

CURRICULUM VITAE

Surname : Ilieska
Name : Karolina
Date of birth : 04 October 1967
Place of birth : Prilep
Address: Vojvodinska 71/9, 7500 Prilep
FYRO Macedonia

Formation: Diploma economist – Diploma on the Faculty of Economics-Prilep,
University "St. Kliment Ohridski", Bitola, FYRO Macedonia

Master for economy, Faculty of Economics, Prilep
University "St. Kliment Ohridski" – Bitola, FYRO Macedonia

Doctorate, d-r on economic sciences Faculty of Economics, Prilep,
University "St. Kliment Ohridski", Bitola, FYRO Macedonia

Interests: Marketing, Services Marketing, E- marketing, Marketing Communication,
Marketing Information System, Market research,

Teaching experience – courses: Marketing, Marketing Information System, Market
Research, Services Marketing, E-marketing, Marketing communications

Employed: Faculty of Economics- Prilep, FYRO Macedonia, Full Professor

Published work's on: International Conferences (113), International Symposiums (34) and
International Journals (36).

Realisation of **Tempus Project** for Individual Mobility, **research activities** on Universities in
France, Belgium, Bulgaria, Greece.

Published books: “Marketing Information System”, (2002)
“Market Research” (2002)
“Services Marketing” (2009)
“Marketing” (2014)