CURRICULUM VITAE

Personal Information	
Name	Gordana Serafimovic
E-mail	g.serafimovic@utms.edu.mk
Nationality	Macedonian
Date of Birth	27.08.1982
Gender	Female
Academic Title	Assistant professor

Work Experience	
• Dates (from - to)	January 2010 – Present
• Name and address of employer	University of Tourism and Management Skopje Faculty of Human Resources Management Blvd Partizanski odredi 99, 1000 Skopje
• Type of business or sector	Higher education
• Job Title	Assistant Professor
• Main activities and responsibilities	Teaching Business Leadership, Business Economy, Project Management, Negotiation

Work Experience	
• Dates (from - to)	August 2007 – January 2010
• Name and address of employer	MIT Faculty of Information Technologies Blvd Treta Makedonska Brigada 1000 Skopje
• Type of business or sector	Education
• Job Title	Junior Lector of English Language
• Main activities and responsibilities	Teaching Business English and English for specific purposes

Work Experience	
• Dates (from - to)	September 2005 – August 2007
• Name and address of employer	Center for Foreign Languages “FILOS” Mile Pop Jordanov 72, 1000 Skopje
• Type of business or sector	Education
• Job Title	English and Spanish Language Professor
• Main activities and responsibilities	Teaching Business English and English for specific purposes

Work Experience	
• Dates (from - to)	October 2001- July 2004
• Name and address of employer	“Embassy for all children and youth”, City’s Council, Ilindenska Street, Barrack No.16 - Skopje

• Type of business or sector	Non- government
• Job Title	Instructor
• Main activities and responsibilities	Education of children (primary school)

Education and training

• Dates (from - to)	October 2016 – September 2022
• Name and address of organization providing education or training	University “Goce Delchev” Faculty of Economy Krste Misirkov, No10, 2000 Stip
• Principal subjects / occupational skills covered in the training	Business Planning, Economy, HRM, Corporate Management
• Academic title	Doctor of Philosophy (Business Economy)- PhD
• Level in national classification	VIII

Education and training

• Dates (from - to)	October 2007 -2009
• Name and address of organization providing education or training	University “Sts. Cyril and Methodius”, Institute for Sociological and Political and Jurisdictional Research-Skopje, Blvd. Partizanski odredi, bb, 1000 Skopje
• Principal subjects / occupational skills covered in the training	Human Resource Management, Leadership, Strategic Management
• Academic title	Master of Human Resource Management
• Level in national classification	VII/2

Education and training

• Dates (from - to)	October 2001 – December 2006
• Name and address of organization providing education or training	University “Sts. Cyril and Methodius”, Faculty of Philology “Blaze Koneski”, Department of English Language and Literature and Spanish Language and Literature
• Principal subjects / occupational skills covered in the training	English Language and Literature Spanish Language and Literature
• Academic title	Professor of English Language and Literature and Spanish Language and Literature
• Level in national classification	VII/1

Professional Experience	
• Dates (from - to)	13.01.2026 - present
• Location	Skopje, Republic of Macedonia
• The company and the person responsible (name and contact details)	The National Agency for European Educational Programs and Mobility Eurydice Network
• Position	Eurydice Expert

Professional Experience	
• Dates (from - to)	23-30 September 2025
• Location	Skopje, Macedonia
• The company and the person responsible (name and contact details)	Ministry of Sport, Republic of Macedonia, European sports week EWoS BEAST
• Position	Researcher

Professional Experience	
• Dates (from - to)	2023-2025
• Location	5 countries (Italy, Macedonia, France, Spain, Belgium)
• Project Title	IMPACT ACADEMY (ref. no 2023 - KA220-HED-EF638BAD)
• Position	Project Coordinator and Researcher

Professional Experience	
• Dates (from - to)	September, 2024
• Location	Lecce, Italy
• The company and the person responsible (name and contact details)	DEPARTMENT OF HUMAN AND SOCIAL SCIENCES of the UNIVERSITY OF SALENTO - Teaching Mobility Activity under Erasmus+ programme.
• Position	Lecturer

Professional Experience	
• Dates (from - to)	2019-2022
• Location	5 countries (Italy, Macedonia, Greece, Spain, Belgium)
• Project Title	Erasmus + project “All Routes Lead to Rome” (ref. no 2019 - IT02 - KA203 – 062798).
• Position	Project Coordinator and Researcher

Professional Experience	
• Dates (from - to)	13-23 December 2019
• Location	Skopje
• The company and the person responsible (name and contact details)	Center for Economic Policy, Analysis and Consulting- CEPAK from Skopje, with the support of the project "Education for Employment E4E". Gjorce Petrov 67 no.26, 1000 Skopje Web - http://cepacsk.org/en/ e-mail: cepac.skopje@gmail.com Boban Stojanovic
• Position	Trainer - Theoretical training for acquiring new communication skills

Professional Experience	
• Dates (from - to)	17 June – 01 July 2019
• Location	Skopje
• The company and the person responsible (name and contact details)	Center for Economic Policy, Analysis and Consulting- CEPAK Project that is part of the Opportunity Fund 2019, and within the framework of the project "Education for Employment E4E". Gjorce Petrov 67 no.26, 1000 Skopje Web - http://cepacsk.org/en/ e-mail: cepac.skopje@gmail.com Boban Stojanovic
• Position	Trainer - Theoretical training for acquiring new communication skills

Professional Experience	
• Dates (from - to)	07.05 - 07.08.2018
• Location	KRALEX FOOD SOLUTIONS TECHNOLOGY SRL Bucharest, Romania
• The company and the person responsible (name and contact details)	Erasmus + Internship PhD Student Mobility for Traineeships
• Position	Assistant at the Financial Department

Professional Experience	
• Dates (from - to)	19-25.02.2018
• Location	Department of Political Science Trenchin University of Alexander Dubcen, Trenchin
• The company and the person responsible (name and contact details)	Staff Mobility
• Position	Teaching Assistant

Professional Experience	
• Dates (from - to)	February 2018
• Location	University of Tourism and Management, Skopje Blvd Partizanski odredi 99, 1000 Skopje
• The company and the person responsible (name and contact details)	Women in the Business World and Management in the Republic of Macedonia
• Position	Coordinator

Professional Experience	
• Dates (from - to)	2016 -2018
• Location	University of Tourism and Management, Skopje Blvd Partizanski odredi 99, 1000 Skopje
• The company and the person responsible (name and contact details)	Erazmus +
• Position	Erasmus+ Departmental Coordinator

Professional Experience	
• Dates (from - to)	15.10.2014
• Location	University of Tourism and Management, Skopje Blvd Partizanski odredi 99, 1000 Skopje
• The company and the person responsible (name and contact details)	DOOR Macedonia
• Position	Participant

Professional Experience	
• Dates (from - to)	2009-2010
• Location	Project for Modernization in Education, Macedonia
• The company and the person responsible (name and contact details)	WORLD BANK Antonio Onosimovski anosim@emp.gov.mk
• Position	Trainer

International congresses and symposia	
• Dates (from – to)	11th November, 2025
• Location	University of Skopje, Macedonia
•Conference title	International Scientific Conference of Faculty of Informatics IT-TUR "Emerging Technologies and New Challenges"
• Position and paper title	Presenter: Soft Skills and AI: Preparing Students for Future Challenges in Informatics

International congresses and symposia	
• Dates (from – to)	11th November, 2025
• Location	University of Skopje, Macedonia
•Conference title	International Scientific Conference of Faculty of Informatics IT-TUR "Emerging Technologies and New Challenges"
• Position and paper title	AI and the Future of Work: Job Displacement, Workforce Transformation, and the Role of Human Resource Management

International congresses and symposia	
• Dates (from – to)	June 05, 2025
• Location	Tirana, Albania
• Conference	XI-th International Scientific Conference of University College of Business
• Position and title of paper	Presenter: Evaluation of Human Capital Effects on Economic Growth in North Macedonia: Evidence from 2000 to 202

International congresses and symposia	
• Dates (from – to)	November, 2024
• Location	University of Tourism and Management in Skopje, Macedonia
• Conference	International Congress for Business, Economy, Sport and Tourism, 2024 Shaping the Future: Trends and Insights for Tomorrow ISBN-13 978-608-4593-51-5
• Position and title of paper	Application of Hybrid Work According to The Needs of Different Generational Groups

International congresses and symposia	
• Dates	June, 2024
• Location	University of Tourism and Management in Skopje, Macedonia
•Journal	UTMS Journal of Economics 15(1): 39-53 2024 ISSN 1857-6974
• Paper title	Mentoring of Employees Aimed at Increased Enterprise Efficiency

International congresses and symposia	
• Dates	2023
• Location	University St. Kliment Ohridski in Bitola, Faculty of Tourism and Hospitality, Ohrid, Republic of Macedonia
•Journal	Horinozs- International Scientific Journal Volume I Number I 2023
• Paper title	Presenter: Tourist Valorization of "Studenchishte Marsh" as an Attractive Natural Resource of Ohrid

International congresses and symposia	
• Dates (from – to)	2022
• Location	BAS Institute of Management, Bitola, Macedonia
• Conference	Seventh International Scientific Conference: Contemporary Management Challenges and Organizational Sciences
• Position and title of paper	Presenter: Sustainability, Green Marketing and Green Economy

International congresses and symposia	
• Dates (from – to)	2022
• Location	University of Tourism and Management in Skopje, Macedonia
• Conference	ICON BEST: Innovative Trends in International Business and Sustainable Management'
• Position and title of paper	Presenter: Managing Employee Perfectionism as a Function of Organizational Development

International congresses and symposia	
• Dates (from – to)	2021
• Location	Vrnjačka Banja, Serbia
•Conference	30th International Scientific Conference KNOWLEDGE WITHOUT BORDERS
• Position and title of paper	Presenter: "The Relationship between the GDP and Unemployment Rate in North Macedonia"

International conferences and symposia	
• Dates	2019
•Journal	Macedonian International Journal of Marketing 5 (10): 18-34, ISSN 1857-9787
• Paper title	"Servqual: Measuring the Satisfaction of Consumers as a Marketing Activity",

International conferences and symposia	
• Dates	2019
• Location	University of Tourism and Management in Skopje, Macedonia
•Journal	UTMS Journal of Economics 10(1) 2019 ISSN 1857-6982
• Paper title	"The Influence of the Use of Power in Corporate Governance on the Socially Responsible Policies of a Competing Company"

International conferences and symposia	
• Dates (from – to)	June, 2019
• Location	University of Tourism and Management in Skopje, Macedonia
•Conference title	UTMS Journal of Economics
• Position and paper title	" The Influence of the Use of Power in Corporate Governance on the Socially Responsible Policies of a Competing Company"

International conferences and symposia	
• Dates (from – to)	October, 2018
• Location	University of Tourism and Management in Skopje, Macedonia
•Conference title	International Scientific Congress ICON BEST 2018
• Position and paper title	Organizing Committee Participant –"Service Quality and Satisfaction in Higher Education Institutions"

International conferences and symposia	
• Dates (from – to)	June, 2018
• Location	University of Tourism and Management in Skopje, Macedonia
•Journal title	UTMS Journal of Economics
• Position and paper title	"Recognizing the Vulnerability of Generation Z to Economic and Social Risks"

International conferences and symposia	
• Dates (from – to)	December, 2017
• Location	Goce Delchev University – Shtip, Macedonia
•Journal title	Balcan Social Science Review
• Position and paper title	"Expectations and Brand Experience: Millennials – the Generation that can Shape the Future Service Quality of Companies in a Developing Country"

International conferences and symposia	
• Dates (from – to)	Mach, 2017
• Location	International Vision University, Gostivar, Macedonia
• Journal title	International Refereed scientific Journal
• Position and paper title	"Job Analysis as an Important Human Resources Management Function"

International conferences and symposia	
• Dates (from – to)	05. 10.2013
• Location	University of Tourism and Management Skopje
•Conference title	ICON BEST -3rd Biennial International Scientific Congress, Skopje, Macedonia
• Position and paper title	Participant – The influence of family relations in the process of decision making in family businesses

International conferences and symposia	
• Dates (from – to)	28-29.09.2012
• Location	Sremski Karlovci, Belgrade
Conference title	X International Conference "On the way of knowledge"
• Position and paper title	Participant – The Process of Communication, the Place and Role of Emotions in Negotiation

International conferences and symposia	
• Dates (from – to)	31.05 -03.06.2012
• Location	Corfu, Greece
•Conference title	International Scientific Conference 2nd Advances in Hospitality and Tourism Marketing and Management
• Position and paper title	Participant – Corporate Responsibility and its Connection to the Organizational Responsibility of the Leaders

International conferences and symposia	
• Dates (from – to)	17-20.06.2012
• Location	Sozopol, Bulgaria
•Conference title	Jubilee X International Scientific Conference Management and Engineering'12,
• Position and paper title	Participant – Conflicts in Family Business

International conferences and symposia	
• Dates (from – to)	11.11.2011
• Location	Princess Casino – Gevgelija, Macedonia
•Conference title	Triple S Group - Brian Tracy's Conference
• Position and paper title	Participant

International conferences and symposia	
• Dates (from – to)	10.04.2011
• Location	University of tourism and management, Skopje, Macedonia
Company & reference person (name & contact details)	Association "Hope and Life"
• Position	Participant – Workshop on emotional Intelligence

International conferences and symposia	
• Dates (from – to)	19-22.06.2011
• Location	Solzopol, Bulgaria
Company & reference person (name & contact details)	IX International Scientific Conference „Management and Engineering'11"
• Position	Participant –"The possession of appropriate managerial skills as a tool for successful project team"

International conferences and symposia		
• Dates (from – to)		November 3 - 5, 2010
• Location		Limasol, Greece
•Conference title		ATLAS Annual Conference 2010 Mass tourism vs. niche tourism Limassol, Cyprus
• Position and paper title		Presenter, "Ethical Tourism and corporate Social responsibility: Niche and Mass Tourism Perspectives"

International conferences and symposia		
• Dates (from – to)		27th September 2010
• Location		University of Tourism and Management – Skopje, Macedonia
•Conference title		The International Congress of Tourisms and Management "The Challenges and Perspectives of the Tourism and Management" in honor of the International Day of Tourism
• Position and paper title		Presenter – "The components of emotional intelligence as a factor for organizational effectiveness"

Publications		
2010		Time Management, Aleksandra Stoilkovska, Gordana Lazaroska