



Shpresa Sylja



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

Personal data

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Education

- **2008 - 2013: PhD of Economy**
Faculty: Economy and Business
South-East European University, Tetovo, Tetovo, Macedonia
Specialty: Economy and Statistics
Thesis: "Analiza statistikore e problemeve të punesimit dhe papunesise në periudhen e tranzicionit ne R.M"
- **2000 - 2005: Master of science in Economy**
Faculty: Economy
University of Prishtina, Prishtina, Kosovo
Specialty: Management

Publications

- Krasniqi, Kaltrina; suli, shpresa **The Impact of Strategic Management Practices on Organizational Performance - Case Study "Technological Companies in Kosovo - Prishtina Region"**. Portugali, 2025.
- Arifi, Valbona; Ramadani, Veland; suli, shpresa; Abduli, Selajdin **Impact of Social Media Use and Engagement on Employer Branding**. Springer Nature Switzerland, Portugal, 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.
- suli, shpresa; Alija, Sadri **Përmbledhje detyrash nga Statistika**. Sh.Sylja, S. Alija. SEEU, Tetovë, 2023.
- Zulfu Alili, Merita; suli, shpresa; Veseli, Teuta **Asylum and Refugee Policy Trends in North Macedonia**. In *Global Atlas of Refugees and Asylum Seekers*. Transnational Press London, London, 2023.

- sulji, shpresa; Zendeli, Blerina; Koxhaxhiku, Gezime **The Impact of the COVID-19 on the Online Buying of the Citizens of the North Macedonia: A Case study Municipality of Tetova**. IBANESS, Oher, 2022.
- sulji, shpresa **“Impact of Smartphone usage on academic performance”**. UEJL, Tetovë, 2022.
- sulji, shpresa; Abduli, Selajdin; Hadzimustafa, Shenaj **Impact of Foreign Direct Investment and Economic Freedom on Economic Growth in North Macedonia** . Istanbul Ticaret University, Iidtanbull, 2022.
- sulji, shpresa **Divorces and Economic Consequences in Republic of North Macedonia** . Istanbul Ticaret University, Istanbul, 2022.
- Hadzimustafa, Shenaj; sulji, shpresa; Bytyqi, Ardita **The Social Dimension Of Circular Economy**. IJOPEC Publication Limited, Istanbul, 2022.
- sulji, shpresa; Sabotic, Amra ; Sadiku-Selimi, Gentiana **REPRESENTATION OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) IN EDUCATION-STATISTICAL ANALYSIS**. In *PRIZREN SOCIAL SCIENCE JOURNAL*, pp. 1-14. 2022.
- Sylja, Shpresa ; Haxhimustafa, Shenaj; Tusheva, Marijana ; Sylja, Selami ; **THE E-COMMERCE IN REPUBLIC OF NORTH MACEDONIA BEFORE AND DURING COVID 19** . EBES - Eurasia Business and Economics Society, Istanbul, 2020.
- Haxhimustafa, Shenaj; Cansimisir, Raif; Sylja, Shpresa; Vejseli, Tteuta; **SUSTAINABLE TOURISM: PRACTICES IN IZMIR AND KUSADASI**. EBES - Eurasia Business and Economics Society, Istanbul, 2020.
- Sulji, Shpresa; Meta, Vlera; **MANAGING CONFLICTS IN SMALL AND MEDIUM-SIZED ENTERPRISES IN THE POLOG REGION**. 2020.
- Vejseli, Teuta; Gercari, Agnesa; Sylja, Shpresa; Zulfu-Alili, Merita; **THE IMPACT OF COVID-19 ON CONSUMER BEHAVIOURS DURING ONLINE SHOPPING: CASE, REPUBLIC OF KOSOVO**. SEEU, Tetovo, 2020.
- Sylja, Shpresa; **Statistical Analysis of Foreign Investments in the Republic of Macedonia 2010-2016** . 2018.
- Sylja, shpresa ; Bunjaku, Kaltrina; **Trends and Challenges of Unemployment Rate by Gender in the Republic of Kosovo: A Regional Comparative Study**. 2018.
- Sylja, Shpresa; **Conflict Management in Organizations** . 2018.
- Sylja, Shpresa; Abazi, Hyrije; Abazi, Florim; **Product innovation by means of smart materials: The case of Daxorol**. 2018.
- Sylja, Shpresa; **Innovation Activities and Financial Performance: The Case of Kosovo** . 2018.
- Sylja, Shpresa; Abazi, Blerta ; **Active Policies and Employment Measures in the Republic of North Macedonia**. IJOPEC, Istanbul, 2018.
- Braha, Leontida; Bunjaku, Kaltrina; Sylja, Shpresa ; **An Empirical Study of Women entrepreneurs in Kosovo**. UEJL, Shkup, 2018.
- Sylja, Selami; Sylja, Shpresa; **The challenges of human resource management in Middle Schools in Republic of Macedonia**. 2016.
- Rakipi, Remzije; Sylja, Shpresa ; **Challenges of Female Unemployment in the Republic of Macedonia: A Regional Comparative Study**. 2016.

Work Experience

- Dec 2019 - Present : Associate Professor of Economy and Applied Statistic

South East European University, Ilindenska 335, Tetovo 1200
Type of business or sector: Faculty of Business and Economics

- **Sep 2013 - Dec 2018: Assistent.Pr.**

"South East European University"., Ilindenska bb - Tetove
Type of business or sector: Highr education -University

- **Sep 1999 - Aug 2002: Mesimdhenese**

" 8 Shtatori" , Tetove
Type of business or sector: Shkolla e mesme

- **Sep 1994 - Aug 1999: Mesimdhenese**

" Mosha Pijade" , Tetove
Type of business or sector: Shkolla e Mesme