



## Teuta Veseli



Faculty : **Business and Economics**  
Position : **Assistant 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 science in marketing**  
Faculty: Faculty of Economy  
*University of Tirana, Tirana, Albania*  
**Thesis:** "Aplikimi strategjive të marketingut në Institucionet e Arsimit të Lart në Maqedoni dhe ndikimi i tyre në tërheqjen e studenteve të rinj"
- **Feb 2005 - Jun 2008: Master of science in economics - management and Informatik**  
Faculty: Faculty of Economics  
*University Of Prishtina, Prishtina, Kosovo*  
*Specialty:* 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

- Teuta Veseli-Kurtishi. **Social media as a tool for the sustainability of small and medium businesses in Macedonia.** In *European Journal of Sustainable Development*, pp. 262-268. ECSD, Rome, Italy, 10 / 2018. ISBN 2239-6101.
- Remzije Rakipi, Shenaj Hadzimustafa and Teuta Veseli-Kurtishi. **TRENDS IN UNEMPLOYMENT BY EDUCATIONAL ATTAINMENT IN THE REPUBLIC OF MACEDONIA.** In *Proceedings of the 23th Researchfora International Conference*, pp. 19-23. IRAJ, Istanbul, Turkey, 7 / 2018. ISBN 978-93-88192-04-0.
- Nexhbi Veseli, Teuta Veseli-Kurtishi and Gadaf Rexhepi. **Impact of Packaging Design on Product Selection Decision: Evidence from Macedonia.** In *25th EBES CONFERENCE - BERLIN PROCEEDINGS*, pp. 478-491.

EBES, Berlin, Germany, 5 / 2018. ISBN 978-605-67622-3-9.

- Teuta Veseli-Kurtishi and Nexhbi Veseli. **Effects of Promotion Techniques at Higher Education Institutions: The Case of the Republic of Macedonia.** In *Proceeding of the ENTERprise REsearch INnovation Conference*, pp. 154-157. Dubrovnik, Croatia, 9 / 2017. ISBN 1849-7950.
- Nexhbi Veseli, Vjollca Hasani and Teuta Veseli-Kurtishi. **Financing of small and medium enterprise- case of Macedonia.** In *International Conference on Research in Education&Science*, pp. 937-943. ISRES, Bodrum, Turkey, 5 / 2016.
- Remzije Rakipi ,Teuta Veseli -Kurtishi and Miranda Sabriu. **Papunësia sipas gjinisë në Republikën e Maqedonisë: Analizë krahasimore me rastin e Republikës së Shqipërisë.** In *2-d ICIS Second International Conference on: "Interdisciplinary Studies"*, pp. 428-436. 12 / 2015. ISBN 978-9928-4284-6-2.
- Teuta Veseli\_Kurtishi and Remzije Rakipi. **THE RELATIONSHIP BETWEEN THE ATTRIBUTES OF THE INTERNET AND CONSUMERS' SATISFACTION: A STUDY OF E-COMMERCE IN MACEDONIA.** In *4th REDETE 2015 Conference* , pp. 781-794. 10 / 2015. ISBN 978-99938-46-54-3 .
- Teuta Veseli -Kurtishi. **Promotion strategies effect on student's registration at the South East European University (SEEU).** In *ALBANIAN SOCIO ECONOMIC REVIEW*, pp. 71-83. 10 / 2015. ISBN 2312-5349.
- Teuta Veseli Kurtishi and Ilia Kristo. **Strategjitë e marketingut si faktor ndikues në rritjen e produktivitetit të punës – rasti i ndërmarrjeve të Tetovës.** In *Auditi Publik*, pp. 101-107. 10 / 2015. ISBN 2308-6106.
- Teuta Veseli-Kurtishi and Remzije Rakipi. **Aplikimi i strategjive promovuese në Instiucionet e Arsimit të Lartë në R. e Maqedonisë dhe ndikimi i tyre në tërheqjen e studentëve të rinj ..** In *3-d ICBLAS Third International Conference on Business, Law, Administration and Social Sciences*, pp. 240-250. 9 / 2015. ISBN 978-9928-4298-8-9.
- Brikend Aziri, Teuta Veseli and Florina Shishko. **Securing Effective Employees in the Healthcare Sector in the Republic of Macedonia.** In *Journal of International Scientific Publications,Economy & Business, Volume 8, 2014*, pp. 454-468. 8 / 2014. ISBN 1314-7242.
- Nexhbi veseli, Brikend Aziri and Teuta Veseli. **Motivation of Health Care Employees in the Republic of Macedonia..** In *Management Knowledge and Learning International Conference, 2014*, pp. 732-725. 6 / 2014. ISBN 978-961-6914-09-3.
- Nexhbi Veseli, Brikend Aziri, Teuta Veseli. **Salespeople as a factor influencing the shopping decision: The case of Macedonia.** In *Journal of International Scientific Publications:Economy & Business, Volume 7*, pp. 193-202. International Scientific Publications, Bulgaria, 9 / 2013. ISBN 1313-2555.
- Nexhbi Veseli and Teuta Veseli. **Brand Assessment in the Macedonian Market.** In *International Journal of Academic Research in Business and Social Sciences*, pp. 19-41. 5 / 2013. ISBN 2222-6990.
- Nexhbi Veseli. Brikend Aziri, Teuta Veseli.. **In Are marketing strategies implemented by SME's in the Republic of Macedonia .** In *In The Romanian Economic Journal, Year XV no. 46 bis, pp., pp. 137-152.* The Romanian Economic Journal, Romania, 12 / 2012. ISBN 1454-4296..
- Nexhbi Veseli, Brikend Aziri, Teuta Veseli. **Marketing strategies and their implementation in the Republic of Macedonia.** In *In Working papers series on Social Responsibility, Ethics and Sustainable Business, Volume 1, 2012*, pp. 49. Bucharest University of Economic Studies, Bucharest, 10 / 2012. ISBN 2285-7222.
- Teuta Veseli, Hyrije Abazi. **The determinants of innovation activities: Evidence of Macedonia .** In *Economy & Business, Volume 6 .* 9 / 2012. ISBN BG2012-ISP-EB-6-2555.
- N.Veseli; G. Rexhepi; V. Ramadani ; T. Veseli. **The promotion strategies and development of SMEs in the Republic of Macedonia.** In *International Conference: European Entrepreneurship in the Globalizing Economy.* 5 / 2012. ISBN BG87 7630 1475 5796 .
- Hyrije Abazi-Alili and Teuta Vesel. **Ownership, Innovation Activities and Firm Performance Evidence from**

**Transition Economies** . In *In Economic & Social Challenges and Problems at the Time of Crisis*. Tirana, Albania, 12 / 2009. ISBN 978-99956-811-9-7.

- Nexhbi Veseli, Teuta Veseli. **Marketing Management**. Alma -shkup, Tetovo, 1 / 2009. ISBN 978-9989-57-615-7.
- Miroljub Shukarov, Abdylmenaf Bexheti, Nexhbi Veseli, Izet zeqiri, Rofi Osmani, Nasir Selimi, jeton Mazllzmi, Brikend Aziri, Fitim Deari, Hristina Cipusheva , Gadaf Rexhepi, Florie Miftari, Teuta Veseli. **Tetova, gjendja ekonomike dhe zhvillimi**. In *Strategjia Zhvillimore e Sektorit primar te Komunes se Tetoves, pp. 39-121*. Arberia Design, Tetove, 4 / 2008. ISBN 978-608-4503-09-5.

## Work Experience

- **Oct 2004 - Present : Assistant**

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..*