



Teuta Veseli-Kurtishi



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

Personal data

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Languages

- **Albanian**, C2 - Proficient
- **English**, C1 - Advanced
- **Macedonian**, C1 - Advanced
- **Serbian**, B1 - Intermediate

Education

- **Jan 2011 - Sep 2016: Doctor of Philosophy (PhD) in Marketing**
Faculty: Faculty of Economy
University of Tirana, Tirana, Albania
Thesis: "Application of marketing strategies in Higher Education Institutions in Macedonia and their impact on attracting new students"
- **Feb 2005 - Jun 2008: Master of Science in Economics - Management and Informatic**
Faculty: Faculty of Economics
University Of Prishtina, Pristina, Kosovo
Specialty: Management and Informatic
Thesis: "The specifics of SME development in Tetovo's region"
- **Oct 2001 - Aug 2004: Graduated Economist**
Faculty: Faculty of Business Administration
SEEU, Ilindenska bb, Tetovo
Specialty: Marketing

Publications

- Maksudi, Ajnur ; Alija, Shpresa; Veseli, Teuta; Seferi, Liridona **Improving Financial Performance through the Development of Digital Banking Products: A Case Study of Halkbank AD Skopje**. Springer, Tetovo, 2026.
- Zendeli, Blerina; Zekiri, Jusuf; Veseli, Teuta; Zufferi, Rasim **The Impact of Marketing Strategies on Consumer Behavior: Case Study North Macedonia**. Springer, Tetovo, 2026.
- Abazi Chaushi, Blerta; Veseli, Teuta; Çausi, Agron **Women's Entrepreneurship in the Western Balkans: Institutional Barriers, Digital Transformation, and Pathways to Inclusive Growth**. In *European Journal of Studies in Management and Business*, pp. 54-74. 2026.

- Veseli, Teuta; Abduli, Fjolla **Knowledge about fair trade in the textile industry and its impact on consumer behavior of students in North Macedonia**. UETPRESS, Tiranë, 2025.
- Veseli, Teuta; Dervishi, Haxhere **Unveiling the Influence of Green Marketing on Consumer Behavior in North Macedonia: A Comprehensive Analysis**. Springer Nature Switzerland, Vila Real, Portugal, 2024.
- Veseli, Teuta **The Impact of Digital Marketing on the Performance of Small and Medium-Sized Enterprises in North Macedonia**. In *EUROKD*, pp. 1-11. 2024.
- Veseli, Teuta; Abazi Chaushi, Blerta **Email marketing as a tool for customer retention of eCommerce stores with a special focus on the health and supplement industry..** IBANESS, Plovdiv, 2024.
- Abazi Chaushi, Blerta; Nastovska, Monika ; Veseli, Teuta **MS Teams for Virtual Collaboration - An Overview**. ICETOL2024, Anadolu University, Eskişehir, Türkiye, 2024.
- Abazi Chaushi, Blerta; Veseli, Teuta; Çausi, Agron **Digitalization of Organizations: Literature Review**. MakeLearn2024,International School for Social and Business Studies, Slovenia; ToKnowPress, Lubin, Poland, 2024.
- Veseli, Teuta; Abazi Chaushi, Blerta **The Impact of Promotion Strategies on Student Enrollment at the South East European University-Republic of North Macedonia**. All Sciences Academy, Konya, 2024.
- Abazi Chaushi, Blerta; Veseli, Teuta; Çausi, Agron **Unlocking Student Success: A Comparative Analysis of Business Intelligence and Analytics in Higher Education Institutions**. In *International Journal of Advanced Natural Sciences and Engineering Researches Vol.8 No.4*, pp. 163-174. 2024.
- Veseli, Teuta; Abazi Chaushi, Blerta **The Impact of Emerging Technologies on Digital Transformation in Small and Medium Enterprises**. In *EUROKD*, pp. 18-30. 2024.
- Veseli, Teuta; Gërçari, Agnesa ; Abazi Chaushi, Blerta **Student's level of satisfaction with online learning: Comparative analysis**. IBANESS, Ohrid, North Macedonia, 2024.
- Zegullaj, Florinda ; Ramadani, Veland; Veseli, Teuta; Atanasovska-Noveski, Viktorija **The Nexus of Knowledge Management (KM) Enablers, Knowledge Management Processes (KMPs), Innovation Speed, and Entrepreneurial Performance: A Conceptual Framework**. Springer Nature Switzerland, Vila Real, Portugal, 2024.
- Veseli, Teuta; Tringa Dança Hoti , Tringa **THE INFLUENCE OF ENTREPRENEURIAL MARKETING IN START-UP BUSINESSES, CASE STUDY KOSOVO**. Faculty of tourism and business logistics, University Goce Delchev, Stip, 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.
- Veseli, Teuta **Level of customer satisfaction for 4G service in the region of Prishtina, Republic of Kosovo**. SEEU, Tetovo, 2022.
- Veseli-Kurtishi, Teuta; Abazi Chaushi, Blerta ; Ljmani, Enes ; **The Meaning of Social Media in Attracting Consumers**. Springer, Tetovo, 2021.
- Veseli-Kurtishi, Teuta; Haxhimustafa, Shenaj; **Digitization of banking services and its impact on customer satisfaction: case, Republic of North Macedonia** . University of Primorska Press Titov trg 4, 6000 Koper, Slovenia, Coper, Slovenia, 2021.
- Hadzimustafa, Shenaj; Simsir, Raifean; Syla, Shpresa; Veseli-Kurtishi, Teuta; **SUSTAINABLE TOURISM: PRACTICES IN IZMIR AND KUSADASI**. EBES, Istanbul, 2020.
- Veseli-Kurtishi, Teuta; Gercari, Agnesa ; Suli, Shpresa ; Zulfu-Alili, Merita; **The Impact of COVID-19 on Consumer Behaviors during Online Shopping: Case, Republic of Kosovo of Kososvo**. SEEU, Tetovo, 2020.

- Abazi-Alili, Hyrije ; Hadzimustafa, Shenaj; Rakipi, Remzije; Veseli-Kurtishi, Teuta; Abazi-Caushi, Blerta; **Perspective of Counselling in Social Services: The case of Republic of North Macedonia.** In *Inderscience*. 2020.
- Veseli-Kurtishi, Teuta; **EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION ON A COMMERCIAL BANK: THE CASE OF THE REPUBLIC OF NORTH MACEDONIA.** IJOPEC, Istanbul, 2019.
- Zulfu-Alili, Merita; Adnett, Nick; Veseli-Kurtishi, Teuta; **The Determinants of the Employment Status of Return Migrants in Albania.** In *Transnational Press London (United Kingdom)*. 2019.
- Veseli-Kurtishi, Teuta; **ECONOMIC VULNERABILITY AND SOCIAL SERVICES IN THE REPUBLIC OF NORTH MACEDONIA: AN ANALYSIS OF EU-SILC 2016..** SEEU, Tetovo, 2019.
- Veseli-Kurtishi, Teuta; Abazi-Alili, Hyrije; Rakipi, Remzije ; Veseli, Edmond ; **MARKETING CAPABILITIES DEVELOPMENT AFFECTING SUSTAINABLE PRACTICES OF SMES: CASE, REPUBLIC OF NORTH MACEDONIA.** SEEU, Tetovo, 2019.
- Abazi-Alili, Hyrije ; Hadzimustafa, Shenaj ; Rakipi, Remzije ; Veseli-Kurtishi, Teuta ; Abazi Chaushi , Blerta ; **ECONOMIC VULNERABILITY AND SOCIAL SERVICES IN THE REPUBLIC OF NORTH MACEDONIA: AN ANALYSIS OF EU-SILC 2016.** SEEU, Tetovo, 2019.
- Alija, Shpresa ; Zulfu- Alili, Merita; Kadriu, Besa ; Arifi, Avni ; Veseli-Kurtishi, Teuta; **CONSOLIDATION AND SUSTAINABILITY OF THE PENSION SYSTEM OF REPUBLIC OF NORTH MACEDONIA: AN ANALYSIS OF ECONOMIC INDICATORS.** SEEU, Tetovo, 2019.
- Veseli, Nexhbi; Veseli-Kurtishi, Teuta; **Impact of Packaging Design on Product Selection Decision: Evidence from Macedonia.** EBES, Berlin, 2018.
- Veseli-Kurtishi, Teuta; **Social media as a tool for the sustainability of small and medium businesses in Macedonia.** In *European Journal of Sustainable Development*. ICSD, Rome, 2018.
- Veseli-Kurtishi, Teuta; Veseli, Nexhbi; **Effects of Promotion Techniques at Higher Education Institutions: The Case of the Republic of Macedonia.** 2017.
- Veseli, Nexhbi; Hasani, Vjollca ; Veseli, Teuta ; **Financing of small and medium enterprises-case of Macedonia.** Bodrum, 2016.

Work Experience

- **Oct 2004 - Present : Assistant Professor**
 South East European University, Ilindenska bb , Tetoovo
Type of business or sector: Higher Education - University
Main responsibilities: Find material for the courses i will be teaching. Prepare the syllabuses, prepare presentation slides for lectures, find case studies for students for the practice hours Work on my PhD thesis..