



Selajdin Abduli



Faculty : **Business and Economics**
Position : **Full Professor**

Personal data

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Education

- **Nov 2007 - Jul 2012: PhD of Economy**
Faculty: Business and Economics
South-East European University, Tetovo
Specialty: Human resources management, labor markets, microeconomics
Thesis: "Menaxhimi dhe efektiviteti i burimeve njerezore ne NVM ne Republiken e Maqedonise"
- **Oct 2001 - Jul 2004: Master of science in Economics**
Faculty: Faculty of Economy
University of Prishtina, Prishtina, Kosovo
Specialty: SME Management
Thesis: "Investment Management of SMEs in the Polog Region of the Republic of Macedonia"
- **Oct 1987 - Jan 1992: Graduated Economist**
Faculty: Faculty of Economics
University of Prishtina, Prishtina, Kosovo
Specialty: Finance

Publications

- Arifi, Valbona; Ramadani, Veland; suli, shpresa; Abduli, Selajdin **Impact of Social Media Use and Engagement on Employer Branding**. Springer Nature Switzerland, Portugal, 2025.
- MAKSUTI, Atixhe; Abduli, Selajdin; Alija, Sadri **SOCIAL RESPONSIBILITY AND IMPACT ON PERFORMANCE OF SMES IN NORTH MACEDONIA**. In *International Scientific Journal in Economics, Finance, Business, Marketing, Management and Tourism*, pp. 34-42. 2025.
- Ademi, Ljutfije ; suli, shpresa; Abduli, Selajdin **The Effect of Brand Image, Omni-Channel Marketing Strategies, and Organizational Culture on Customer Commitment in the Banking Sector in North Macedonia**. 2025.
- Abduli, Selajdin; suli, shpresa **EFFECT OF GREEN HUMAN RESOURCES MANAGEMENT AND EMPLOYEE PERFORMANCE ON WORK-LIFE BALANCE** . In *SEEU Review*, pp. 90-104. 2024.
- Zekiri, Jusuf; Abduli, Selajdin; suli, shpresa **Factors Affecting Work Motivation of the Academic Staff** . In *Proceedings of the 6th International Scientific Conference on Business and Economics (ISCBE), North Macedonia, May 2023*, pp. 525-542. 2024.

- Rexhepi, Gadaf; Abazi-Alili, Hyrije; Abduli, Selajdin; Ibraimi, Sadudin ; Zuferi, Rasim **Green entrepreneurship and firm performance: the case of Albania**. In *Entrepreneurship development in the balkans: perspective from diverse contexts*, pp. 69-80. Emerald, Cheltenham, UK, 2023.
- Abduli, Selajdin; Arifi, Avni; Ibraimi, Sadudin ; Zuferi, Rasim **Labor Market Challenges of the Young Female in Developing Countries - Case Study Republic of North Macedonia**. Faculty of Economics, University of Banja Luka, Ancona, September 15-16, 2022 , 2023.
- Abduli, Selajdin **MANAGING PUBLIC PROCUREMENT IN LOCAL GOVERNMENT – THE CASE OF MUNICIPALITY OF TETOVO (NORTH MACEDONIA)**. SEEU, Tetovo, 2022.
- Abduli, Selajdin **CONFLICTS MANAGEMENT WITHIN SMES’ – MANAGERIAL PERSPECTIVE** . SEEU, Tetovo, 2022.
- Abduli, Selajdin **Islamic Entrepreneurship Perception Among Employees in North Macedonia**. In *FIIIB Business Review*, pp. 1-10. 2022.
- Abduli, Selajdin **Human Resources Management in Family Businesses – Case of North Macedonia**. In *Jurnal Manajemen Indonesia*, pp. 1-13. 2022.
- Abduli, Selajdin; Rahman, Mizanur; Aidin Salamzadeh, Tabash; Rahaman, Saidur ; Abduli, Selajdin **Sampling Techniques (Probability) for Quantitative Social Science Researchers: A Conceptual Guidelines with Examples**. In *Seeu Review*, pp. 42 - 51. 2022.
- Abduli, Selajdin; Ramadani, Elion **“LEVEL OF CUSTOMER SATISFACTION FOR 4G SERVICE IN THE REGION OF PRISHTINA, REPUBLIC OF KOSOVO”**. Tetovo, 2022.
- suli, shpresa; Abduli, Selajdin; Hadzimustafa, Shenaj **Impact of Foreign Direct Investment and Economic Freedom on Economic Growth in North Macedonia** . Istanbul Ticaret University, Iidtanbull, 2022.
- Maksuti, Atixhe; Abduli, Selajdin **ENTREPRENEURIAL ETHICS BASED ON GENDER AND DRAFTING THE CODE OF THE ETHICS, CASE OF POLOG REGION**. Economic Vision, Tetove, 2022.
- Arifi, Avni; Fetai, Besnik; Qirici, Stefan; Abduli, Selajdin ; **Labour market transition of youth in developing economies: the case of countries in South East and Eastern Europe**. In *Int. J. Puwww.inderscience.comblc Sector Performance Management*, Vol. , pp. 450-459. 2021.
- Fetai, Besnik ; Abduli, Selajdin ; Arifi, Avni; Fetai, Linda ; **INEQUALITY AND ITS ECONOMIC DETERMINANTS IN COUNTRIES IN TRANSITION**. Faculty of Business and Economics South East European University, Tetovo, Republic of North Macedon, 2020.
- Arifi, Avni ; Qiriqi, Stefan; Abduli, Selajdin; **THE IMPACT OF TRANSITION FROM UNIVERSITY TO LABOR MARKET ON YOUTH EMPLOYMENT: EMPIRICAL ANALYSIS FROM NORTH MACEDONIA**. . SEEU, 2019.
- Zuferi, Rasim ; Abduli, Selajdin; **POLITIKAT E TREGUT TË PUNËS DHE NDIKIMI I TYRE NË PUNËSIM - RASTI I MAQEDONISË**. AKADEMIA E SHKENCAVE DHE E ARTEVE E KOSOVËS, Prishtinë, 2018.
- Abduli, Selajdin ; **The impact of human resources management on the effectiveness of family businesses**. In *INDERSCIENCE PUBLISHERS*, pp. 118-127. 2018.
- Abduli, Selajdin; **THE ROLE OF STAFF TRAINING IN SME’S DEVELOPMENT: CASE BASED STUDY**. SEEU, Tetovo, 2017.
- Abduli, Selajdin; Arifi, Avni; Zuferi, Rasim; **PRODUCT’S COUNTRY OF ORIGIN IMPACT ON CONSUMER PURCHASE DECISION – EVIDENCE FROM MACEDONIA**. REDETE, Belgrad, 2016.
- Abduli, Selajdin; Qirici, Stefan; **GENDER DIFFERENCES IN EMPLOYMENT IN THE REPUBLIC OF MACEDONIA**. ICRES, Bodrum, 2016.

- Abduli, Selajdin; **LEADERSHIP STYLES IN TOURISTIC AGENCIES IN THE POLLOG REGION. CHALLENGES OF TODAY : TOURISM AND LOCAL DEVELOPMENT**, Sibenik, 2016.
- Abduli, Selajdin; **EFFECTIVE HUMAN RESOURCES MANAGEMENT AND PERFORMANCE OF ENTREPRENEURIAL BUSINESSES IN TRANSITION COUNTRIES: THE CONTEXT OF MACEDONIA.** REDETE, Graz, 2016.

Work Experience

- **Sep 2002 - Present : Teaching Assistant**
South East European University, Tetovo, Macedonia
Type of business or sector: Education and Research
Main responsibilities: Lecturing in the following courses: "Microeconomics", "Labour Economics", "Human Resource Management", "Principles of Marketing", "Design and Product Development", "Market Research" and "Career Planning"
- **Feb 2012 - Sep 2016: Vice-Dean**
Faculty of Business and Economics, South East European University, Tetovo, Macedonia
Type of business or sector: Education and Research
- **Oct 2015 - Jun 2016: Assistant Professor**
Universum College, Kosovo
Type of business or sector: Higher Education
Main responsibilities: Lecturing in the following courses: "Microeconomics", "Labour Economics", "Human Resource Management", "Principles of Marketing", "Design and Product Development", "Market Research" and "Career Planning"
- **Sep 1995 - Aug 2002: Director of Finance**
State University of Tetovo, Tetovo, Macedonia
Type of business or sector: Administrator
- **Jan 1992 - Jul 1995: Accountant**
Enter Design, Tetovo, Macedonia
Type of business or sector: Private Sector