

Europass Curriculum Vitae

Personal Information

Name: Angela Milenkovska Klimoska, PhD

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Nationality: Macedonian

Date of Birth: 13.06.1987

Gender: Female

Academic Title: Assistant Professor

Work Experience

- Assistant Professor / Docent, University of Skopje (October 2013 – present)
- Higher education; teaching and academic activities in contemporary sales, competitive advantage, brand management, market communication strategies, consumer behavior and job valuation.
- Assistant Professor, Education sector (2021)

Education and Training

- Ph.D., University of Rijeka, Faculty of Tourism and Hospitality Management (September 2016 – present, as stated in the source CV)
- Principal subjects: Methodology of scientific research, Tourism destination management, Hotel management accounting
- National classification level: VIII

Teaching and Research Areas

- Contemporary Sales
- Competitive Advantage
- Brand Management
- Market Communication Strategies
- Consumer Behavior
- Tourism Destination Management
- Scientific Research Methodology

Publications and Conference Contributions

- Angela Milenkovska Klimoska, Ljupco Risteski, and Dragan Petrovski. (2025). Artificial Intelligence as a Factor of Transformation in the Macedonian Tourism System. International

Scientific Conference of the Institute of National Geography – GEO³ Conference 2025, Geography in the Age of Global Transformation: Spatial Inequalities, Sustainability, and Territorial Development, 27 December 2025.

- Angela Milenkovska Klimoska and Filip Nakev. (2025). The Impact of Personalized Digital Marketing Communication on Consumer Purchase Intentions in Online Environments. International Scientific Conference of Faculty of Informatics IT-TUR “Emerging Technologies and New Challenges”, 11 November 2025.
- Dejan Nakovski and Angela Milenkovska Klimoska. (2025). Comparative Analysis of the Earth Pyramids near Konopishte with Similar Structures in the Balkans. *GEA Journal of Geography*, 1(2), 13–23.
- Valentina Mucunska Palevska, Sashko Gramatnikovski, and Angela Milenkovska Klimoska. (2023). The Influence of the Promotional Mix with the Application of Integrated Marketing Instruments in the Implementation of Corporate Branding Strategies in Function of Competitive Positioning of the Brand. *UTMS Journal of Economics*, 14(1), 74–86.
- Slobodan Ivanović, Zagorka Ivanković, and Angela Milenkovska Klimoska. (2022). Aspects of Seasonability in the Hotel Business. Conference TIEM '22, Sofia, March 2022.
- Slobodan Ivanović, Zagorka Ivanković, and Angela Milenkovska Klimoska. (2022). World Trends in Tourism. *ICONBEST*, November 2022.
- Valentina Mucinska Paleska, Sasko Gramatnikovski, and Angela Milenkovska Klimoska. (2022). The Influence of the Promotional Mix Using Integrated Marketing Instruments in the Implementation of Corporate Branding Strategies as a Function of Competitive Brand Positioning. *ICONBEST*, November 2022.
- Danijel Vucenovic, Angela Milenkovska Klimoska, and Dino Manestar. (2020). Do Tourist Percept Croatia as a Safe Tourist Destination? Presentation of the Empirical Evidence. Original scientific paper, accepted 31 August 2020.
- Drpić, D., Milenkovska Klimoska, A., and Manestar, D. (2020). Contribution of Gastronomic Tourism for Achieving Competitiveness of Croatian Coastal Destinations. *Proceedings of the 25th International Congress Tourism and Hospitality Industry 2020: Trends and Challenges*, Opatija.
- Ivanović, S., Milenkovska Klimoska, A., and Milojica, V. (2019). Measuring Satisfaction and Experienced Sentiments of Website Users When Exploring Croatian Gastronomic Tourist Offer. *Proceedings of the 5th International Scientific Conference ToSEE 2019*, 335–348.
- Daliborka Blazeska, Zoran Strezovski, and Angela Milenkovska Klimoska. (2018). The Influence of Tourist Infrastructure on the Tourist Satisfaction in Ohrid. *UTMS Journal of Economics*, 9(1), 85–93.
- Drpić, D., Milenkovska Klimoska, A., and Milojica, V. (2018). Heritage as a Factor of Achieving Competitive Cultural Tourism Offer of the Republic of Croatia. *Proceedings of ICESoS*, 253–264.

- Ljupka Naumovska and Angela Milenkovska Klimoska. (2017). Marketing to Children: The Impact of Digital Media. *International Journal of Academic Research in Business and Social Sciences*, 7(5), 276–283.
- Milenkovska, A., Čosić, I., and Vučenović, D. (2017). Komparativna analiza sigurnosti hrvatskog turizma u odnosu na konkurentna inozemna turistička odredišta. *Hotellink*, 29–30, 328–335.
- Vučenović, D., and Milenkovska, A. (2017). Razina zadovoljstva turista sa osobnom sigurnošću kao elementom ponude u turizmu. XI Međunarodna konferencija “Hotelska kuća 2017”, Zlatibor.
- Blazeska, D., Milenkovska, A., and Stojmirova, M. (2016). Hotel Image as an Important Prerequisite for Creating a Competitive Advantage. *Proceedings of SITCON 2016*, 230–234.
- Milenkovska, A. (2016). The Role and Significance of the Modern Manager for the Development of the Tourism Organizations. *Proceedings of the 6th International Biennial Congress HOTEL PLAN 2016*, 132–139.
- Goran Corluka, Kresimir Mikinac, and Angela Milenkovska. (2016). Classification of Tourist Season in Costal Tourism. *UTMS Journal of Economics*, 7(1), 71–83.
- Violeta Milenkovska, Zoran Strezovski, and Angela Milenkovska. (2015). Macedonian Tourist Product: Current Status and Perspectives. *UTMS Journal of Economics*, 6(2), 331–340.
- Violeta Milenkovska, Zoran Strezovski, and Angela Milenkovska. (2015). Promotion: Branding Tool for Macedonia as a Tourist Destination. *UTMS Journal of Economics*, 6(2), 355–363.

Additional Information

- Academic and research experience in marketing, tourism, consumer behavior, brand management and destination management.
- Participation in international scientific conferences and publication of research papers in peer-reviewed journals and proceedings.