



## Curriculum Vitae

### Personal information

First name(s) / Surname(s) **Ilijana PETROVSKA**  
Telephone(s) + 389 2 2463 156 (office) + 389 78 38 31 12  
E-mail(s) [petrovska@uacs.edu.mk](mailto:petrovska@uacs.edu.mk)  
Gender Female

### Education

Dates June 2008 – February 2010  
Title of qualification awarded PhD degree  
Principal subjects / occupational skills covered PhD Thesis - Effects from IMC strategy Implementation in the Banking Industry  
Name and type of organisation providing education and training Faculty of Economics,  
"Ss. Cyril and Methodius University",  
Skopje, Republic of Macedonia

Dates September 2003 – June 2007  
Title of qualification awarded Master of Science in Marketing  
Principal subjects / occupational skills covered Master thesis: "Promotional mix in the banking industry"  
Name and type of organisation providing education and training Faculty of Economics,  
"Ss. Cyril and Methodius University",  
Skopje, Republic of Macedonia

Dates September 1993 – September 1998  
Title of qualification awarded Bachelor of Science in Economics  
Principal subjects / occupational skills covered Specialization in Banking; Final thesis "Payment cards in the world and Macedonia"  
Name and type of organisation providing education and training Faculty of Economics,  
"Ss. Cyril and Methodius University",  
Skopje, Republic of Macedonia

### Employment history

Dates 2013 – present  
Occupation or position held Vice-Dean for Education  
Name of employer University American College Skopje,  
Skopje, Republic of Macedonia  
Type of business or sector Higher education

Dates 01 April 2008 – Present  
Occupation or position held Assistant Professor at the School of Business Economics and Management (SBEM)  
Main activities and responsibilities Lecturing Marketing Management, Principles of Marketing, Advertising and Promotion and Introduction to e-Business at undergraduate level and Integrated Marketing Communications, Strategic Marketing and Cases in Marketing at graduate level

	Name of employer	University American College Skopje, Skopje, Republic of Macedonia
	Type of business or sector	Higher education
	Dates	2010 – 2013
	Occupation or position held	Head of Marketing Department
Main activities and responsibilities		Managing the Marketing Research Lab and the Creative Lab, organizing and mentoring students from the Marketing Department to develop research analyses and marketing plans for companies from the Business Council
	Name of employer	University American College Skopje, Skopje, Republic of Macedonia
	Type of business or sector	Higher education
	Dates	01 January 2002 – 01 March 2009
	Occupation or position held	Sales and Marketing department manager
Main activities and responsibilities		Market analysis, Marketing planning & building a marketing strategy, Development & implementation of new products: Mortgage loan, Consumer loan for citizens, Visa credit card, Development and implementation of advertising campaigns for: Mortgage & Consumer loans, Visa campaign, Web page development, Sales channels development and promotional materials production
	Name of employer	Stopanska Banka AD Skopje, Skopje, Republic of Macedonia
	Type of business or sector	Banking
	Dates	01 September 2001 – 01 January 2002
	Occupation or position held	Head of marketing
Main activities and responsibilities		Marketing coordinator: Development & implementation of: Payment process campaigns, Euro currency implementation, Branch network development, Web page development coordinator
	Name of employer	Makedonska banka, Skopje, Republic of Macedonia
	Type of business or sector	Banking
	Dates	01 December 1998 – 01 September 2001
	Occupation or position held	Account executive
Main activities and responsibilities		Account Executive Supervisor of: British American Tobacco on Lucky Strike brand with successful launch campaign accomplishment during October – December 2000; launch campaign in Albania in the year of 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
	Name of employer	S Team Bates Saatchi & Saatchi, Skopje, Republic of Macedonia
	Type of business or sector	Advertising

### Other project experience

	<b>Dates</b>	October 2011
	Occupation or position held	Mentor

Main activities and responsibilities Mentoring project "Advertising Loans for Energy efficient building" of students from University American College Skopje during the week of Energy Efficiency

Name of employer University American College Skopje (UACS), Skopje, Republic of Macedonia

Type of business or sector Higher education

**Personal skills and competences**

Mother tongue(s) Macedonian

Other language(s)

Self-assessment

European level (\*)

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
<b>English</b>	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user
<b>German</b>	A1 Basic user	B2 Independent user	A2 Basic user	B1 Independent user	B1 Independent user	B1 Independent user	B1 Independent user	B1 Independent user	B1 Independent user

Social skills and competences Good communications skills gained through my experience as a Sales manager

Organisational skills and competences Leadership and organizational skills, currently leading the Marketing department and several projects at the University. Being a President of the Association of Better Education (ABE) and Vice president of IAB Macedonia

Computer skills and competences Good command of Microsoft Office™ tools (Word™, Excel™ and PowerPoint™)  
Basic knowledge of graphic design applications (CorelDraw)

**Additional information**

**Memberships**

- January 2013 – present, President of the Association for Better Education
- 13 December 2012, Member of the Election committee for the Web site of the year – organized by media solutions and supported by IAB Macedonia,
- May 2012 – May 2013, Vice president of IAB Macedonia
- 2011 – 2013, Organizing Committee member of the Annual International Conference of University American College Skopje
- December 2011 – present, Member of ACBSP Marketing Committee
- July 2010, Volunteering for team building activities and support for Diabetes Camp
- 2010 – present, EFER Alumni
- 2002 – present, Macedonian marketing association
- 1998 – present, AIESEC Alumni
- 1993 – 1998, Member of AIESEC (International student organisation for management and economics)

**Publications**

- Hristova S., Petrovska I., and Dimitrova M. (2013) Internationalization in Higher Education: Trends and opportunities, 2013, p.90-101
- Petrovska I., Hristova S. and Dimitrova M. (2013) International accreditations benefits for internationalization of education, abstract published
- Petrovska I. & Dimitrova M, (18- 22 June 2012) Financing Energy Efficiency: Awareness, Knowledge and Projects at Macedonian Commercial Banks
- Tomovska-Misoska A., Petrovska I., Bojadziev, M. (13-15 June 2012) Factors of Creativity in Marketing Agencies
- Petrovski G., Milenkovic T., Petrovska I. et al. (8-12 June 2012) Social media and Diabetes: Can we improve glucose control in adolescents on pump therapy?
- Meloska Z. & Petrovska I. International trade in wood sawn from Republic of Macedonia
- Petrovska I., Tomovska-Misoska A, Bojadziev M. (17 May 2012) Understanding Factors of innovative thinking in Advertising agencies: Case of Macedonian, Slovenian and Serbian Advertising

agencies

- Petrovska I & Dimitrova M (2012) An exploratory study of the Macedonian banks awareness and preparation to offer financial tools to support energy efficiency: a work in progress for meeting 2020 energy efficiency European agenda
- Petkovska Mircevska, T. and Petrovska, I. (2011) Trends in Marketing Communications and the level of implementation in the banking industry in Macedonia, Journal of the Institute of Economics – Skopje, year 12, No. 3/2010, September 2011, p. 43 – 55
- Dimitrova, M., MPPM, Petrovska, I., PhD and Bojadziev, M., PhD (2011) Green Economics: Young generations to help achieve future sustainability of Europe
- Petrovska, I. and Sekulovska, N. (2010) The importance of Integrated Marketing Communications during financial crises in the Republic of Macedonia
- Petrovska, I., Bojadziev, M. and Sekulovska, N. (2010) The Challenges of the Marketing Communication Strategy during the Global Economic Crisis in the Financial Industry
- Naumovska and Petrovska (2010) Global marketing communication strategies after Lisbon Treaty
- Petrovska, I., Naumovska, L. and Todorovska, M. (2009) Financial Institutions' Advertising during economic downturn, 4th UACS International Conference on European Integration, Skopje, 29 May 2009
- Bojadziev and Petrovska (2009) Marketing communications of the banks during crises
- Review of the manuscript (2009), entitled "The impact of situational, demographic, and socio-economic factors on impulse buying in the Republic of Macedonia" for Journal of East-West Business

#### Conference presentations

- Petrovska I., Hristova S. and Dimitrova M. (2013) International accreditations benefits for internationalization of education, abstract published and paper presented at the International Conference for Internationalization in Education in Prague, Czech Republic, 25th and 26th of April 2013
- Petrovska I. & Dimitrova M, (18- 22 June 2012) Financing Energy Efficiency: Awareness, Knowledge and Projects at Macedonian Commercial Banks, presentation at EU Sustainable Energy week, EUBuild Energy Efficiency Brussels meeting in Best Practices in Balkan countries and Turkey and EU on Financing EE in Buildings
- Tomovska-Misoska A., Petrovska I., Bojadziev, M. (13-15 June 2012) Factors of Creativity in Marketing Agencies, paper published in the Conference proceedings from the International Conference on Contemporary Marketing Issues (ICMI) 2012, 13-15 June Thessaloniki, p. 193-197
- Petrovski G., Milenkovic T., Petrovska I. et al. (8-12 June 2012) Social media and Diabetes: Can we improve glucose control in adolescents on pump therapy? One year experience, abstract published and poster presented at the 72nd Scientific Sessions of American Diabetes Association, Philadelphia, PA, USA
- Meloska Z. & Petrovska I. (6-8 June 2012) International trade in wood sawn from Republic of Macedonia, paper published in the Conference proceedings from the International Conference WoodEMA 2012 - Wood and Furniture Industry in Times of Change – New Trends and Challenges, Trnava
- Petrovska I., PhD, Tomovska-Misoska A., PhD, Bojadziev M., PhD (17 May 2012) Understanding Factors of innovative thinking in Advertising agencies: Case of Macedonian, Slovenian and Serbian Advertising agencies, presented and published in Book of Abstracts from the 7th International Conference towards European Integration, UACS
- Petrovska I & Dimitrova M (2012) An exploratory study of the Macedonian banks awareness and preparation to offer financial tools to support energy efficiency: a work in progress for meeting 2020 energy efficiency European agenda, presented at Strategic management Conference at Bor, May 2012
- Energy Efficiency workshop and Summit, presentation "Marketing communications for Energy efficiency buildings financing opportunities" Istanbul, Turkey, 22 – 23 November 2011
- Webit Conference – e-commerce conference, Sofia, Bulgaria, 27 October 2011
- Moderator at Week of Energy Efficiency at Skopje Assembly, 19 October 2011
- Dimitrova, M., Petrovska, I. and Bojadziev, M. (2011) Green Economics: Young generations to help achieve future sustainability of Europe, presented at the Sixth Annual international Conference on European Integration titled "Constructing Europe as a Global Power: From Market to Identity?", Skopje 19 May 2011, p. 161 – 176
- Moderator of Panel discussion "Social media in marketing communications" at UACS, 14 April 2011

- Petrovska, I. and Sekulovska, N. (2010) The importance of Integrated Marketing Communications during financial crises in the Republic of Macedonia, 3rd Annual Academic Conference „Contemporary problems in management: Exploring the Boundaries”, Moscow, Russia, 23 Nov 2010
- Petrovska, I., PhD, Bojadziev, M., PhD and Sekulovska, N., PhD (2010) The Challenges of the Marketing Communication Strategy during the Global Economic Crisis in the Financial Industry, Faculty of Economics Skopje, International Conference „The Challenges to Economic Theory and Policy in the Aftermath of the Global Economic Crisis”, 12/13 Nov 2010, p. 423-432
- Naumovska and Petrovska (2010) Global marketing communication strategies after Lisbon Treaty, paper presented at the 5th UACS International Conference on European Integration, Skopje, 20 May 2010, p. 205 – 221
- Bojadziev and Petrovska (2009) Marketing communications of the banks during crises, Assembly of the Macedonian Marketing Association, Ohrid, November 2009
- Petrovska, I., Naumovska, L. and Todorovska, M. (2009) Financial Institutions’ Advertising during economic downturn

**Training sessions attended (most relevant)**

- ACBSP Region 8 Conference, Dubai, 2011
- Innovations Forum – Skopje 2011
- WeBit Conference – e-commerce Conference, Sofia, Bulgaria, 27 October 2011
- 2013, Team Teaching seminar organized by RESITA Network, University of Aachen, Germany
- 2013, Research workshop organized by RESITA Network, University of Portoroz
- 2013, Case writing seminar and Master program development organized by RESITA Network University of Ljubljana, Slovenia
- 2013, Adriatic customer survey results, organized by GfK, Skopje
- 2011, Leadership and Communication seminar organized by UACS, Skopje
- 2011, How to write Company Cases research papers, organized in Ljubljana
- 2011, Dichotomy issue event – Social Media and Classical Marketing – Skopje
- 2011, Buzz Conference – Entrepreneurship optimism in Macedonia
- PR workshop – Skills and standards for effective intercultural communications in public relations – MIM – Skopje
- 18 Feb, 2011, Participation at Social Media Day, organized at Aleksandar Palace Hotel, Skopje
- 16 Feb 2011, Internet Marketing seminar, organized by American Chamber in Skopje
- 2011, “Constructing Europe as a Global Power: From Market to Identity?”, 6th Annual International Conference on European Integration, UACS Skopje
- 2011, “Get involved IV” UACS team building seminar, organized at Ohrid
- 2011, “How to predict success in any organization” with Dr. Ichak Adizes, organized at the Hotel Holiday Inn, Skopje
- 2010, “European Entrepreneurship Colloquium 2010”, IESE Business School & EFER, Barcelona, Spain The programme covered EFER supported Cambridge “Teach-the-Teachers” programme, the Harvard Business School Participant-Centred Learning (HBS PCL) and the EEC Maastricht Programme, with emphasis on the European dimensions of entrepreneurship, interactive entrepreneurship learning approaches and exposure to the real world entrepreneurship practices
- 2010, 3rd Annual Academic Conference „Contemporary problems in management: Exploring the Boundaries”, Moscow, Russia
- 2010, International Conference „The Challenges to Economic Theory and Policy in the Aftermath of the Global Economic Crisis”, organized at the Economic Faculty, Skopje
- 2010, “Reputation Seminar”, organized by Leonor at Aleksandar Palace Hotel, Skopje
- 2010, “Europe after the Lisbon Treaty” 5th Annual International Conference on European Integration, organized by UACS, Skopje
- 2010, “Young generation is online”- GfK Conference, organized in Skopje
- 2010, “Get involved III” UACS team building seminar organized in Ohrid
- 2010, “Brand management” Colin Egan, Coca Cola Chair in Marketing, MBA seminar organized at IELDS in Skopje
- 2010, “Branding in crises” Roger Claessens, MBA seminar organized at UACS, Skopje
- 2010, Blooms Taxonomy, Seminar organized at UACS, Skopje
- 2009, “Learning in teams”, organized at UACS, Skopje
- 2009, Kotler seminar, organized at Aleksandar Palace Hotel, Skopje
- 2009, Seminar on Bologna accreditation, organized at UACS, Skopje
- 2009, Socialization and training seminar, organized at UACS, Skopje

- 2009, "Directors Institute presentation" by IFC, organized at Aleksandar Palace Hotel, Skopje
- 2009, "How to Write A Master's thesis", seminar, organized by UACS, Ohrid
- 2009, "Europe in crises" 4th Conference on European Integration, organized at UACS, Skopje
- 2009, GfK Conference, organized at the Best Western Hotel, Skopje
- 2009, "Obama election" Fullbright, organized at UACS, Skopje
- 2009, "Get involved" UACS team building seminar, organized in Mavrovo
- 2009, "Cross cultural management", Fullbright organized at UACS, Skopje
- 2005, Strategic Marketing for MFIs, Seminar from Microfinance Centre organized by FCI in Skopje, by Ms. Agata Szostek and Ms. Irina Ignatyeva
- 2004, Marketing of Financial Services, FTFA, Luxembourg Seminar organized under the aegis of the Ministry of FA Luxembourg in collaboration with the Ministry of Finance of Macedonia in Skopje, by Mr. Roger Claessens
- 2003, Branch Management, Marketing and Strategic Planning, FTFA, Luxembourg, organized by the Ministry of Finance, by Mr. Roger Claessens