



Јусуф Зекири



Факултет : **Бизнис и економија**
Функција : **Редовен професор**

Лични податоци

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Јазици

- **Albanian**, Native
- **Macedonian**, C2 - Proficient
- **English**, C2 - Proficient
- **French**, C2 - Proficient
- **Arabic**, C2 - Proficient
- **Croatian**, C1 - Advanced
- **Italian**, A2 - Elementary
- **Turkish**, A2 - Elementary
- **German**, A2 - Elementary

Образование

- **Sep 2007 - Jan 2011: Doctor of Business Administration**
SMC University, Zug, Switzerland
Specialty: Marketing
Thesis: "Customer Satisfaction with Service Quality: The Cases of Three Mobile Telecommunication in Macedonia"
- **2009 - 2011: Doctor of Economic Sciences**
Faculty: Economic Institute
Ss. Cyril and Methodius, Skopje, Macedonia
Specialty: International Business and Marketing
Thesis: "Интернационализација на бизнисот и можности за влез на странски инвестиции во Република Македонија"
- **2002 - 2006: Master of International Trade and Foreign Languages: EU**
Faculty: Economics, Law and Philology
Ss Cyril and Methodius, Skopje & University of Rennes, France, Skopje, Macedonia & Rennes France
Specialty: Languages and Trade
Thesis: "L'étude de marché pour la vente de plumes et duvets"
- **1990 - 1995: Professor of English Language and Literature**
Faculty: Faculty of Languages and Translation
AL-AZHAR University, Cairo, Egypt
Specialty: English and Arabic languages

Публикации

- Zendeli, Blerina; Zekiri, Jusuf; Veseli, Teuta; Zuferi, Rasim **The Impact of Marketing Strategies on Consumer Behavior: Case Study North Macedonia**. Springer, Tetovo, 2026.
- Hoxhaj, Jona; Rexhepi, Gadaf; Zekiri, Jusuf; Ibraimi, Sadudin **Empirical Analysis of Textile Industry in Emerging Countries**. Springer, Switzerland, 2026.
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- Pejić Bach, Mirjana ; Klinčar, Amir ; Aleksić, Ana ; Rašić Jelavić, Sanda ; Zekiri, Jusuf **Supply Chain Management Maturity and Business Performance: The Balanced Scorecard Perspective**. In *Applied Sciences*, pp. 2065. 2023.
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- Hasani, Vjollca ; Zekiri, Jusuf; Gagica, Kumrije; Gleason, Kimberly ; Ibraimi, Sadudin **Education and enterprising profile of young community: evidence from a transition country**. In *Journal of Enterprising Communities: People and Places in the Global Economy*, pp. 519-534. 2023.
- Toska, Asdren; Zekiri, Jusuf; Ramadani, Veland; Ribeiro-Navarrete, Samuel **Covid-19 and consumers' online purchase intention among an older-aged group of Kosovo**. In *International Journal of Emerging Markets*, Vo.18 No.12, pp. 5921-5939 . 2023.
- Zekiri, Jusuf **Desecularization, Social Identity, and Consumer Intention to Purchase Religious Products**. In *Technological Forecasting and Social Change*, pp. Volume 177, April 2022, 121522. 2022.
- Zekiri, Jusuf **Blended Learning and Student's Satisfaction: The Moderating Effect of Satisfaction on Student's Performance**. In *Business Systems Research : International journal of the Society for Advancing Innovation and Research in Economy*, pp. 79-94. 2022.
- Zekiri, Jusuf **Challenges and Opportunities for Higher Education in North Macedonia during the COVID-19 Pandemics: A Survey of Student Satisfaction and Gender-Related Anxiety**. In *International Journal of Technology Enhanced Learning*, pp. 163-179. 2022.
- Zekiri, Jusuf; Thanasi-Boce, Marsela; Kurtishi-Kastrati, Selma; Zeqiri, Jusuf **The Role of Social Media Usage**

and Engagement on Purchase Intentions for Fashion Brands. In *International Journal of E-Services and Mobile Applications (IJESMA)*, pp. 1-14. 2022.

- Alserhan, Baker; Ramadani, Veland; Zekiri, Jusuf; Dana, Leo **An Introduction to Strategic Islamic Marketing.** In *Strategic Islamic Marketing*, pp. 1-8. Springer, Cham, 2022.
- Siti, Hasna Hassan; Zeqiri, Jusuf; Ramadani, Veland; Zhen, Teo Shao; Nik Azman, Nik Hadian; Mahmud, Imran; **Individual Factors, Facilitating Conditions and Career Success: Insights from Malaysian Female Entrepreneurs.** In *World Scientific*, pp. 375-400. 2021.
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- Zeqiri, Jusuf; Alserhan, Baker; **University Student Satisfaction with Blended Learning: A Cross-National Study between North Macedonia and Jordan.** In *International Journal of Technology Enhanced Learning*, pp. 325-337. 2021.
- Istrefi-Jahja, Arta; Zeqiri, Jusuf; **The Impact of Digital Marketing and Digital Transformation on Brand Promotion and Brand Positioning in Kosovo's Enterprises.** IRENET, Society for Advancing Innovation and Research in Economy, Zagreb, Croatia, 2021.
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- Emini, Adelina; Zeqiri, Jusuf; **SOCIAL MEDIA MARKETING AND PURCHASE INTENTION: EVIDENCE FROM KOSOVO.** In *Economic Thought and Practice*, pp. 475-492. 2021.
- Alija, Sadri; Zeqiri, Jusuf; Kareva, Veronika; **Smartphone in-Class Use and Academic Performance: A Case from the South East European University in North Macedonia.** ENTRENOVA, Split, Croatia, 2020.
- Zeqiri, Jusuf ; Kareva, Veronika; Aliji, Sadri ; **The Impact of Blended Learning on Students' Performance and Satisfaction in South East European University.** ENTRENOVA, Split, Croatia, 2020.
- Kajtazi, Kaltrina; Zeqiri, Jusuf; **The Effect of e-WOM and Content Marketing on Customers' Purchase Intention.** In *International Journal of Islamic Marketing and Branding, Inderscience Publishers*, pp. 114-131. 2020.
- Mucha, Sara; Zeqiri, Jusuf; **Purchase intention of customers towards luxury brands in North Macedonia: theory of planned behaviour approach.** In *International Journal of Islamic Marketing and Branding, Inderscience Publishers*, pp. 99-113. 2020.
- Aljaouni, Nour; Alserhan, Baker; Gleason, Kimberley; Zeqiri, Jusuf; **Financial Literacy Programs and Youth Entrepreneurial Attitudes: Some Insights From the Jordanian Community.** In *Journal of Enterprising Communities: People and Places in the Global Economy*, pp. 787-810. 2020.
- Abdelsalam, Rasha; AL-Haddad, Shafiq ; Zeqiri, Jusuf; **Influence of Work-Family Conflict on The Emergence of Nascent Mumpreneurs Community in Jordan.** In *Journal of Enterprising Communities: People and Places in the Global Economy*. 2020.
- Zeqiri, Jusuf ; Ramdani, Veland ; Ibraimi, Sadudin ; Zuferi, Rasim ; **THE IMPACT OF DIGITAL MARKETING ON BRAND AWARENESS AND PURCHASE INTENTION.** SEEU, 2020.
- Zeqiri, Jusuf ; Ibraimi, Sadudin ; Zuferi, Rasim ; **THE IMPACT OF THE COUNTRY OF ORIGIN AND THE HALAL LABEL ON CONSUMER BEHAVIOR AMONG MUSLIMS: THE CASE OF NORTH MACEDONIA AND KOSOVO.** Faculty of Business and Economics South East European University – Tetovo, Republic of North Macedonia, Tetovo, 2019.
- Zeqiri, Jusuf; Serhan, Baker; Al-Shboul, Mohd; Koku, Paul; **Factors affecting Muslim consumers' intention to purchase halal products: a comparative study in North Macedonia, Kosovo and Jordan .** In *International Journal of Islamic Marketing and Branding-Inderscience Publishers*, pp. 167-181. 2019.

- Zekiri, Jusuf; Manojloski, Pance; **HE QUALITY AND THE PRICE OF THE PRODUCTS AS FACTORS FOR A COMPETITIVE ADVANTAGE IN THE COMPANIES IN THE REPUBLIC OF MACEDONIA.** In *Ecoforum Journal*. 2017.
- Zekiri, Jusuf; **THE IMPACT OF ETHNOMARKETING ELEMENTS ON CONSUMER PURCHASE DECISIONS IN THE BALKANS: THE CASE OF MACEDONIA.** In *Ecoforum Journal*. 2017.
- Selimi, Nasir; Zeqiri, Jusuf; **Internationalization of businesses and selection of entry modes in other markets.** In *ILIRIA International Review*, pp. 64-81. 2017.
- Zekiri, Jusuf; **THE MOTIVATING FACTORS FOR ENTERING INTO FOREIGN MARKETS-THE CASE OF REPUBLIC OF MACEDONIA.** In *Ecoforum*, pp. 182-191. 2016.
- Zekiri, Jusuf; **MOTIVATING FACTORS AND THE MODES OF ENTRY IN OTHER MARKETS.** In *Ecoforum*, pp. 9-18. 2016.
- Zeqiri, Jusuf; **The Impact of Social Networks on Students' Performance.** In *Academic Journal of Business, Administration, Law and Social Sciences*, pp. 183-193. 2016.
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- Zeqiri, Jusuf; **The Impact of Ethno Marketing Activities on Consumer Buying Behavior in the Balkans: The Case of Kosovo.** In *ILIRIA International Review*. 2016.

Работно искуство

- **Oct 2005 - Present : Associate professor**
South East European University, Tetovo Macedonia
Type of business or sector: Education and Research
Main responsibilities:
- **Sep 2015 - Feb 2020: Director of E-Learning Center**
South East European University, Tetovo, Macedonia
Type of business or sector: Education and Research
- **2009 - 2010: Prodean**
Faculty of Business and Economics, SEE University
Type of business or sector: Education and Research
Main responsibilities: Administrative Issues
- **Nov 2001 - Aug 2004: High lector**
SEE University, Tetovo, Macedonia
Type of business or sector: Language Center
- **1998 - 2001: Professor of English**
Kiril Pejcinoviq, Tetovo, Macedonia
Type of business or sector: High School
- **1997 - 1998: Professor of English**
Cede Filipovski, Gostivar, Macedonia
Type of business or sector: Economic High School
- **1996 - 1997: Professor of English**
Kiril Pejccinoviq, Tetovo Macedonia
Type of business or sector: High School