, and digital marketing planning for a domestic company. MM Disoski and EBRD – Macedonia. 2022. Key Expert.
- Balkan Women Coalition Vol. II – Workshop for Social Enterprises Development. Association of Business Women – Macedonia, SEGE – Greece, BWA – Monte Negro, KAGIDER – Turkey, ABW BiH, VSELENA – Bulgaria, AAIE – Albania. 2022. Key Expert and Trainer.
- National platform for Women Entrepreneurship. Association of Business Women – Macedonia, MIR Foundation, Chamber of Commerce – Macedonia and National Farmers Federation. 2021-2023. Expert and Advisory board member.
- Building digital resilience to youth online radicalization through use of education in prevention. CRPM – Macedonia, Hedaya and MM Disoski. 2021. Key expert and Trainer.
- Implementation of e-commerce webshop, CRM and marketing planning for a domestic company. MM Disoski and EBRD – Macedonia. 2021. Key Expert
- Promotional campaign for generating awareness on cyber security and online radicalization. EU project. CRPM and Hedaya. In cooperation with MM Disoski. 2020. Key expert
- Green entrepreneurship as a challenge for next generations. Global Entrepreneurship Week N. Macedonia. In cooperation with Start Up Macedonia and Faculty of Economics – Shtip, University Goce Delcev – Shtip. 2020. Lecturer / trainer
- Creative problem solving and generation of (green) business ideas. Global Entrepreneurship Week N. Macedonia. In cooperation with Start Up Macedonia and Association of Business Women Macedonia. 2020. Lecturer / trainer
- Online accelerator program for startups. Balkan Med INNOVA. 2020. In cooperation with PSM Foundation Skopje and Association of Business Women Macedonia. 2020. Lecturer / trainer and mentor.
- Visual Identity and Product Packaging for startups. Accelerator program for startups. 2020. In cooperation with Generator of Talents and BROADEN HORIZONS Skopje. Lecturer / trainer and mentor.
- Branding and International Promotion. Accelerator program for startups. 2020. In cooperation with Generator of Talents and BROADEN HORIZONS Skopje. Lecturer / trainer and mentor.
- Business planning for sustainable future - from idea to plan. Nature Conservation Program in North Macedonia - Phase 2. 2019-2020. In cooperation with Municipality of Stip, Pharmachem and Swiss Agency for Development and Cooperation SDC. Lecturer / trainer and mentor.
- Sales process, sales promotion and consumer relations in retail. 2019. In cooperation with Adziko Home Center Ltd. and University Goce Delcev – Shtip. Lecturer / trainer
- Social entrepreneurship for local development - from idea to plan. 2019. In cooperation with the Western Balkans Alumni Association. Organizer and lecturer / trainer (EU funded)
- Analysis of Chinese Outdoor Advertising Market and Development of Strategy and Business Plan for Digital Outdoor Advertising Market. 2019. In collaboration with Procert Ltd.. Researcher and consultant. (Funded by Innovation and Technological Development Fund).
- Examining entrepreneurial potential with a focus on the entrepreneurial intentions of young people in developing countries. 2018. In collaboration with the Institute of Economics - Zagreb, Croatia. Organizer and lead researcher.
- Strengthening the business capacities of women entrepreneurs in the Republic of Macedonia as a developing country 2015-2018. Organizer and researcher.
- Market Analysis, Marketing Strategy Development, Business Plan and Market Positioning of Green and Organic Products. 2018. In collaboration with Eco Group Ltd. Researcher, consultant and implementer. (Funded by Innovation and Technological Development Fund).
- Women entrepreneurship for competitiveness. 2018. In collaboration with Association of Business Women Macedonia. Researcher in women entrepreneurship, consultant and mentor.

- The Single mother (self) employed programme. 2017. In collaboration with Association of Business Women Macedonia. Educator and mentor for entrepreneurship.
- Economic Growth and Development: Current Situations, Policies and Strategies. 2016. In cooperation with Municipality of Stip, Pharmachem and Swiss Agency for Development and Cooperation SDC. Lecturer / Trainer.
- Free training project on theoretical and practical knowledge and skills of entrepreneurs in the field of management, marketing, and finance "Now, but how?" 2014. In cooperation with the Municipality of Stip. Organizer and lecturer / trainer.
- Rebranding of Pharmacies on the territory of Macedonia Under the Brand name BETTY. 2012. In collaboration with PHOENIX PHARMA. Trainer. (Funded by PHOENIX PHARMA)

PUBLISHED SCIENTIFIC PAPERS

- *Digital marketing and the potential for financial growth of small and medium-sized businesses.* Journal of Economics, 7 (1). ISSN 1857-9973, Indexing: **EBSCO**
- *Cloud computing in logistic and Supply Chain Management environment.* Journal of Economics, 6 (1). pp. 23-33. ISSN 1857-9973, Indexing: **EBSCO**
- *Entrepreneurial intentions of students at private universities in transition economies.* Ekonomski pregled, 72 (2). ISSN 0424-7558; 1848-9494 (Online), 2021, Indexing: **ESCI - Emerging Sources Citation Index (WOS)** and **SCOPUS**. Journal Impact Factor: Scientific Journal Rank (SJR) by Scopus 0.13 (for 2020)
- *From traditional to online methods for generating business ideas.* Management Dynamics in the Knowledge Economy, 9 (3). pp. 307-329. ISSN 2392-8042 (online), 2021, Indexing: **Index Copernicus** and **EBSCO**
- *Theory of planned behavior: Personal attitude and perceived behavioral control as key determinants in creation of entrepreneurial societies and social inclusion of young people.* Balkan Social Science Review, 15 (15). ISSN 1857-8772, 2020, Indexing: **Scopus**, **EBSCO**, **CEEOL** and **Hein Online**. Index Copernicus Value (ICV) ICV 2017 = 70.37 ICV 2018 = 84.47
- *An insight into the content of the marketing plan as a guide for business operations.* Macedonian International Journal of Marketing, 6 (12). pp. 7-16. ISSN 1857-9787, 2020, Indexing: **EBSCO**
- *SERVQUAL: measuring customer satisfaction as a marketing activity.* Macedonian International Journal of Marketing, 5 (10). pp. 18-34. ISSN 1857-9795, 2019, Indexing: **EBSCO**
- *Tools for assessment of strategic business units in the marketing activities of companies.* Macedonian International Journal of Marketing, 5 (9). pp. 36-44. ISSN 1857-9787, 2019, Indexing: **EBSCO**
- *Youth and Entrepreneurial Intentions in four South-East European Countries.* International Review of Entrepreneurship (IRE), 16 (3). pp. 355-382. ISSN 2009-2822, 2018, Indexing: **Thomson-Reuters' Web of Science ESCI citations index**
- *Why Can't We Make It? The Cardinal Business Sins of Domestic Companies in a Transitional Economy.* Regional Studies on Economic Growth, Financial Economics and Management, 7. pp. 119-138. ISSN 2364-5067, Springer International Publishing, 2018, Indexing: **Thomson-Reuters' Web of Science Conference Proceedings Citation Index - Social Science & Humanities (CPCI-SSH)**
- *Integrated marketing communication: evolution, defining and implementation.* Macedonian International Journal of Marketing, 4 (7). pp. 64-76. ISSN 1857-9787, 2018, Indexing: **EBSCO**
- *Persuasion and sales of ideas and products: third party technique in marketing communication.* Macedonian International Journal of Marketing, 4 (7). pp. 77-90. ISSN 1857-9787, 2018, Indexing: **EBSCO**
- *Market segmentation factors: analysis of the confectionery industry in Macedonia.* Macedonian International Journal of Marketing, 4 (8). pp. 79-97. ISSN 1857-9787, 2018, Indexing: **EBSCO**
- *Inter-functional coordination: importance of employee communication in marketing activities of entrepreneurial companies in a developing*

economy. Balkan Social Science Review, 11 (11). pp. 149-163. ISSN 1857- 8772, 2018, Indexing: **EBSCO**

- *Impact of integrated communication on entrepreneurial companies' financial performance - A developing economy*. Financial Environment and Business Development, 4. pp. 29-41. ISSN 2364-5067, Springer International Publishing, 2017, Indexing: **Thomson-Reuters' Web of Science Conference Proceedings Citation Index - Social Science & Humanities (CPCI-SSH)**
- *Expectations and brand experience: Millennials - the generation that can shape the future service quality of companies in a developing economy*. Balkan Social Science Review, 10 (10). pp. 151-169. ISSN 1857- 8772, 2017, Indexing: **Scopus**, EBSCO, CEEOL and Hein Online. Index Copernicus Value (ICV) ICV 2017 = 70.37 ICV 2018 = 84.47
- *Decisions about design and selection of marketing channels*. Macedonian International Journal of Marketing, 2 (4). pp. 37-44. ISSN 1857-9795, 2016, Indexing: **EBSCO**
- *Distribution channels and optimizing competitiveness in business environment*. Macedonian International Journal of Marketing, 2 (4). pp. 30-36. ISSN 1857-9795, 2016, Indexing: **EBSCO**
- *Entrepreneurial Competition Orientation and Profitability: The Case of a Developing Economy*, Procedia - Social and Behavioral Sciences, 207. pp. 652-661. ISSN 1877-0428, 2016, ELSEVIER, Indexing: **Scopus**, **Impact factor: SCImago Journal Rank (SJR): 0.156**
- *Formal marketing planning and performance - the case of transitional economy*. Business Challenges in the Changing Economic Landscape, 2 (1). pp. 277-292. ISSN 2364-5067, 2016, Springer International Publishing, Indexing: **Thomson-Reuters' Web of Science Conference Proceedings Citation Index - Social Science & Humanities (CPCI-SSH)**
- *Geographical Pattern of Cultural Values, Entrepreneurship and Economic Development*. Journal of Earth Science and Engineering, 5 (4). pp. 262-269. ISSN 2159-581X, 2015, Indexing: **EBSCO**
- *The process of consumer product acceptance- diffusion of innovations*. Macedonian International Journal of Marketing, 1 (2). pp. 45-49. ISSN 1857-9795, 2015, Indexing: **EBSCO**
- *Business environment factors and business performance: the case of Macedonia – a developing economy*. Proceedings of the International Scientific Conference Geobalkanica 2015, 1 (1). pp. 435-442. ISSN 1857-7636, Indexing: **EBSCO**

MEMBERSHIP IN BODIES

- National Platform for Women Entrepreneurship
- EBES - The Eurasia Business and Economics Society
- Macedonian Marketing Association
- Association of Business Women of Macedonia
- Croatian Society of Economists, Ekonomski Pregled – scientific journal (indexed in: Scopus, Web of Science)
- Youth on Board - Macedonia

TRAINER

- Association of Business Women of Macedonia
- WUS – World University Servis Germany
- CEFE – Macedonia
- Youth on Board - Macedonia
- Center for Interuniversity Cooperation, University Goce Delcev – Shtip
- Center for Life-long learning, University Goce Delcev – Shtip
- Marketing Talks <https://www.facebook.com/MarketingTalks.mk/>

More information about the teaching and scientific activity can be found on the following links:

<http://eprints.ugd.edu.mk/view/creators/Jovanov=3ATamara=3A=3A.html>

https://www.researchgate.net/profile/Tamara_Jovanov

<https://www.linkedin.com/in/tamara-jovanov-61056834/>