



Teuta Veseli-Kurtishi



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

Personal data

Date of birth : **26 November**
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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

- Veseli-Kurtishi, 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-Kurtishi, 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-Kurtishi, Teuta; Zulfu-Alili, Merita; **Asylum and Refugee Policy Trends in North Macedonia.** In *Global Atlas of Refugees and Asylum Seekers.* Transnational Press London, London, 2023.

- Veseli-Kurtishi, Teuta; Ramadani, Elion ; Abduli, Selajdin ; **Level of customer satisfaction for 4G service in the region of Prishtina, Republic of Kosovo**. SEEU, Tetovo, 2022.
- 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.
- Veseli-Kurtishi, Teuta; Abazi Chaushi, Blerta ; Ljimini, Enes ; **The Meaning of Social Media in Attracting Consumers**. Springer, Tetovo, 2021.
- Hadzimustafa, Shenaj; Simsir, Raifean; Sylja, 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, 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, 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..