

CURRICULUM VITAE

Personal Information	
Name	Vera Boshkovska
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Nationality	Macedonian
Date of Birth	05.10.1966
Gender	Female
Academic Title	PhD

Work Experience	
• Dates (from - to)	2013 – Present
• Name and address of employer	University Skopje in Skopje
• Type of business or sector	Higher education
• Job Title	Assistant Professor
• Main activities and responsibilities	Participation in the educational process of the subjects: Marketing, Marketing Management, International Marketing, Brand Management, Marketing Services, Strategic Marketing, Channel Marketing, research, ad ministration
• Dates (from - to)	2009 – 2018
• Name and address of employer	Public institution, City of Skopje
• Type of business or sector	Event management
• Job Title	General Manager
• Main activities and responsibilities	Event
• Dates (from - to)	1999 – 2008
• Name and address of employer	DHL EXPRESS Macedonia, Skopje
• Type of business or sector	Transport and logistic
• Job Title	Field sales agent
• Main activities and responsibilities	Sales
• Dates (from - to)	1989 – 1998
• Name and address of employer	Travel Agency Adriatik Mavrovo, Skopje Travel Agency Savana, Skopje Travel Agency ETN, Skopje
• Type of business or sector	Turizam

• Job Title	Sales Agent
• Main activities and responsibilities	Sales air ticket and hotels acomodation

Education and training	
• Dates (from – to)	2017
• Name and type of organization providing education or training	University of “St. Cyril and Methodius” Economics Institute, Skopje
• Principal subjects / occupational skills covered in the training	Economics
• Assigned title	Doctor (PhD)
• Level in national classification	VIII
• Dates (from – to)	2007 – 2017
• Name and type of organization providing education or training	University of “St. Cyril and Methodius” in Skopje , Faculty of Economics University of Tourism and Management in Skopje, Faculty of Economics
• Principal subjects / occupational skills covered in the training	Economics
• Assigned title	MBA Master (MSc) in Economics
• Level in national classification	VII/2
• Dates (from – to)	1992 – 2017
• Name and type of organization providing education or training	University of “St. Cyril and Methodius”, Faculty of Law University of Tourism and Management in Skopje, Faculty of tourism
• Principal subjects / occupational skills covered in the training	Law Tourism
• Assigned title	
• Level in national classification	VII/1

International congresses and symposia

• Dates (from – to)	14.11.2022
• Location	Skopje, Macedonia
• The company and the person responsible	University of Tourism and Management in Skopje ICON BEST 2022, INTERNATIONAL CONGRESS FOR BUSINESS, ECONOMY, SPORT AND TOURISM, 2022 INNOVATIVE TRENDS IN INTERNATIONAL BUSINESS AND SUSTAINABLE MANAGEMENT
• Position	Co-author author FASHION FRANCHISES - REVIEW OF CROATIA AND NORTH MACEDONIA
• Dates (from – to)	11 .11. 2020
• Location	Skopje, Macedonia
• The company and the person responsible	University of Tourism and Management in Skopje ICON BEST 2020, INTERNATIONAL CONGRESS FOR BUSINESS, ECONOMY, SPORT AND TOURISM, 2020 ALTERNATIVE PATHS FOR DEVELOPMENT OF EMERGING ECONOMIES IN GLOBAL BUSINESS ENVIRONMENT
• Position	Co-author of a scientific paper Franschising in Macedonia-Opporrtunities na trheats
• Dates (from – to)	15.10. 2018
• Location	Skopje, Macedonia
• The company and the person responsible	ICON BEST 2018 - International Conference for Business, Economy, Sport and Tourism, 6th International Scientific Congress "Global education, skills and competencies: How to deliver high quality business education in accordance with the market needs", University of Tourism and Management in Skopje, 15 of October 2018, Skopje, Republic of Macedonia
• Position	Co-author “The application of integrated marketing communications in creating competitive advantage of the higher education institutions”
• Dates (from – to)	15 October 2018
• Location	Skopje, Macedonia
• The company and the person responsible	University of Tourism and Management - Skopje, ICON BEST 2018 - International Conference for Business, Economy, Sport and Tourism, 6th International Scientific Congress "Global Education, Skills and Competencies: How to Deliver High Quality Business Education in Accordance with the Market Needs"
• Position	Co-author of a scientific paper (attending) Gramatnikovski Sashko PhD, Nichkova Meri MSc, Stojmirova Marina MSc “Tourism as an important factor in economic development”
• Dates (from – to)	8.10.2016
• Location	Skopje, Macedonia

• The company and the person responsible	University of Tourism and Management - Skopje, ICON BEST 2016 - International Conference for Business, Economy, Sport and Tourism, 5th International Scientific Congress "Economic analysis of global trends in tourism, finance, education & management"
• Position	Co-author of a scientific paper (attending) Business relations with the franchisor a significant factor in the implementation an development of the franchised business
• Dates (from – to)	09.10.2015
• Location	Skopje, Macedonia
• The company and the person responsible	ICON BEST 2015 - International Conference for Business, Economy, Sport and Tourism, 4th International Scientific Congress "Economic analysis of global trends in tourism, finance, education & management"
• Position	Co-author of a scientific paper “The influence of the social factor during adaptation of the marketing strategies in franchise”
• Dates (from – to)	09-11 October 2015
• Location	Skopje, Macedonia
• The company and the person responsible	University of Tourism and Management - Skopje, ICON BEST 2015 - International Conference for Business, Economy, Sport and Tourism, 4th International Scientific Congress "Economic analysis of global trends in tourism, finance, education & management"
• Position	Co-author of a scientific paper (attending) Davkovska Vladanka MSc, Stojmirova Marina MSc, “Hotel guest satisfaction as a reflection of organizational culture”
• Dates (from – to)	25-26 .04. 2014
• Location	Belgrade, Serbia
• The company and the person responsible	Singidunum University, International conference SINTEZA 2014, “Impact of the Internet on Business Activities in Serbia and Worldwide”
• Position	Co-author, “The implementation of online marketing as an important requisite for ganing competitive advantage”
Publications	
December 2020	Author of paper in International Scientific Journal Erceg Aleksandar PhD, Vera Voshkovska PhD “Franschising in Macedonia-Opporrtunities na trheats”, UTMS Journal of Economics, Vol. 11 No. 2 (pp. 171-182), Decembar 2020 (EBSCO)
December 2023	Author of paper in International Scientific Journal Erceg Aleksandar PhD, Vera Voshkovska PhD, Liljana Kukec, PhD. “Franschising in Macedonia-Opporrtunities na trheats”, UTMS Journal of Economics, Vol. 14 No. 2 , Jun 2023 (EBSCO)