

The Land of Dust and Shadows...

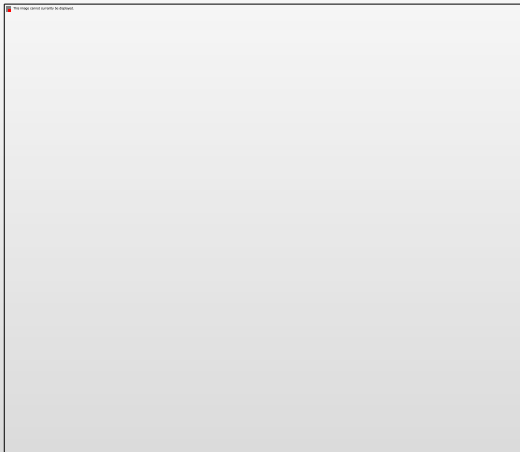
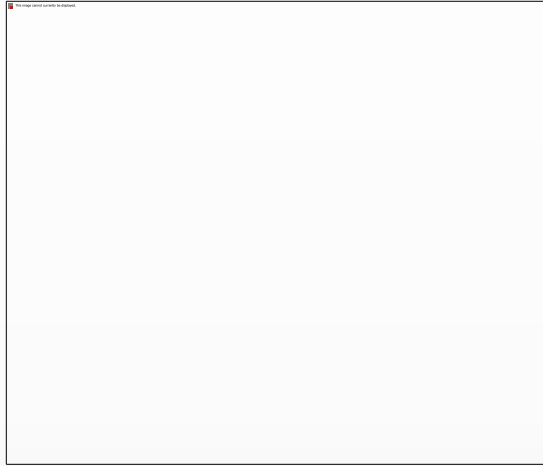
Presenter: Tamara Jovanov Marjanova, PhD

Assistant Professor at Marketing

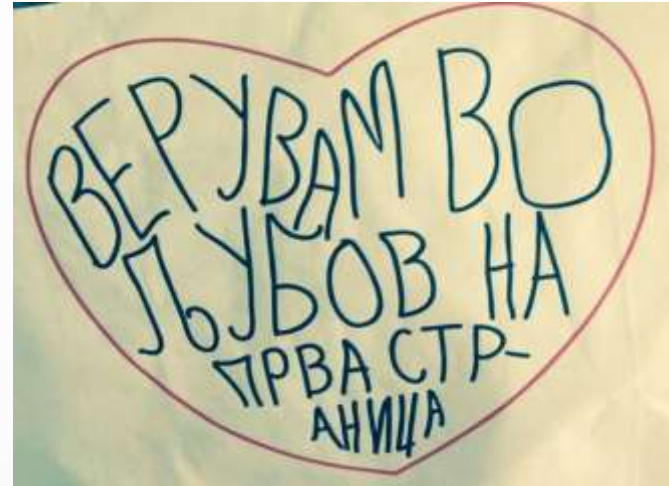
University “Goce Delcev” – Shtip

Republic of Macedonia

Who am I?



What do I believe in?



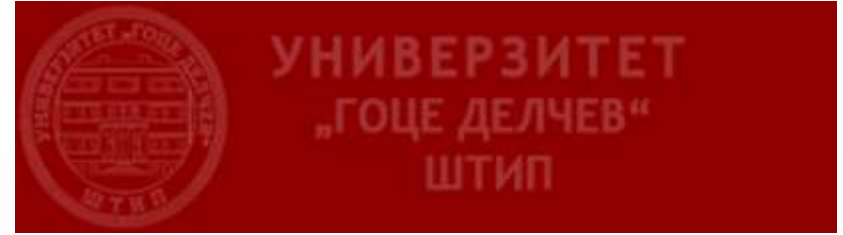
- Aristotel was the first marketer.

What do I do?

- Teach the subjects:
 1. Principles of Marketing;
 2. Marketing Management;
 3. Marketing research.
- Reasearch about:
 1. Corporate Mission: Much Ado about Nothing or Essential Strategic Step?
 2. Market orientation and business performance: through the prism of Macedonian SMEs.
 3. Marketing planning: state of the art in a transitional economy.
 4. Marketing and SMEs: Can an Organization of Any Size Use Marketing Plans? *etc.*
- Work as a consultant in our Shoe Factory “Marwell” and our Regional TV station “TV Star”.
- Do pro – bono work



My Institution



- State university, ranked in the second place in the rankings of universities in the country.
- Founded in 2007 with seven faculties, but in the academic 2008/2009 year six new faculties were included.
- Today, Goce Delcev University integrates 15 Faculties organized in 3/ three University Campuses, with more than 100 study programs, in the three cycles of studies.
- The lectures are conducted in education centers dispersed in 12 / twelve Macedonian cities.
- 19.000 students.

Recognize your future!

- *"I understand the world solely as a field for cultural competition between the nations."* (Goce Delcev, 1897)
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- **CAMPUS 1**

- Rector's Office

- **Campus 2**

Faculty of Natural and Technical Sciences

Faculty of Mechanical Engineering

Faculty of Computer Science

Faculty of Electrical Engineering

Faculty of Agriculture

Faculty of Technology

- **Campus 3**

Faculty of Medical Sciences

- **Campus 4**

Faculty of Economics

Faculty of Educational Sciences

Faculty of Law

Faculty of Philology

Faculty of Tourism and Business

Logistics

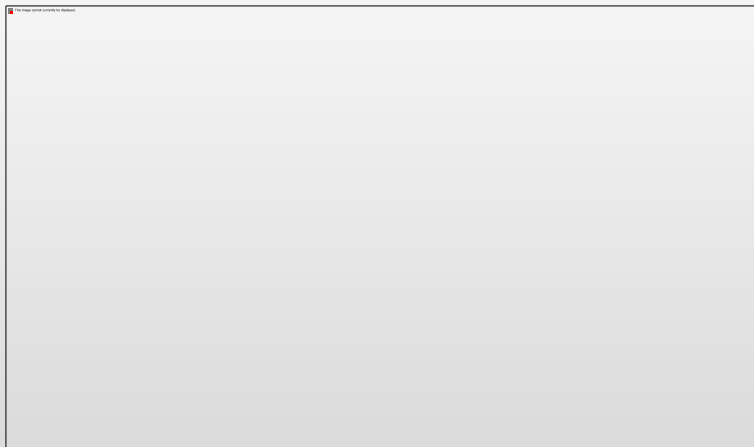
Film Academy

Academy of Music

Art Academy

• Departments of the Faculty of Economics

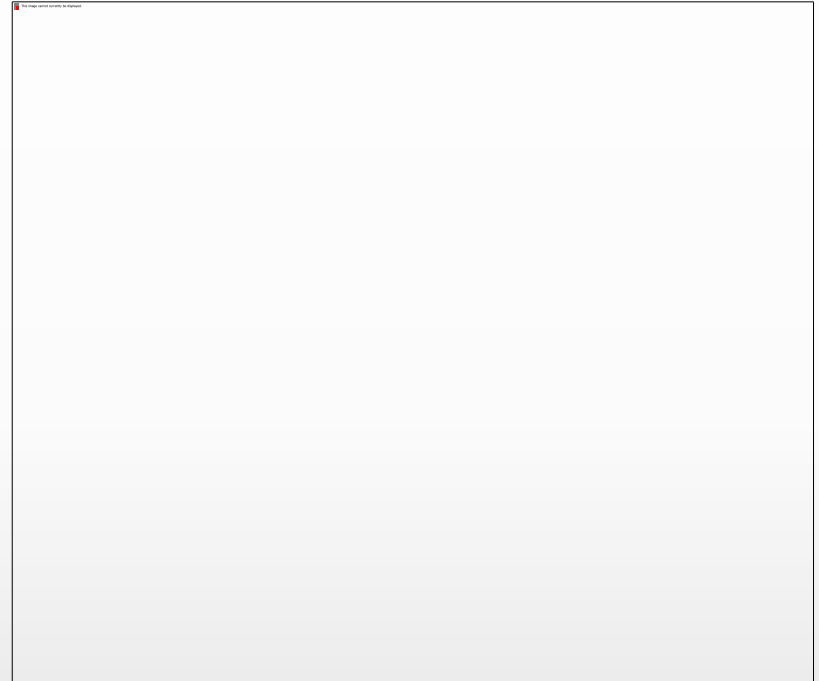
1. International economics
2. Health care management
3. Financial management
4. Banking, finance and insurance
5. Accounting, finance and audit
6. Management and entrepreneurship
7. Marketing



UNIVERSITY CENTERS

- University Sports Center
 - The University Cultural Center
 - Interuniversity Center for Cooperation
 - Lifelong Learning Center
 - E-learning Center
 - Quality Assurance Center
 - IT – Center
 - Center for Career and Development
 - Alumni Club
 - MEDIA: UGD Radio and TV station
-

Research center



UNIVERSITY PROJECTS 2015

- [Opportunities and Methods for Energy Substitution, Savings and Efficiency Improvements in the Hotel Industry - Vlatko Cingoski](#)
 - [Organic production of spring oats: required variety features - Dragica Spasova](#)
 - [Professional development of the teachers in Republic of Macedonia - situation and perspectives - Sonja Petrovska](#)
 - [Strengthening \(of\) the business capacity of women entrepreneurs in Republic of Macedonia, as a developing country - Elenica Sofijanova](#)
 - [Determination of the tourist events in the East region of the Republic of Macedonia - Zlatko Jakovlev](#)
 - [Municipal bonds as an alternative source of funding and effective management of collected funds for local economic development with special reference to Municipality of Stip - Risto Fotov](#)
 - [Adaptive system for assisted and independent living - Natasa Koceska](#)
 - [Development of novel techniques for cooperative localization and mapping using mobile robots and their application in precise agriculture - Saso Koceski](#)
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UGD PUBLISHING SYSTEM

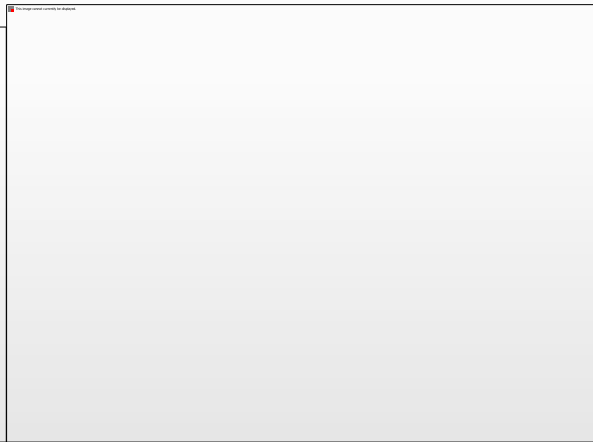
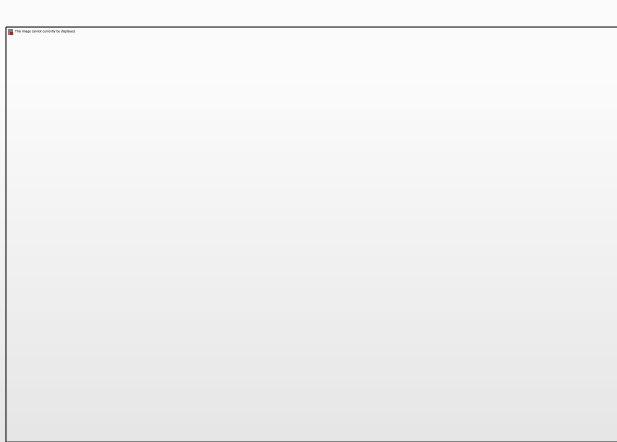
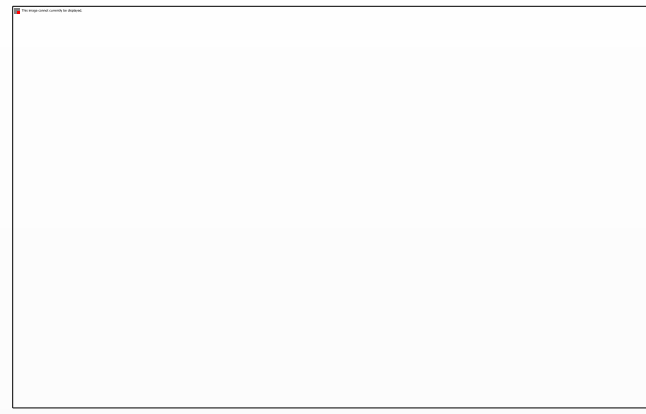
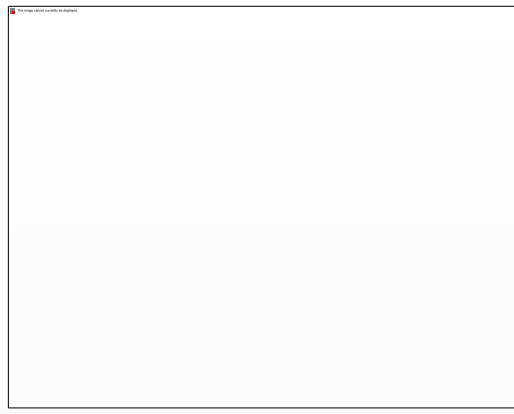
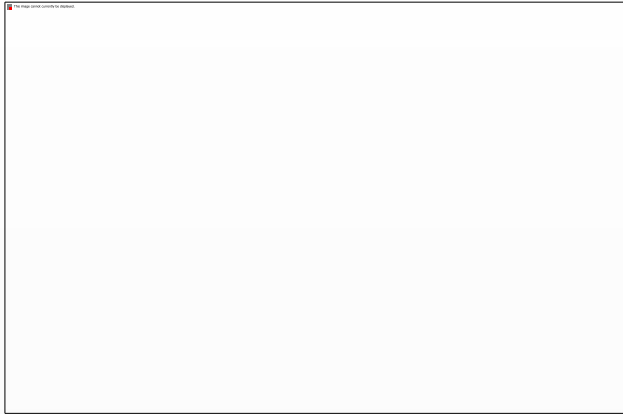
js.ugd.edu.mk

1. Journal of Economics
 2. Balkan Social Science Review
 3. Geologica Macedonica
 4. Education
 5. Journal of Plant and Environmental Protection
 6. Natural Resources and Technology
 7. Yearbook - Faculty of Law
 8. Yearbook - Faculty of Economics
 9. Yearbook - Faculty of Computer Science
 10. Yearbook - Faculty of Tourism and Business Logistics
-

COLLABORATION POSSIBILITIES

1. ERASMUS mobility for Professors.
 2. Lectures as Visiting Professor (for Associate and Full time Professors).
 3. Part of the Editorial board of the International Journal of Economics.
 4. Inclusion in ongoing projects as external collaborators / researchers (publication cost covered by project funds).
 5. Creating / proposing new projects (on bilateral and / or multilateral level).
 6. Sending students on mobility stay (ERASMUS program).
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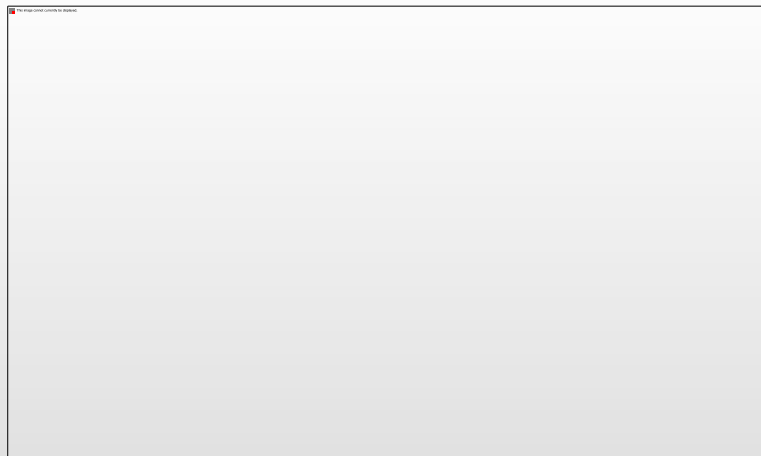
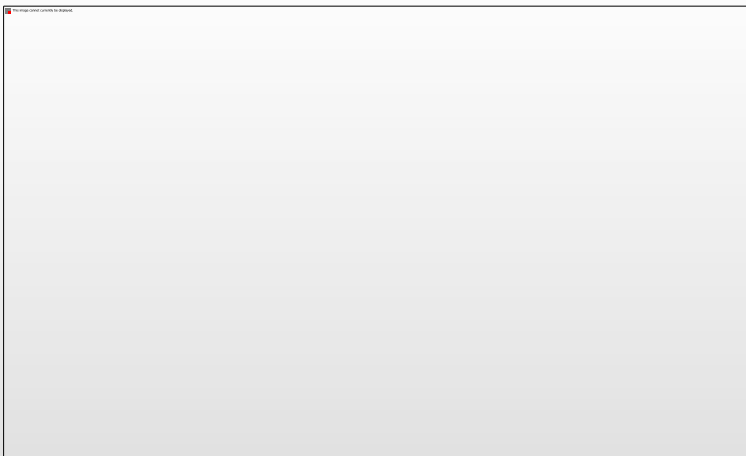
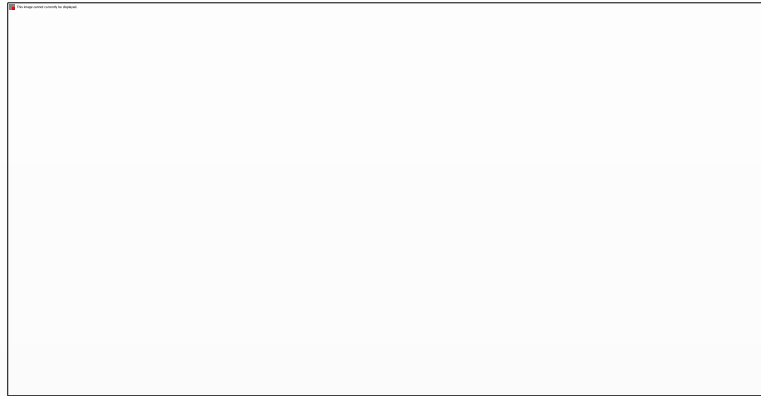
Why Macedonia?



Because it is timeless!

<http://macedonia-timeless.com/>

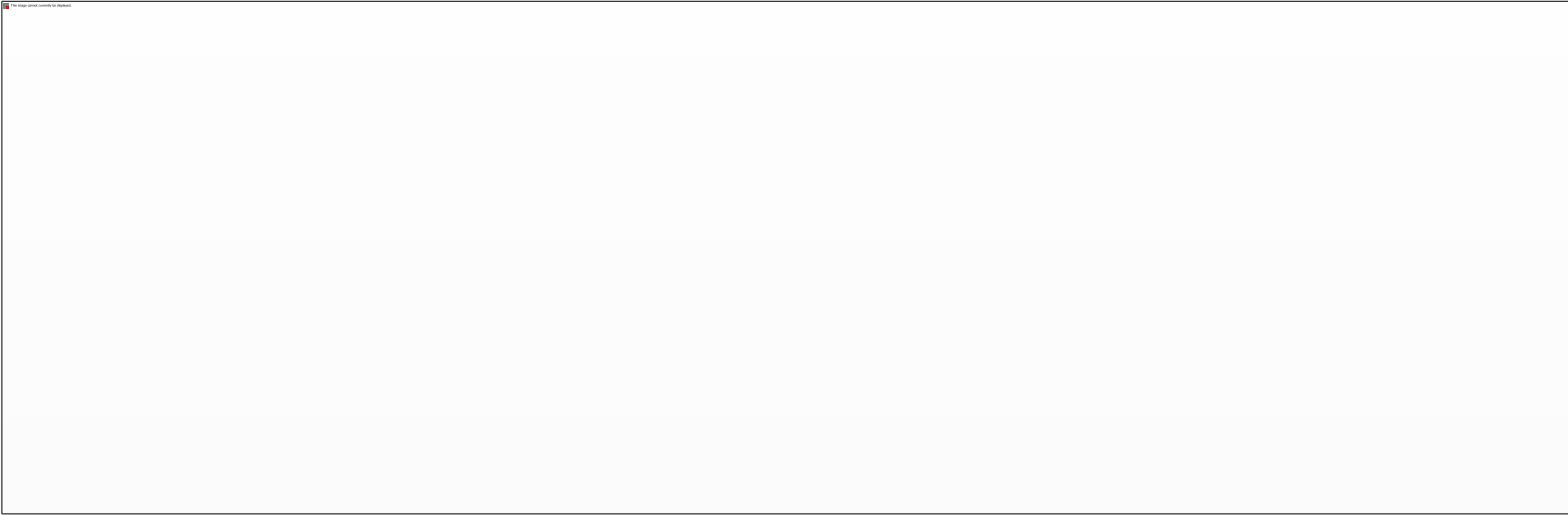
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Why Macedonia?



The cave that is located at 6 km from Makedonski Brod, and, according to the speleologists, Peshna has the biggest cave entrance on the Balkan – the flooring of the opening is 30 m high.

Legend about Cave Peshna

- Peshna cave is 4km away from Deva's Fortress. Legend says that both Deva and Peshna (Krali Marko's sisters) lived in this region after they were married. As in those days women were not allowed to go out unaccompanied, and in order for the sisters to still be able to communicate, Krali Marko built a castle for Deva opposite the one of Peshna (which was at the entrance of the large cave named after her). Thus, the sisters communicated every morning by utilizing the echo produced by the interior of the cave.
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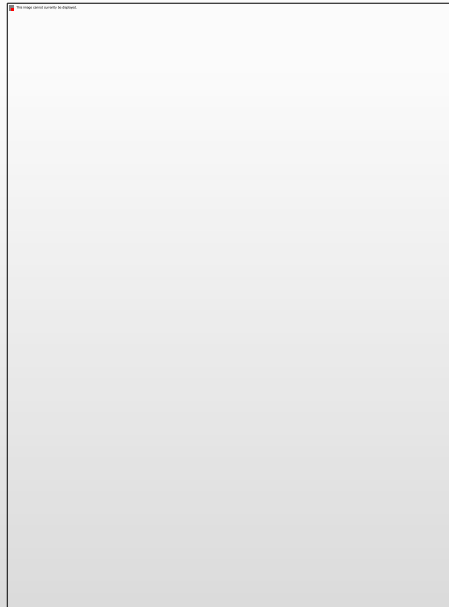
Why Macedonia?



Because you will love it!

As for the title...

Watch Milcho Manchevski's
movies: "Dust" and "Shadows"



<http://www.imdb.com/name/nm0541391/>