

ISSN 1857-9787

Македонско здружение за маркетинг
„МАРКЕТИНГ“ – Скопје

Macedonian Marketing Association
“MARKETING” Skopje



МАКЕДОНСКО МЕЃУНАРОДНО
СПИСАНИЕ ЗА МАРКЕТИНГ

MACEDONIAN INTERNATIONAL
JOURNAL OF MARKETING

Marketing



Original

Година 11
Број 21
Скопје 2025

Year 11
No. 21
Skopje 2025

ORGANIZATIONAL COMMITTEE

- Prof. Alexksa STAMENKOVSKI, PhD, Macedonian Marketing Association Skopje,
- Prof. Lenche PETRESKA, PhD International Slavic University "G. R. Derzhavin " - Saint Nicholas
- Prof. Riste TEMGANOVSKI, PhD, Faculty of Economics, Goce Delchev Stip University, Republic of Macedonia,
- Marijana MAKSIMOVIC, PhD Institute of Social Sciences Institute of national importance for the Republic of Serbia Center for Economic Research, Belgrade, Serbia
- Prof., Dr. Galina V. ASTRATOVA, The Ural State University of Economics (USUE) – Russian Federation
- Prof. Dragan KOLEV, PhD, Pan-European University „Apeiron“, Banja Luka, Bosnia and Herzegovina
- Prof. Vanche BOKKOV, PhD, University of Nis, Faculty of Electronics, Serbia,
- Prof. P. Sergius KOKU, PhD, Florida Atlantic University, Boca Raton, Florida - U.S.A
- Prof. Dr. Izet ZEQRIRI, South East European University, Тетово, Македонија
- Sami KAJALO, PhD, Senior Lecturer, Aalto University Business School – Finland
- Prof. Biliiana PETROVSKA, PhD, Faculty of Veterinary Medicine, University “St.Kliment Ohridski” Bitola,
- Katerina BOJKOVSKA, „St. Kliment Ohridski” University – Bitola, Faculty of biotechnical sciences – Bitola,
- Katarina RADLOVACKI, Faculty of Applied Management, Economics and Finance, Serbia,
- Prof. Bozo MIHAILOVIC, PhD, Faculty of Economics, Podgorica, University of Montenegro, Republic of Montenegro,
- Prof. Ljiljana STANKOVIC, PhD, Faculty of Economics, University of Nis, Republic of Serbia,
- Prof. Nenad BRKIĆ, PhD, Faculty of Economics in Sarajevo, Republic of Bosnia and Herzegovina,
- Prof. Elena STAVROVA, PhD, Faculty of Economics - Southwestern University Neofit Rilski - Blagoevgrad, Republic of Bulgaria,
- Prof. Dr. Dinka ZLATEVA, PhD, Faculty of Economics - Southwestern University Neofit Rilski - Blagoevgrad, Republic of Bulgaria,
- Mr. Sasho NEFOVSKI, MSc. WEB Organizational Secretary,
- Bozhin PETREVSKI, MSc, Organizational Secretary,
- Associate Prof. Mimoza STAMENKOVSKA, PhD, Administrative Secretary..

REVIEWERS

prof. Aleksa Stamenkovski, PhD
prof. Riste Temjanowski, PhD
prof. Lenche Petreska, PhD

CONTENTS

	NAME OF AUTHOR (S)	TITLE OF WORK	Page
1.	Riste Temjanovski	Towards a coherent logistics ecosystem: leveraging cluster theory to enhance multimodal competitiveness in North Macedonia	5
2.	Jasna TEOFILOVSKA	Storytelling for Sustainability: How Narratives in Green Projects Influence Public Awareness and Behaviour	17
3.	Prof. Darjan BOJKOV, PhD, Prof. Vancho BOYKOV, PhD	Digital transformation of truism in Serbia	29