



Marija Midovska Petkoska

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Date of birth: 20 Feb 1988

Nationality: Macedonian/citizen of the Republic of North Macedonia

ABOUT ME

Experienced Project Coordinator with a demonstrated history of working in the higher education. Skilled in Management, Accounting, Presentation Skills, Market Research, and Administrative Assistance. Strong program and project management professional with a PhD focused in Economics, Management from University "St. Kliment Ohridski" Bitola, Faculty of economics Prilep.

EDUCATION AND TRAINING

[1 Oct 2012 – 28 Sep 2018]

Ph.D. in economics (management)

University "St. Kliment Ohridski" Bitola, Faculty of economics Prilep <https://eccfp.uklo.edu.mk/>

Address: 7500, Prilep, North Macedonia

[1 Oct 2010 – 11 Oct 2012]

Master in marketing management

University "St. Kliment Ohridski" Bitola, Faculty of economics Prilep <https://eccfp.uklo.edu.mk/>

Address: 7500, Prilep, North Macedonia

[1 Oct 2006 – 5 Sep 2010]

Bachelor in economics (marketing management)

University "St. Kliment Ohridski" Bitola, Faculty of economics Prilep <https://eccfp.uklo.edu.mk/>

Address: 7500, Prilep, North Macedonia

[25 Dec 2022 – Current]

Certified accountant

Institute for accountants North Macedonia <https://isos.mk/en/>

Address: 1000, Skopje, North Macedonia

[18 Jan 2021 – Current]

Expert witnesses in the filed of economics

Ministry for justice North Macedonia <https://pravda.gov.mk/veshtaci>

Address: 1000, Skopje, North Macedonia

WORK EXPERIENCE

[1 Oct 2011 – Current]

Referent for third cycle studies

University "St. Klement Ohridski" Bitola, Faculty of economics Prilep

- responsible for students' files
- communication with Ph.D. students
- organization of the exam sessions

[1 Mar 2021 – Current]

Researcher and Project coordinator

Center for innovation and development Inos Prilep

- writing project proposals
- managing projects
- coordination and communication with the stakeholders
- research activities

[2010 – Current]

Business consultant

Kontras Mido

City: Prilep

Services and advice for improving:

- business processes
- strategic planning
- financial management

[1 Sep 2012 – 30 Jun 2016]

Project assistant

University "St. Klement Ohridski" Bitola, Faculty of economics Prilep

- administrative and financial work within the project DOCSMES
- communication and coordination with the students, professors and other stakeholders
- organization of the events within the project DOCSMES

[1 Oct 2011 – 31 Aug 2013]

Professors' collaborator

University "St. Klement Ohridski" Bitola, Faculty of economics Prilep

- conducting lectures at the marketing management department (marketing, marketing research, marketing management, marketing information systems, marketing of services, management, strategic management.
- mentoring students assignments
- communication with the students

LANGUAGE SKILLS

Mother tongue(s): Macedonian

Other language(s):

Englsih

LISTENING C2 READING C2 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Microsoft Office | Microsoft Word | Microsoft Excel | Microsoft Powerpoint | Social Media | Skype | Google Drive | Outlook | Zoom | SPSS | STATA

CONFERENCES AND SEMINARS

[Nov 2023 – Nov 2023]

International scientific conference: “Energy Sector Challenges and its Green Development – ESC 2023”

Poland

Presenting a scientific paper entitled: ***“Measuring the green skills gaps”***

[Sep 2022 – Sep 2022]

International conference on economy, business and society in digitalized environment

Prilep, North Macedonia

Presenting a scientific paper entitled: ***“The impact of salary growth on inflation: case study Republic of North Macedonia”***

Link: <https://ebside.eccfp.edu.mk/proceedings/>

[Sep 2021 – Sep 2021] **XVI IBANESS Conference Series** Istanbul, Turkey

Presenting a scientific paper entitled: **“Impact Of COVID-19 Outbreak On Organizational Performance: Evidence From North Macedonia”.**

Link: https://www.ibaness.org/conferences/istanbul_2021/ibaness_istanbul_proceedings_draft_3.pdf

[May 2021 – May 2021] **XV IBANESS Conference Series** Plovdiv, Bulgaria

Presenting scientific paper entitled: ***“The impact of Covid 19 on the companies in North Macedonia”***

Link: https://www.ibaness.org/conferences/plovdiv_2021/ibaness_plovdiv_proceedings_draft_6.pdf

[Oct 2019 – Oct 2019]

International Conference “Digital Transformation of the Economy and Society: Shaping the Future”

Prilep, North Macedonia

Presenting scientific paper entitled: ***“Challenges and benefits of e-invoice exchanged system implementation”***

Link: https://eccfp.uklo.edu.mk/wp-content/uploads/sites/8/2021/06/Proceedings_2019.pdf

[May 2019 – May 2019]

24th International Scientific Symposium Strategic Management and Decision Support Systems in Strategic Management

Presenting a scientific paper entitled: ***“Designing an integrated framework for measuring organizational performance in the Companies of the food industry in the Republic of Macedonia”***

[May 2018 – May 2018] **VII IBANESS Conference Series** Tekirdag, Turkey

Presenting a scientific paper entitled: ***“Electronic agreements as act in the development of electronic trade”***

Link: https://www.ibaness.org/conferences/tekirdag/ibaness_tekirdag_proceedings_vol_1_draft_10.pdf

[Feb 2018 – Feb 2018] **XXIV conference Digitalization in higher education** Kopaonik, Serbia

Presenting a scientific paper entitled: ***"Re-accreditation - need or another birocracy procedure"***

[May 2016 – May 2016]

21th International Scientific Symposium :Strategic Management and decision support systems in Strategic Management

Subotica, Serbia

Presenting a scientific paper entitled: ***"Performance management as a concept for alignment of the operational performance and long term strategy – the case of Macedonian Companies"***

[May 2015 – May 2015]

20th International Scientific Conference SM 2015 Strategic Management and Decision Support Systems in Strategic Management

Subotica, Serbia

Presenting a scientific paper entitled: ***"E-crm as a concept for enhancing customer loyalty (case study – mobile operator Vip, Republic of Macedonia"***

[Nov 2012 – Nov 2012]

International conference: South-East European Countries towards European Integration

Presenting scientific paper entitled: ***"Corporate brand strategy and management with key stakeholders of companies"***

[Oct 2012 – Oct 2012] **International conference Migration and labor market** Krusevo, North Macedonia

Presenting a scientific paper entitled: ***"The role of the employment agencies in decreasing of unemployment in the Pelagonian region"***

Link: https://eccfp.uklo.edu.mk/wp-content/uploads/sites/8/2021/06/Book_of_abstracts_Migration_and_labour_market-0.pdf

[Oct 2012 – Oct 2012]

International conference: Globalization, Development, Public Policy & Management: A business development perspective"

Prishtina, Kosovo

Presenting a scientific paper entitled: ***"Integrating the brand management concept in companies as a condition for competitive advantage of global market"***

DRIVING LICENCE

Cars: B

HOBBIES AND INTERESTS

Canoeing; Hiking; Archery

TRAINING

[Dec 2023 – Dec 2023]

"Strengthening the capacity of civil society organizations for monitoring processes of creation and implementation of public policies at the local level"

UNDP

[May 2023 – May 2023] **"Effective mentoring: techniques and skills for success".**

Stella Network

[Nov 2021 – Nov 2021]

Gender responsive budgeting organized within the project “Through women's lenses: initiating policies and budget initiatives, monitoring the implementation of local action plans for gender equality”

Center for research and policy development

[Oct 2021 – Oct 2021]

Improving dialogue for greater financial transparency of municipalities, with a focus on parafiscal levies, Module training Building partnerships

Network FISCAST

[Feb 2021 – Sep 2021] **Accounting**

Nova consulting and education

COURSES

Fundamentals of digital marketing

Google garage

Integrated Marketing Communication

Lecturer: professor Robert Lauterborn, University in North Carolina, America

Development of scientific and business projects

Lecturer: professor Ljupcho Pechijareski

Sell and networking

Trainer: Tom Hopkins

PROJECTS

[1 Jan 2024 – Current] **Tackling the green skills gap in North Macedonia**

This project aims to tackle the pressing issue of green skill imbalances in North Macedonia. More specifically, the project will seek to identify the industries that will require support in generating green skills and creating/sustaining green jobs including the identification of specific green skills gaps as well as preparing policy recommendations to

retrain and equip the workforce with appropriate green skills.

The project is funded by the Ministry of Education and Science North Macedonia in partnership with the Vienna Institute for International Economic Studies

[1 Jan 2024 – Current] **Promoting an AI supported eco-activism in the Western Balkans**

The project aims to organize a workshop for promoting AI-supported eco-activism among environmental NGOs in the Western Balkan countries.

The project is funded by the Central European Initiative (CEI) in cooperation with "Quantum AI Foundation" from Poland.

[
15 Oct 2010 – 30 Jun 2015]

Tempus project developed the Doctoral Programme in Entrepreneurship and SME Management (DOCSMES)

The project aimed to develop and implement a doctoral program on the theme of entrepreneurship and development of small and medium-sized enterprises as a third cycle in the Balkan universities.

The main objective of this doctoral program was to increase the scientific background and entrepreneurial culture in the Balkan countries to strengthen the connection with the labor market. The project highlighted the importance of research and its link with higher education at doctoral level through the involvement of stakeholders in the development of curricula and study programs as well as in supporting research activities.

Coordinator: University of Bologna Department of Management (prof. Massimo Bianchi)

Partners:

- University "St.Kliment Ohridski" Bitola (Macedonia - FYROM)
- University Autònoma de Barcelona (Spagna)
- Faculty of Economy, University of Tirana (Albania)
- University of Nice-Sophia Antipolis (Francia)
- Agricultural University of Tirana (Albania)
- South East European University (Macedonia – FYROM)
- Albania Confederation Industries (Albania)
- Agency for promotion of entrepreneurship of the Republic of Macedonia (Macedonia - FYROM)
- Macedonian Chambers of Commerce (Macedonia – FYROM)
- Dardania University (Kosovo)

[1 Sep 2021 – 31 Dec 2021] **Research on topic: "Corona virus - a test for digital society"**

The general objective of the project was to raise the level of research activities among young people (students) and their involvement in research work.

Specific objectives:

- Increasing awareness of the importance of research activities in solving problems in a dynamic environment;
- Greater involvement of students in research work, in terms of online teaching;
- Increasing students' awareness of the use of digital technologies in everyday student activities, which imply more learning and less communication on social networks.
- Obtaining information through scientific research on the current situation regarding the application of digital technologies, especially during the Covid pandemic 19.

The project was funded by Civica Mobilitas.

[1 Feb 2022 – 31 Jul 2022] **"Pelagonija Rural Woman Training"**

The main objective of the project was twofold: to scientifically assess the socio-economic livelihood of the rural women in Pelagonija and to build their skills and competencies with tailored seminars on various topics. In addition, indirectly the project aimed at building the networks of cooperation and support, among women themselves, but also to initiate collaboration between academia, students and rural women, and to motivate rural students to research and improve their lives in villages through applicative knowledge obtained at the University. To achieve these goals, multiple activities were realized.

The project was funded by Australian embassy to Serbia, North Macedonia and Montenegro

[15 Jun 2022 – 15 Oct 2022] **"Bird's Perspective from Balkan Clean Sky"**

The project "Bird's Perspective from Balkan Clean Sky" aimed to promote and brand the gliding sport, to enhance interest in this sport, especially among young people, and to increase Aero Clubs membership. The project additionally focused on aero pollution to raise public awareness and understanding of this problem that affects Balkan countries terrifically. The realized activities contributed to all, raising the awareness and knowledge of aero pollution and promotion of gliding, with emphasis on the benefits of the clean air clean nature and environment, and healthy living through practicing sports. The wider

impact included the possibility for touristic promotion of gliding and touristic development.

The project was funded by the Western Balkans Fund.

PUBLICATIONS

[2021]

Book: Performance measurements systems: Evidence from the companies of the food industry in the Republic of North Macedonia

PUBLISHED PAPERS

[Mar 2023 – Mar 2023]

The Influence of Wages Growth on Inflation: Case Study- Republic of North Macedonia

International Journal of Research in Social Sciences (IJRSS) Vol.13Issue 3

[Jun 2022 – Jun 2022]

Perceptions of local economic development in North Macedonia: a comparative analysis

Proceedings CONTEMPORARY CHALLENGES OF ECONOMIC GROWTH AND SUSTAINABILITY OF BUSINESSES

[Oct 2022 – Oct 2022]

Gender (in)equality in rural Pelagoija - main socio-economic determinants

Proceedings: International Scientific Conference "Towards a Better Future: Visions of Justice, Equality, and Politics"

[2022 – 2022]

Influence of Covid-19 pandemic on digital transformation of businesses in the Republic of North Macedonia

Proceedings IX International scientific conference: Perspective of digital transformation in Western Balkans countries

[2019 – 2019]

Challenges for successful implementation of Performance measurement system – case study food industry in the Republic of Macedonia

Iliria International Review, Vol 9, No 1

[2019 – 2019]

The role of information communication technologies in promoting innovation in the Republic of Macedonia

Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series, Issue 2/2019

[2019 – 2019]

“Financial perspective in the system for measuring organizational performance – case study food industry in the Republic of Macedonia”

Iliria international review

[2019 – 2019]

“Measuring the ICT influence on innovatively level”

International journal of sciences: Basic and applied research Volume 2, Number 47; ISSN 2307-4531

OTHER ACTIVITIES

President of the Association Center for research, education and development policies Edures Prilep

Reviewer at the International Journal of Strategic Management and Decision Support Systems in Strategic Management, Publisher: University of Novi Sad, Faculty of economics Subotica, Serbia

Reviewer at the Balkans Journal of Emerging Trends in Social Sciences

Member of the Organizing committee of the 11th International Conference entitled "Digital Transformation of the Economy and Society: Shaping the Future" organized by the Faculty of economics Prilep, October 2019

Member of the Organizing committee of the 2nd International doctoral students conference: Contemporary research issues in economics, management and business, University "St. Kliment Ohridski"-Bitola, Faculty of Economics-Prilep, May 16, 2015

Member of work groups for development of elaborates for second and third-cycle studies