

PERSONAL INFORMATION

Elvira Fetahu



 Lagja "11 Nentori" Nr. 2. Elbasan, Albania

 ++355 69 61 05 234  ++355 69 20 79 029
++393 40 74 30 623

 elvira.fetahu@uniel.edu.al; elvira.fetahu@unibo.it

Female | 20/05/1987 | Albanian

WORK EXPERIENCE

- 2017 - current **Adjunct Professor, Post – Doctoral Researcher**
Department of Economics, University of Bologna, Italy
- 2015 - current **Executive Director**
Institute for Scientific Research and Higher Education Policy, NGO
Rr "Durrësit" Tirane, Albania. www.ishep-albania.org.
- 2009 - current **Associate Professor of Marketing**
University "Aleksander Xhuvani" of Elbasan.
Faculty of Economics, Department of Marketing and Engineering
Ish - shtepia e oficerëve, 3000 Elbasan, Albania. www.uniel.edu.al
Lecture Courses: Marketing Management, International Marketing, Strategy and Tactics of Pricing,
Marketing on Travel and Tourism, Ecommerce.
- 2009 - 2012 **Import and Marketing Manager**
"EL" Company, Home appliances Export-Import, Elbasan, Albania. www.firma-el.com
- 2008 – 2009 **Mortgage Agent**
Raiffeisen Bank Albania, General Directorate, Department of Direct Sales. <http://www.raiffeisen.al/>

EDUCATION AND TRAINING

- 2010 - 2015 **PhD in Marketing**
Doctoral School of Economics. University "Aleksander Moisiu" Durres, Albania.
- 2009 - 2011 **Master of Science in International Business and Marketing**
European University of Tirana, Albania
- 2005 - 2009 **Bachelor of Science**
Empire State College, State University of New York and University of New York in
Tirana.
- 2012 – 2013 **PhD Fellow**
Graduate School in Social, Economic and Political Science, University of Milan, Italy.
<http://www.graduateschool.unimi.it/>
- 2013 **Certificate from World Tourism Organization (UNWTO)**
Training on tourism and biodiversity: understanding tourism trends and biodiversity
conservation for innovative products and marketing, Wadden Sea Biosphere
Reserve, Schleswig-Holstein, Germany.
- 2012 **PhD Fellow**
European Centre for Minority Issues (ECMI), Flensburg, Germany. <http://ecmi.de/>

PERSONAL SKILLS

Mother tongue(s) Albanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1/2	C1/2	C1/2	C1/2	C1/2
	Replace with name of language certificate. Enter level if known.				
Italian	C1/2	B1/2	B1/2	B1/2	B1/2
	Replace with name of language certificate. Enter level if known.				

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
 Common European Framework of Reference for Languages

Communication skills Good communication skills such as marketing, multilingual, negotiating, social media and emailing gained through business working experience with worldwide suppliers.
 Listening, presentation, friendliness, brainstorming and creativity gained through academic working experience.

Organisational / managerial skills Event Management (*International Scientific Conferences and National Seminars of HERE*)
 Project Management (*K1 ERASMUS third countries 2015 with University of Economics in Bratislava*)
 Research
 Leadership (Faculty Supervisor of Students in Free Enterprise, SIFE)

Job-related skills Public Speaking, Self – motivation, Teamwork, member of Economic Faculty organizing committee of the 2nd International Conference on Regional Challenges for the Sustainable Development in 2013 and 3rd International conference on Models, Economic and Legal Experiences toward European Common Trade in 2014.

Computer skills Microsoft Package, SPSS. MEGASTAT.

Other skills Public Speaking, acquired as the Moderator of the 2nd International Conference on Regional Challenges for the Sustainable Development, Moderator of three National Seminars organized by Higher Education Reform Experts of Albania regarding the Albanian HEI and as the faculty advisor of the group of students in free enterprise (SIFE).

Driving licence B

 ADDITIONAL INFORMATION

- Publications**
- Author of monograph “Immigrant entrepreneurship for internationalization of native economy. Albanian immigrants in the Province of Milan, Italy.” ISBN 9783639767292. Scholars’ Press, 2015.
- Author of the book “Applied Econometrics. Analysis of econometric models and program manual”. ISBN 9789928174031. Milenium, Tirana, Albania, 2014.
- “Social marketing and the increased awareness influence among the public healthcare” Proceedings of the 7th international multidisciplinary conference on medical specialties. ISBN 9789928114617, 2015.
- “Spatial statistical methods in the analysis of the public health data” Proceedings of the 7th international multidisciplinary conference on medical specialties. ISBN 9789928114617, 2015.
- “Does marketing relate to finance? – Marketing is finance? Theoretical perception”, European Journal of Business and Economics, Vol 9, No 3, Print ISSN 1804-5839, Online ISSN 1804-9699, 2014.
- “Trade integration between Albania and European Union. A gravity model based analysis.” European Scientific Journal, vol.10, No.7 ISSN: 1857 – 7881 (Print), e -ISSN 1857- 7431, 2014.
- “The involvement of Albanian ethnic immigrants in entrepreneurship as a new possibility on their integration in the international labour market - their role in transnational bridging for homemade products (case of the province of Milan, Italy).” Iliria International Review, Pristine, Kosovo, 2014.
- “Selective marketing for sustainable tourism based on environmentally unspoilt areas tourism demand considering the ecological footprint.” Szeged, Hungary, 2011.
- Presentations**
- Guest Speaker
- ACSER Workshop “Migration and its consequences for Albanian households” under Regional Research Promotion Programme, Elbasan, Albania, September 2016.
- Industrial Citizenship and Migration from Western Balkans conference “Labour Migration in the European Peripheries” under Regional Research Promotion Programme, Jyväskylä, Finland, April 2016.
- International Human Rights Day, Presentation on minority conditions of Golloborda area in Albania, Tirana, Albania, 2013.
- Ethnic immigrant entrepreneurship, a way for the international integration of the domestic economies. Case of Albania, Visiting fellow dissertation project, Flensburg, Germany, 2012.
- Conferences**
- Entrenova’15 (Enterprise Research Innovation) Conference
 “The effects of immigrant consumption experience abroad in the education of Albanian consumption according to international gusto and standards”, Kotor, Montenegro, 2015.
- MISIC (Mitrovica Innovations Scientific) Conference “The role of business in sustainable development in the Western Balkans”. Presentation “ Reinforcement of meso-level trust within the community of Albanian immigrants precondition for their economic and social development”, Prishtina, Kosove, 2015.
- Second UNWTO Conference on Destination Management in the Mediterranean “Quality: the key driver to success in the Mediterranean destinations”, Budva, Montenegro, 2015.
- Fourth Euroacademia Global Conference, Europe Inside-Out: Europe and Europeaness Exposed to Plural Observers. “Immigrant Entrepreneur Challenges Toward Trade Europeanization: The Dynamics of Albanian Experience in the Province of Milan, Italy”. Athens, Greece. 2014.
- The 1st international scientific conference: Regional economic collaboration toward globalization process. The spontaneity of international market and the need for entrepreneurial marketing. Evidence of Albanian entrepreneurs in Italy, Tetovo, Macedonia, 2013.

The 1st international conference; Cultural heritage, Media and Tourism. Local development and sustainable tourism models- spa and curative tourism at Llixha of Elbasan, Albania, Ohrid, Macedonia, 2013

The 1st international scientific conference: Regional challenges toward European integration. Trade integration between Albania and European Union. A model gravity based analysis, Elbasan, Albania, 2012.

The 10th Wellman international scientific conference: Traditions, Innovation, Sustainability. Selective Marketing for sustainable tourism based on environmentally unspoilt areas tourism demand considering the ecological footprint, Szeged, Hungary, 2011.

Seminars

Erasmus + HEREs seminar "Higher education and vocational education and training in the Erasmus + partner countries neighbouring the EU: partnership for socio-economic development." Istanbul, Turkey, 2015

Erasmus + and HERE National seminar on "Raising capacities of Albanian universities for internal governance" Elbasan, Albania, 2015.

Erasmus + and HERE National seminar on "Empowering universities to fulfil their responsibility for internal quality assurance" Shkodra, Albania, 2014.

Erasmus + and HERE seminar on "Quality assurance in higher education" Vloza, Albania, 2014.

Tempus HEREs seminar "Implementing quality assurance within higher education institutions in the Tempus partner countries" Zagreb, Croatia, 2014

Erasmus + and HERE National seminar on "Human resource management in Albanian higher education institutions" Tirana, Albania, 2014.

Using local resources for micro regional development - sustainable agribusiness and tourism in the southern Balkans. Study tour by Balkan Partners to Hungary, Satis and Tempus, Hungary, 2012.

Membership

Higher Education Reform Expert (HERE), Erasmus Plus, Albania.

<http://erasmusplus.al/wp-content/uploads/2014/04/Albanian-HERE-TEAM.pdf>

Administration Council of University "A. Moisiu" Durres.

Citizen Advisory Panel (CAP), Municipality of Elbasan and USAID Albania.

Contact Person

Prof. Asoc. Dr. Altin Idrizi, Vice Rector, University of Elbasan,

Email: altin.idrizi@uniel.edu.al

Prof. Asoc. Dr. Flamur Bidaj, Head of Albanian HERE group of experts, Polytechnic University of Tirana.

Email: fbidaj@yahoo.com

Prof. Dr. Antonio Maria Chiesi, Director of Graduate School in Social, Economic and Political Science, University of Milan, Italy.

Email: antonio.chiesi@unimi.it