

# ANNUAL REPORT

1 September 2023 – 31 July 2024



# Annual Report

1 September 2023 – 31 July 2024

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## A. Organization & Management

### Introduction

#### Letter from the Head of Department

Humans, individually and collectively, face several pressing problems in the coming years. Albania is facing high emigration; the wider global economy faces looming disruptions posed by the ongoing Fourth Industrial Revolution; societies everywhere still struggle with the questions of how to best meet our unlimited wants and needs with our limited resources, and how to deal with persistent problems of poverty and other social ills.

Business provides a beautiful instrument with which to respond to many of these problems. Businesses are a powerful instrument for creating value. Businesses provide needed goods and services for consumers and pay many of the taxes that fund the provision of public services. Businesses likewise create employment and provide livelihoods for entrepreneurs and their staff.

Businesses also provide a unique avenue through which to address pressing problems of the Fourth Industrial Revolution, poverty, and other social challenges. A problem-solving approach that seeks to develop sustainable business ideas to address challenges in society can channel immense creative energies into innovative, sustainable entrepreneurial ideas to address such problems. For example, entrepreneurs can use their creativity to develop new fields of meaningful work for those displaced by the Fourth Industrial Revolution. Entrepreneurs can likewise develop sustainable business approaches to address environmental, health, education, and other challenges facing society. As businesses generate value, create employment, and pay taxes, they also fight poverty and attract more businesses and workers to the communities in which they operate.

While businesses can be powerful forces to benefit society, they can also cause great harm to their employees, clients, and environment. Individuals spend much of their waking hours working for or in businesses; management decisions can influence productivity, safety, and the well-being and morale of staff and their families, including children. The instruments of rhetoric, empathic design, and psychology applied in marketing can creatively solve daunting problems or foster exploitive addictions. Businesses can provide positive contributions to their communities or impose unfair costs on others. Thus, learning more about how we can optimize value and well-being within and beyond businesses is essential in improving human life.

The Department of Business Administration, which also houses the Business Informatics and International Marketing and Logistics study programs at Epoka supports students, staff, and the larger ecosystem in optimizing business solutions to create value, solve problems, and improve human well-being.

It is my great privilege to welcome you to our department and invite you to join us in the exciting work at hand.

Faithfully yours,

Esmir Demaj, PhD

Head of the Department of Business Administration

## **Study programs offered by the Department**

- **Bachelor in Business Administration**

**Bachelor Program in Business Administration:** Consists in 180 ECTS including the diploma thesis. The students that have successfully completed a total of 180 ECTS shall be entitled to graduate from the program and shall be conferred the diploma of Bachelor in Business Administration.

**Graduation:** A student who has been successful in all courses, summer practices, seminary course and diploma thesis and, through pursuing the academic program, his/her cumulative grade point average is to at least (2.00), without having a FD or FF grade shall be deemed to have met the requirements of graduation by the relevant board decision and be awarded Bachelor Diploma in Business Administration.

### **Professional Status**

The Bachelor in Business Administration provides students with knowledge in management and in business administration, as well as with organizational skills to serve in the public and in private sector. The business administration program is structured around a group of technical courses, which exposes students to the basic tools of quantitative methods, accounting, and economic theory, and a core of management and leadership courses that integrate culture, language, and ethics, to enable future business leaders to meet the challenges of today's global environment.

- **Bachelor in Business Informatics**

Bachelor's of Business Informatics program is comprised of a three year curriculum at EPOKA University. The educational workload for these three years is 180 ECTS. Each semester students are expected to cover at least 30 ECTS.

The Business Informatics program provides students with knowledge in management and informatics, as well as with organizational skills to serve in the public and private sectors. The Business Informatics program is structured around a group of technical courses, which exposes students to the basic tools of quantitative methods, accounting, and economic theory, and a core of informatics courses. The focus lies on the planning, development, implementation, operation, optimization and economic use of information and communication systems. Business Informatics specialists are often considered as the interpreters between IT and business administration staff that otherwise may live in completely different worlds and talk at cross purposes.

Bachelor Program in Business Informatics consists in 180 ECTS including the diploma thesis. The students that have successfully completed a total of 180 ECTS shall be entitled to graduate from the program and shall be conferred the diploma of Bachelor in Business Informatics.

- **Bachelor in International Marketing & Logistics**

Globalization is the keyword in today's marketplace which is highly competitive. A switch of powers took place in the last decades from businesses towards customers. Marketing is one of the most important business' function that played a crucial role in this. Marketing is responsible of satisfying unlimited customer needs and wants through many important processes. These processes include: production, pricing, promotion and distribution of goods and services that have high quality and affordable prices. Customer retention and attraction of new customers is possible by building strong brands.

#### **International Marketing & Logistics:**

International Marketing & Logistics program aims to provide knowledge in the field of marketing and logistics to our students so they can be well-trained individuals, ready for today's high competitive labor market. Through this program; our students are able to analyze how critical issues such as customer relationship management, international marketing, consumer behavior, logistics are applied in the market place by the companies. In total accordance with the mission and the vision of Epoka University International Marketing and Logistics Program also aims to provide well-educated individuals to satisfy the companies' needs in marketing and logistic departments.

- **Master of Science in Business Administration**

The normal duration of Master of Science study program is two academic years or four semesters with 120 ECTS. In the fourth semester, the student completes his or her master's thesis.

The qualification from this department provides the students with knowledge in management and in business administration, as well as with organizational skills to serve in the public and in private sector.

The system of attendance is full time. Detailed information on the courses offered in the semester schedules is included in the academic plan. The list of departmental required and elective courses is provided in detail in the academic catalogue, including the theoretical lessons, recitation lessons, credits, equivalent credits according to ECTS credit system, and workload of each course. The objective of this department is to fulfill the need for qualified members in this field, and to prepare skilled people to work in different managing sectors. Demand from graduates of bachelor programs has also been an influent factor driving the creation of the Master of Science in Business Administration study program

#### **Mission:**

The mission of the Business Administration Department is to prepare and graduate students for careers in business, government and non-profit organizations by providing a broad professional education. The business administration program is structured around a group of technical courses, which exposes students to the basic tools of quantitative methods, accounting, and economic theory, and a core of management and leadership courses that integrate culture, language, and ethics, to enable future business leaders to meet the challenges of today's global environment.

### Opportunities:

- Appropriate and comfortable spaces for students and academicians.
- Recent catalogues and educational programs based on the global trade demand of work Diversified staff (foreign and Albanian) with long educational experience.
- Possibilities for internships during the studies in local and foreign companies. The spaces are supplied with wireless and cabled internet 24 hours a day so that students can use to develop their research.
- The possibility of employment for the graduated students is tightly connected with their academic advances, courage, and conditions that will be provided by the university.
- The graduated students will have consolidated knowledge on management, economics and human resources
- Students will be able to situate organizational work in the company and to find relevant solutions to the continuously appearing challenges.
- Through the gained experience, the graduated managers will be among the most preferred staff in the specific disciplines due to their profession ethics, acquired theoretical framework, and applied methodology when employed. The department aims at encouraging and motivating the graduated students to organize and manage their private activities.

- **Professional Master in Business Administration**

By the Decision No. 908 of the Council of Ministers of the Republic of Albania, dated 26 August 2009, Epoka University has been granted the license to open Second Cycle Study Programs which are as follows:

Professional Master Programs, which are part of the second cycle of studies, with 60 ECTS. After the fulfillment of all requirements of the abovementioned programs, the student is conferred a Professional Master Diploma in the respective field.

Professional Master in Business Administration consists in 48 ECTS of taken courses and a 12 ECTS Term Project (micro-thesis). The students that have successfully completed a total of 60 ECTS shall be entitled to graduate from the program and shall be conferred the diploma of Master Professional in Business Administration.

Graduation: A student at the graduation stage who has been successful in all courses, seminary courses and thesis of the study program, and his/her cumulative grade point average is to at least (2.00), without having a FD or FF grade shall be deemed to have met the requirements of graduation by the relevant board decision and be awarded Master Professional in Business Administration Diploma.

### Professional Status

Professional Master in Business Administration provides students with knowledge in management and business administration, as well as with organizational skills to serve in the public and in private sector. The program harmonizes contemporary business theory with business practice and problems. The program gains mastery to graduates in the business management field.

- **PhD in Business Administration**

ligibility to apply to the PhD programme

The persons who are eligible for admission to the PhD programme should:

- have obtained a Master of Science/Master of Arts, integrated second cycle studies or any other equivalent diploma in the field of the Doctorate (PhD) program or in a close field previously defined in the requirements established by the respective of the Scientific Committee
- have a CGPA of at least 2.70 out of 4.00 or 8 out of 10 from the Master of Science/Master of Arts, integrated second cycle studies or any other equivalent diploma in the field of the Doctorate (PhD) program or in a close field previously defined in the requirements established by the respective Scientific Committee or an equivalent CGPA
- Applicants must demonstrate that they have reached the minimum acceptable level of proficiency in use of the English language:
  1. having studied undergraduate degree in English
  2. a TOEFL IBT score of at least 70 or
  3. the equivalent score for the internationally recognized English Language Exams as stipulated in the Directive of the Minister of Education and Science No. 14, dated 28.03.2011 "On the recognition of English language exams for the second and third cycle study programs"



**B. Resources**

**Department Staff**

Full time Academic Staff



**Head of Department**  
Dr. Esmir DEMAJ



**Lecturer**  
Prof. Dr. Osman Koroglu



**Lecturer**  
Prof. Dr. Osman Nuri Aras



**Lecturer**

Assoc. Prof. Dr. Alba KRUJA



**Lecturer**

Assoc. Prof. Dr. Nargiza ALYMKULOVA



**Lecturer**

Dr. Aida BITRI



**Lecturer**  
Dr. Nurul Retno NURWULAN



**Lecturer**  
Dr. Besjon ZENELAJ



**Assistant Lecturer**  
MSc. Saimir MANSABU



**Assistant Lecturer**  
MSc. Sidorela META



**Assistant Lecturer**  
MSc. Mikaela SÜSLÜ (Musta)



**Assistant Lecturer**  
MSc. Ardita DORTI



**Assistant Lecturer**  
MSc. Eglá MANSI



**Assistant Lecturer**  
MSc. Enesh ORAZOVA



**Assistant Lecturer**  
MSc. Dafina MUDA



**Assistant Lecturer**  
MSc. Mohammad Ziyad Kagdi

### **Part time Academic Staff**

1. Assoc. Prof. Dr. Alda Kika
2. Assoc. Prof. Dr. Albana Borici
3. Assoc.Prof.Dr. Blerina Zana
4. Dr. Idaver Sherifi
5. Dr. Elda Kuka
6. Dr. Eljona Zana
7. Dr. Rrezart Bozo
8. Dr. Gerti Dajçi
9. Dr. Fisnik Shtini
10. MSc. Ada Mucina
11. MSc. Sonila Cela
12. MSc. Isida Mansaku
13. MSc. Sonila Leka

## Academic Visitors (2023-2024)

### Fall Semester 2023-2024

PROGRAM	YEAR	ADVISERS
BA BINF	1st Year BINF A / BINF B / BINF C	MSc. Sidorela Meta, MSc. Ardita Dorti, MSc. Dafina Muda
BA BINF	2nd Year BINF A / BINF B / BINF C	Dr. Aida Bitri, MSc. Mikaela Süslü (Musta)
BA BINF	3rd Year BINF A / BINF B / BINF C	MSc. Enesh Orazova, MSc. Dafina Muda, MSc. Egla Mansi
BA BUS	1st Year	MSc. Saimir Mansaku
BA BUS	2nd Year	MSc. Mikaela Süslü (Musta)
BA BUS	3rd Year	Dr. Nurul Retno Nurwulan
BA IML	1st Year,	Dr. Besjon Zenelaj
BA IML	2nd Year	Assoc. Prof. Dr. Nargiza Alymkulova
BA IML	3rd Year	Assoc. Prof. Dr. Nargiza Alymkulova
PM BUS	All Students	Dr. Esmir Demaj
M.Sc BUS	1st Year	Dr. Esmir Demaj
M.Sc BUS	2nd Year	Dr. Esmir Demaj
PhD BUS	1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> Year	Dr. Esmir Demaj

### Spring Semester 2023-2024

PROGRAM	YEAR	ADVISERS
BA BINF	1st Year BINF A /	MSc. Ardita Dorti
BA BINF	1st Year BINF B	MSc. Dafina Muda
BA BINF	1st Year BINF C	MSc. Sidorela Meta
BA BINF	2nd Year BINF A / BINF B	Dr. Aida Bitri
BA BINF	2nd Year BINF C	MSc. Mikaela Süslü (Musta)
BA BINF	3rd Year BINF A	MSc. Enesh Orazova
BA BINF	3rd Year BINF B	MSc. Dafina Muda
BA BINF	3rd Year BINF C	MSc. Egla Mansi
BA BUS	1st Year	MSc. Saimir Mansaku
BA BUS	2nd Year	MSc. Mikaela Süslü (Musta)
BA BUS	3rd Year	Dr. Nurul Retno Nurwulan
BA IML	1st Year,	Dr. Besjon Zenelaj
BA IML	2nd Year	Dr. Besjon Zenelaj
BA IML	3rd Year	Assoc. Prof. Dr. Nargiza Alymkulova



## **Finance**

### **Income and Expenditure Summary**

- ***Bachelor in Business Informatics***

-Income and various financing for **BA in Business Informatics** Study Program during the 2023-2024 academic year:

Income (in Euro)	2023-2024
Tuition fees for and during studies	903,533.82
<b>TOTAL</b>	<b>903,533.82</b>

-Expenditures for **BA in Business Informatics** Study Program during the 2023-2024 academic year:

	2023-2024		
Expenditures (in EURO)	Salaries	Expenditures	Investments
Tuition and other student fees	434,174.73	121,172.72	76,160.54
<b>Total</b>	<b>434,174.73</b>	<b>121,172.72</b>	<b>76,160.54</b>

- ***Bachelor in Business Administration***

-Income and various financing for **BA in Business Administration** Study Program during the 2023-2024 academic year:

Income (in Euro)	2023-2024
Tuition fees for and during studies	211,085.63
<b>TOTAL</b>	<b>211,085.63</b>

-Expenditures for **BA in Business Administration** Study Program during the 2023-2024 academic year:

	2023-2024		
Expenditures (in EURO)	Salaries	Expenditures	Investments
Tuition and other student fees	109,826.71	35,733.86	22,459.76
<b>Total</b>	<b>109,826.71</b>	<b>35,733.86</b>	<b>22,459.76</b>

- ***Bachelor in International Marketing and Logistics Management***

-Income and various financing for **BA in International Marketing and Logistics Management** Study Program during the 2023-2024 academic year:

Income (in Euro)	2023-2024
Tuition fees for and during studies	219,874.46
<b>TOTAL</b>	<b>219,874.46</b>

-Expenditures for **BA in International Marketing and Logistics Management** Study Program during the 2023-2024 academic year:

	2023-2024		
Expenditures (in EURO)	Salaries	Expenditures	Investments
Tuition and other student fees	111,879.54	33,584.46	21,108.80
<b>Total</b>	<b>111,879.54</b>	<b>33,584.46</b>	<b>21,108.80</b>

- **Master of Science in Business Administration**

-Income and various financing for **Msc in Business Administration** Study Program during the 2023-2024 year:

Income (in Euro)	2023-2024
Tuition fees for and during studies	82,289.11
<b>TOTAL</b>	<b>82,289.11</b>

-Expenditures for **Msc in Business Administration** Study Program during the 2023-2024 academic year:

	2023-2024		
Expenditures (in EURO)	Salaries	Expenditures	Investments
Tuition and other student fees	66,717.16	20,688.03	13,003.02
<b>Total</b>	<b>66,717.16</b>	<b>20,688.03</b>	<b>13,003.02</b>

## **IT Resources, Physical Infrastructure and Library Resources**

### **1. Infrastructure in service to study programs, logistics and other services towards the community**

#### **Descriptive part**

**Terms of reference:** premises, infrastructure, information technologies, libraries, other services for students, residences.

Epoka University is located on the Tirana-Rinas road, on the 12<sup>th</sup> kilometer. The campus extends over a total area of 67,000 m<sup>2</sup>. The 2024-2025 academic year is being conducted regularly in the premises of three buildings with a total area of 17452 m<sup>2</sup>.



**Figure 1: Master Plan of the Campus**



**Figure 2: Location of the campus on the Tirana-Rinas road**



**Figure 3: Entrance of Campus**





**Figure 4: E-building**

This building has a modern infrastructure and a central heating and cooling system.



**Figure 5: E-building\_coridors**

The classrooms are equipped with video projectors and white board that enable the comfortable conditions of the learning process.



**Figure 6: Classrooms E-building**



**Figure 7: Classrooms E-building**





**Figure 8: Auditoriums E-building**

On September 2013, the construction of A-Buiding the “Cultural Social Object of Epoka University” was completed. In addition to classes, there are plenty of recreational facilities for students such as cafeterias, libraries, Wi-Fi, facilities for the Student Council and student clubs, sports facilities, etc. Below are shown current picture of the building.



**Figure 9: A-building, Cultural Social Object of Epoka University**



**Figure 10: A-building, Cultural Social Object of Epoka University**



**Figure 11: Classes, A-building, Cultural Social Object of Epoka University**



**Figure 12: Classes, A-building, Cultural Social Object of Epoka University**



On October 2021, the reconstruction of “D-Buiding” was completed. In addition to classrooms, offices and lab, there are plenty of recreational facilities for students such as cafeterias, Wi-Fi, leisure facilities etc.

In this building the classrooms are equipped with smart TV and white board that enable the comfortable conditions of the learning process. There are also 11 staff offices and a meeting room. Below are shown current picture of the building.



**Figure 13: View of D-building**



**Figure 14: View of classes at D-building**

**Measurable indicators:**

**Table 7: Premises of the University**

<b>Faculty facilities/responsible for the study program</b>	<b>Number</b>	<b>Square (m<sup>2</sup>)</b>
Auditoria/Classrooms for lectures	5	523.4
Classrooms for seminars	8	526.8
Premises for promotion activities	1	128
Classrooms for course/professional practice	1	39
Laboratories for courses	1	39
Informatics laboratories	2	218.7
Internet Room	2	218.7
Library Hall	1	400
Premises for photocopying, bookshop etc.	1	33.6
Student information office	2	71
Corridors/halls	14	1530.2
Sports premises	4	2100
Premises for service to third parties	1	56

Recreation premises such as cafeteria/fast food/ restaurant	2	537
Restrooms (WC) for academic personnel	16	83.6
Restrooms (WC) for students	35	196.2
<b>Normatives m<sup>2</sup>/per one student</b>	<b>6701.2m<sup>2</sup>/1206 std = 5.56 m<sup>2</sup>/std</b>	
<b>Facilities for staff:</b>	<b>Number</b>	<b>Square (m<sup>2</sup>)</b>
Office for Dean/Meeting rooms	3	140
Office for secretaries	1	22.5
Office for departments	1	31.5
Office for the academic staff of the department	3	35.5
Accounting Office	5	103.2
Office for IQAU	17	224.4
Office for the Coordination and Support of students	2	37
Office for IT	1	13
Toilet sanitary wares for academic staff	2	27.5
<b>Normatives m<sup>2</sup>/per one person</b>	<b>807.6 m<sup>2</sup>/88 person = 9.18 m<sup>2</sup>/person</b>	

During the academic year 2024-2025, in the EPOKA University Campus, are in use:

23 classes: (, E-B32, E-B33, E-211, E-311, E-312, A-118, A-119, A-120, A-127, A-128, A-129, A-130, A-131, D-101, D-102, D-103, D-104, D-201, D-202, D-203, D-204, D-301, D-302.

10 Auditories: E-012, E-110, E-212, E-213, E-214, E-313, E-314, A-005, A-117, A-212) and one conference room (E-B01).

6 Computer laboratories (E-011, E-015, E-B30, E-B31, D005 and A-126).

6-Laboratory for courses: Electronic laboratory (E-010), Architecture laboratory (A-120/1), Projects laboratory (A-027), Panbiora laboratory (E-B02), Courtroom (Salla e gjyqit. D-104) and Civil Engineering Laboratory (I-001).

There are 2 internet rooms as it is reflected in the table above, but the University offers wireless internet all over its space. The capacities used are given in the table below.

Table 12: Classes used during the 2024-2025 academic year.

No.	Name of the Class	Surface (m2)	Capacity
1	E-B32	75	40
2	E-B33	75	40
3	E-211	64	36
4	E-311	63.46	35
5	E-312	81.32	60
6	A-118 Studio II	138	65
7	A-119 Studio III	138	50
8	A-120 Studio IV	138	40

9	A-127	72.41	56
10	A-128	73.53	56
11	A-129	73.71	56
12	A-130	72.02	56
13	A-131	72.02	56
14	D-101	72	47
15	D-102	66	40
16	D-103	50	33
17	D-104	52	24
18	D-201	72	47
19	D-202	66	41
20	D-203	50	26
21	D-204	52	27
22	D-301	94	67
23	D-302	66	45
<b>total</b>	<b>23</b>	<b>1776.47</b>	<b>993</b>

Table 13: Auditoriums used during the 2024-2025 academic year

No.	Name of Auditorium	Surface (m2)	Capacity
1	E 012	131.54	70
2	E 110	130.82	136
3	E-212	51.32	72
4	E-213	81.72	72
5	E 214	154.32	150
6	E-313	81.72	70
7	E 314	154.32	134
8	A-005	145.2	70
9	A-117 Studio I	138	65
10	A-212	85	72
<b>total</b>	<b>10</b>	<b>1153.96</b>	<b>881</b>

The facilities are equipped with heating-cooling system and video projectors. The construction materials and laboratory tools found in the Civil Engineering Laboratory are also being used in the teaching and research process.

The capacity of the laboratories used is given in the table below.

Table 14: Laboratories used during the 2024-2025 academic year

Name	Laboratories	Surface (m2)	Capacity
E 015	Computer Laboratory 1	77.9	40
E 011	Computer Laboratory 2	96.6	42
E B30	Computer Laboratory 3	123.7	47
A-126	Computer Laboratory 4	72.4	42
D-005	Computer Laboratory 5	95.0	36
E B31	Computer Laboratory 6	75	41
E 010	Electronic Laboratory	132.0	50
A 120/1	Architecture Laboratory	27.6	12
I 001	Civil Engineering Laboratory	283.0	40
A-027	Projects Laboratory	39.0	25
D-104	Courtroom (salla e gjyqit)	52	25
E-B02	Panbiora Laboratory	15.0	12
<b>Total</b>	<b>12</b>	<b>1089.3</b>	<b>412</b>

Teaching facilities are shown to (Annex\_2)





**Figure 15: Architecture Studio**



**Figure 16: Computer Laboratory 1**



**Figure 17: Computer Laboratory 2**



**Figure 18: Computer Laboratory 3**





**Figure 19: Computer Laboratory 4**



**Figure 20: Computer Laboratory 5**



**Figure 21: Computer Laboratory 6**



**Figure 22: Electronics Laboratory**





**Figure 23: Projects Laboratory**



**Figure 24: Panbiora Laboratory**



**Figure 25: Laboratory of Law (Courtroom)**



**Figure 26: Architecture Laboratory**





**Figure 27: Civil Engineering Laboratory**

**Civil Engineering Laboratory** is used for study of various materials, especially concrete and the study of the earthquakes and its elements. This lab is one of the most important assets of the Department of Civil Engineering. Along with the use of different subjects, students can use laboratory facilities for different scientific research either individually or in groups. Civil Engineering Laboratory has a total area of 283 m<sup>2</sup>



**Figure 28: Masonry tests**

Epoka University has a conference hall with a surface of 128 m<sup>2</sup> and a capacity of 99 persons. The conference hall is used more for social, cultural and various national and international conferences. The hall is equipped with central heating-cooling system, video projector, sound system and two cabins for simultaneous translation. Also, in the premises of the “Cultural Social Object” building is a conference hall with a surface of about 400 m<sup>2</sup> and a capacity of 300 persons.



**Figure 29:  
View from the  
Conference  
Hall 1**

**Figure 30  
View from  
Conference  
Hall 2, under**

## Construction



**Figure 31: View from the “D” Meeting Room**





**Figure 32: View from the “E-320” Meeting Room**



**Figure 33: View from the Diversity Meeting Room**

**Figure 34: View  
from the Eagle  
Meeting Room**





**Chart 1: ICTCO Services**

### Teaching Services:

- **Turnitin** software helps users to understand and avoid plagiarism and develop their understanding of how to cite sources as part of an academic argument. ICTC office manages the users and trains the staff about how to use Turnitin.
- **Learning Management System (LMS)** – A service based on Moodle offered for students and instructors in order to access, coordinate and organize course materials online. Students and instructors can login to LMS using the provided official email account.



- **Library Automation System (Koha)** - Koha is an open-source Integrated Library System in use today by hundreds of libraries worldwide. Koha is web based, so there is no software to install on desktop computers. Users can check the books online and reserve them via web. Its features are more than enough to manage the Epoka Library effectively and efficiently.
- **DSpace**– The institutional repository of Epoka University: DSpace is an open source repository software package typically used for creating open access repositories for scholarly and/or published digital content. The proceedings of the conferences which are organized by Epoka University can be accessed from this repository. Epoka University is the only university who has digital repository in Albania (<http://repositories.webometrics.info/en/Europe/Albania>). We also give services to other international journals to publish their publications (<http://dspace.epoka.edu.al/handle/1/1378>) in our digital repository.

#### Google Services:

- **Webmail (Google account)** –Epoka University is using Google Apps for Education services and all students and academic and administrative staff are provided with an email address under epoka.edu.al domain which is a Google account. Beside official communication which is done through this email address, this account can be used for authentication to other online systems offered by university.
- **Google Classroom** – A more interactive service offered by Google as part of Google Apps for education in order to access, coordinate and organize course materials on cloud. By using Google Classroom, course materials can be integrated with other Google services where assigned users can collaborate. Students and instructors can access this service using the provided account.

**Microsoft Teams** – During the online classes, Epoka University used also Microsoft Teams for the teaching process. It brings together everything a class needs: chat and threaded conversations, meetings & video conferencing, assignments and quizzes.

**Education Information System (Curriculum)** – a website containing information related to study programs, curriculum and course syllabuses.

**Smart Card:** All students and staff are provided with Smart Card identification cards. The Smart Card is put as an e-ID application at three buildings, two PC labs, one Electronics Lab, and campus gate entry turnstiles and barriers. The e-wallet application is active for staff but has not started yet for students.

**Help Desk:** ICTCO is also responsible for the maintenance of personnel and PC Lab computers in respect to software and hardware. Its staff monitors the personal computers within the frame of distribution of duty and authority and brings the issues to a conclusion. At the same time, ICTCO plans servers and cabling services of the University. Staff can open ticket via [help.epoka.edu.al](http://help.epoka.edu.al) for their ICTCO related problems and follow the process from here. You can share your opinions on every subject related to information technologies and informatics with [help@epoka.edu.al](mailto:help@epoka.edu.al) and you can also write your complaints and suggestions for a better campus life.

### Software Opportunities

Epoka University has a subscription of Microsoft Program which is called Dream Spark. It supports technical education by providing access to Microsoft software for learning, teaching and research purposes. Epoka University also provides Office 365 accounts to all staffs and students which includes all office applications for free.

### Network

**Wireless:** Epoka University provides wireless internet connection to all Epoka members in the campus. As ICTCO, we ensure that the wireless signal is strong and covers everywhere in campus.

**Wired:** Besides wireless, there are three PC labs, one Civil Engineering lab, one Electronics lab, one PhD study room and a library where PCs serve students and staffs with wired internet. In the Epoka Library and one of the classrooms, there are plug and use stations next to each table where students and staff can use for wired internet and electricity for their laptops.

**Digital Signage:** There are four TVs in campus, which are used to inform Epoka members about latest news and announcements.

### Epoka Interactive Systems (EIS)



**Chart 2: Epoka Interactive Systems (EIS)**

Recognizing the needs of campus community, Epoka has made a strategic decision to replace its aging, cumbersome, and vendor-supported student, instructors, and staff systems with a modern, nimble and effective internally built system that includes admissions, enrolment, registration, financial aid, student, instructor, and staff accounts, and advising in one platform.

EIS is developed by ICTCO at Epoka University. From the user interface, EIS is an online interactive system where users can log in using the provided official email account. It is a modular system organized by roles and respective units at the university and the information is stored in a centralized database. All users have access to their personal information, can update general details and CV and they can manage job related tasks and activities according to their role and job position.

- **Students:** Students in their profile can access their personal information and information related to their study program. Course registration is done through the system and after that, students can view the ongoing academic activity of the registered courses during the semester. They can check attendance, exam dates, interim grades and final grades. Also, in the system, they can access the program curriculum, transcript, grade calculation, weekly schedule, requests and notifications. The EIS prompts students when they are in the “warning zone” for financial or academic issues. It empowers students to create course plans to ensure timely graduation.

- **Instructors:** Academic staff including full-time and part-time lecturers can have access to their courses assigned in the current semester and can also view previously assigned courses. Lecturers can update the syllabus, complete student attendance, assign and finalize grades. Advisor lecturers can have access to academic information of the students assigned for advisory and they can approve student course registration.
- **Coordinators:** The opening of courses according to course appointment in each semester is done by department coordinators and approved by faculty coordinators. Coordinators can monitor the academic activity of the lecturers under respective department.
- **Admissions and Registrar's Office:** Admissions Office enters all pre-registered student information and assigns scholarships. After the student has completed the registration, all the related information entered by Admissions office, is managed by Registrar's office.
- **Finance:** Finance office can manage and follow up all student financial information related to tuition fees and scholarship.
- **Human Resources:** Human resources office can manage all staff information data and assigns roles and job position for each staff.
- **Curriculum:** a website containing information related to study programs, curriculum and course syllabus.

All users have access to their personalized reports according to their roles and respective units. Faculties and units are liberated from tedious manual tasks. EIS supplies them with new and most updated information that will empower them to make informed decisions based on data.

EIS can be continuously updated with new modules according to the university needs. EIS can be accessed via: <https://eis.epoka.edu.al> and users can log-in by their Epoka Mail account credentials.

### Measurable indicators:

**Table 1: Numbers on Tools and Equipment**

Number of PCs for graduate students	120
Number of PC furnished labs for graduate students	4
Number of PCs for academic staff	87
Number of PCs for administration	53
Number of printers	15
Number of photocopying machines	15

Number of head projectors	1
Number of video-projectors	27
Number of scanners	10

## LIBRARY



**Figure 1: Library**

The Epoka University Library, which is located on the first floor of A-Building in the Rinas Campus, was founded to support the education and research activities of the university by providing and organizing the needed documents.

With its 100-seating capacity, our library has 400 square meters area of use. Our University Library is composed of entrance, book and reading hall. In the entrance, there is a check out desk. The periodicals, including the exhibition of new arrivals, are also shelved in this section. The reading hall is equipped for students to study and to do research.

Epoka University is a member of Balkan Libraries Union which was founded on 29 July 2009 with the participation of 10 institutions from 6 Balkan countries.

Our library collection is enriched by purchases and donations. The books to buy are chosen in accordance with the needs and requests of the students, administrative and academic staff. Under the Department of Library and Documentation, the library has a total of about 7500 printed books.

### Digital Databases

Epoka University has full membership in JSTOR, a shared digital library created in 1995 that includes more than 2,000 academic journals. JSTOR was founded to help libraries and academic publishers transition their activities from print to digital operations, to expand access to scholarly content around the world and to preserve it for future generations.

Every member of Epoka staff can have access to JSTOR's collections by going to <http://www.jstor.org/> and searching or browsing for content and can download several articles periodically.

### Using the Library

Our library works on the open shelf system enabling users to reach the books directly. The books in the open shelves are topically sorted in the book hall according to LC classification method. To find the book you are looking for, users should follow these steps:

1. Through the catalog search computers in the library users can search author's name, book name, and publisher, topic, or keyword areas. Users can also search for books at (<http://lib.epoka.edu.al/>)
2. To get the book, users can go to the shelves with the classification and location numbers of the books appearing on the screen as a result of the user's search.

**Example of LC number** for the book: "Exchange rates and international finance", Laurence S. Copeland / Financial Times, 2008

### HG 3821/ C78 /2008

The first part of the LC number "**HG**" represents the category of the book by its topic. In the LC system, the first letter **H** stands for **Social Science** class. Each subsequent letter indicates next level of subcategories of the main topic. In the given example **G** stands for **Finance**, **3821** indicates subcategories included between 3810-4000 (Foreign exchange, International finance, International monetary system), **C78** indicates the first letter of authors surname, **2008** indicates book publication year.



## Regulations

Students of associate degree, Bachelor's Degree, and Master's Degree and academic and administrative personnel are members of the library. They can borrow library materials in accordance with the rules.

Researchers coming from outside the university are not lent books, they are only allowed to use and copy the materials in the library. Readers in this group are requested to fill up the related Lending Service form.

**Table 2: Circulation Rules**

Resource	Patron	Loan period(days)	Maximum number of check-outs(items)
<b>Book</b>	Pre-undergraduate/Undergraduate students	15	3
	Graduate students	15	5
	Staff	20	5
<b>Bound Journal</b>	Graduate students Staff	5	2
<b>Visual/Audio Resources</b>	Pre-undergraduate/Undergraduate students	3	3
	Graduate students Staff		

Source: (<http://library.epoka.edu.al/cat-regulations-484.html>)

## C. The Curriculum

### Undergraduate Teaching

FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES															
DEPARTMENT OF BUSINESS ADMINISTRATION															
BACHELOR PROGRAM IN BUSINESS INFORMATICS (3 YEARS) Current															
First YEAR															
First Semester															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Lecture and studying hours						ECTS
Cod e	Course Name			Theo ry	Pra ct.	La b.	Tot al		Lec t.	Pra ct.	La b.	Sit e W .	Oth er	Tot al	
ECO 101	Introduction to Economics I	A	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 103	Introduction to Business	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
CEN 111	Introduction to Algorithms and Programming I	B	Compulsory	2	0	2	4	3	32	0	32	61	0	125	5
BINF 101	Fundamentals of Information Systems	D	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 101	Math. for Economics and Business I	A	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
ENG 109	Developing Reading and Writing Skills	D	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
Semestral Total				19	0	2	21	20	304	0	32	393	21	750	30
Second Semester															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						ECTS
Cod e	Course Name			Theo ry	Pra ct.	La b.	Tot al		Lec t.	Pra ct.	La b.	Sit e W .	Oth er	Tot al	
ECO 102	Introduction To Economics II	A	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 102	Math. For Economics and Business II	A	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5

BUS 132	Introduction to Accounting	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
CEN 114	Introduction to Algorithms and Programming II	B	Compulsory	2	0	2	4	3	32	0	32	61	0	125	5
BUS 112	Management and Organization	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 108	Business English	D	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
Semestral Total				19	0	2	21	20	304	0	32	393	21	750	30
Second YEAR															
Third Semester															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Lecture and studying hours						ECTS
Cod e	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Site W.	Other	Total	
BUS 201	Statistics I	A	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
BINF 251	Database Management Systems	B	Compulsory	2	0	2	4	3	32	0	32	61	0	125	5
CEN 219	Computer Organization	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
CEN 213	Object Oriented Programming	B	Compulsory	3	0	2	5	4	48	0	32	45	0	125	5
BUS 205	Principles of Marketing	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
XX X xxx	Elective	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
Semestral Total				18	0	4	22	20	288	0	64	377	21	750	30
Elective Courses															
COURSES		Course Type	Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						ECTS
Cod e	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Site W.	Other	Total	
LA W 203	Business Law	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 235	Financial Accounting	C	Elective	4	0	0	4	4	64	0	0	61	0	125	5

BUS 209	Innovation Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 207	Project Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 107	Essentials of Organizational Behaviour	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 337	Total Quality Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 359	Supply Chain Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
ECO 205	Microeconomics	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5

#### Fourth Semester

COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Sit e W .	Other	Total	
BUS 202	Statistics II	A	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
BUS 226	Management Information Systems	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
CEN 361	Computer Networks	B	Compulsory	2	0	2	4	3	32	0	32	61	0	125	5
CEN 254	Data Structures	B	Compulsory	3	0	2	5	4	48	0	32	45	0	125	5
XX X xxx	Elective I	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
XX X xxx	Elective II	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
Semestral Total				18	0	4	22	20	288	0	64	377	21	750	30

#### Elective Courses

COURSES		Course Type	Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Sit e W .	Other	Total	
BIN F 202	Enterprise Resource Planning	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BIN F 204	Ethical and Social issues in	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5

	Information Systems														
CEN 351	Multimedia and Graphic Design	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BIN F 206	Business Modelling and Simulation	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 204	Entrepreneurial Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 358	Knowledge Management	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
BAF 202	Introduction to Fintech	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 114	Communication Skills	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
ECO 206	Macroeconomics	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5

**Third YEAR**
**Fifth Semester**

COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Lecture and studying hours						ECTS
Cod e	Course Name			Theo ry	Pra ct.	La b.	Tot al		Lec t.	Pra ct.	La b.	Sit e W .	Oth er	Tot al	
CEN 311	WEB Technologies and Programming	B	Compulsory	2	0	2	4	3	32	0	32	61	0	125	5
BAF 233	Fundamentals of Corporate Finance	C	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 321	Operations Management	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 309	Professional Practice	D	Compulsory	0	6	0	6	3	0	96	0	22	7	125	5
XX X xxx	Elective I	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
XX X xxx	Elective II	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
Semestral Total				14	6	2	22	18	224	96	32	363	35	750	30
<b>Electives</b>															
COURSES		Course Type	Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						ECTS
Cod e	Course Name			Theo ry	Pra ct.	La b.	Tot al		Lec t.	Pra ct.	La b.	Sit e	Oth er	Tot al	

												W			
BIN F 311	Data Analytics and Visualization	B	Elective	2	0	2	4	3	32	0	32	61	0	125	5
BIN F 303	Enterprise Architecture	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
CEN 352	Artificial Intelligence	B	Elective	2	0	2	4	3	32	0	32	61	0	125	5
BIN F 307	Cyber Security Management	B	Elective	3	0	0	3	3	48	0	0	77	0	125	5
BUS 331	Cost Accounting	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 335	Human Resources Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 251	Digital Marketing	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 325	Social Media Marketing	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 253	Consumer Behavior	C	Elective	3	0	0	3	3	48	0	0	77	0	125	5
ECO 311	Econometrics I	C	Elective	2	0	2	4	3	32	0	32	61	0	125	5
Sixth Semester															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Sit e W	Other	Total	
BUS 324	Operations Research	B	Compulsory	4	0	0	4	4	64	0	0	61	25	150	6
CEN 318	Operating Systems	B	Compulsory	3	0	1	4	4	48	0	16	80	6	150	6
CEN 302	Software Engineering	B	Compulsory	2	0	2	4	3	32	0	32	86	0	150	6
*BIN F 302 *BIN F 304	Graduation Project / Final Comprehensive Exam	E	Compulsory	1	4	0	5	3	16	64	0	30	40	150	6
XX X xxx	Elective	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
Semestral Total				13	4	3	20	17	208	64	48	337	93	750	30
Electives															



COURSES		Course Type	Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						ECTS
Cod e	Course Name			Theo ry	Pra ct.	La b.	Tot al		Lec t.	Pra ct.	La b.	Sit e W.	Oth er	Tot al	
CEN 340	Smartphone Applications	C	Elective	2	0	2	4	3	64	0	0	61	25	150	6
BINF 312	Data Science for Business	C	Elective	2	0	2	4	3	64	0	0	61	25	150	6
CEN 380	Machine Learning	C	Elective	2	0	2	4	3	64	0	0	61	25	150	6
BUS 336	Managerial Accounting	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
BUS 348	Customer Relationship Management	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
ECO 312	Econometrics II	C	Elective	2	0	2	4	3	64	0	0	61	25	150	6
BUS 354	Branding and Brand Management	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
BUS 356	Strategic Logistic Management	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
BUS 352	International Marketing and Management of International Enterprises	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6

**FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**BACHELOR PROGRAM IN BUSINESS ADMINISTRATION (3 YEARS)**

First YEAR															
First Semester															
COURSES		Course Type	Compulsory / Elective	Weekly Course Distribution				Epoka Credits	Semestral Lecture and studying hours						ECTS
Cod e	Course Name			Theo ry	Pra ct.	Lab.	Tot al		Lect.	Pract.	Lab.	Site W.	Other	Total	
ECO 111	Introduction to Economics	A	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 103	Introduction to Business	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5

LA W 105	Introduction to Law	A	Compulso ry	3	0	0	3	3	48	0	0	70	7	125	5
BUS 107	Essentials of Organizational Behavior	B	Compulso ry	3	0	0	3	3	48	0	0	70	7	125	5
BUS 101	Math. for Economics and Business I	A	Compulso ry	4	0	0	4	4	64	0	0	61	0	125	5
ENG 109	Developing Reading and Writing Skills	D	Compulso ry	4	0	0	4	4	64	0	0	61	0	125	5
Semestral Total				20	0	0	20	20	320	0	0	402	28	750	30

## Second Semester

COURSES		Cour se Type	Compulso ry /Elective	Weekly Course Distribution				Epok a	Semestral Course and studying hours						ECTS
Cod e	Course Name			Th eo ry	Pra ct.	Lab.	Tot al		Lect.	Pract.	Lab.	Site W.	Other	Total	
BUS 106	Principles of Programming	A	Compulso ry	3	0	0	3	3	48	0	0	70	7	125	5
BUS 112	Management and Organization	B	Compulso ry	3	0	0	3	3	48	0	0	70	7	125	5
BUS 114	Communication Skills	C	Compulso ry	3	0	0	3	3	48	0	0	70	7	125	5
BUS 132	Introduction To Accounting	B	Compulso ry	3	0	0	3	3	48	0	0	70	7	125	5
BUS 102	Math. for Economics and Business II	A	Compulso ry	4	0	0	4	4	64	0	0	61	0	125	5
BUS 108	Business English	D	Compulso ry	4	0	0	4	4	64	0	0	61	0	125	5
Semestral Total				20	0	0	20	20	320	0	0	402	28	750	30

## Second YEAR

### Third Semester

COURSES		Cour se Type	Compulso ry /Elective	Weekly Course Distribution				Epok a	Semestral Lecture and studying hours						ECTS

Cod e	Course Name			Th eo ry	Pra ct.	Lab.	Tot al	Cred its	Lect.	Pract.	Lab.	Site W.	Other	Total	
ECO 205	Microeconomics	B	Compulso ry	3	0	0	3	3	48	0	0	70	7	125	5
BUS 121	Marketing I	B	Compulso ry	3	0	0	3	3	48	0	0	70	7	125	5
BUS 201	Statistics I	A	Compulso ry	4	0	0	4	4	64	0	0	61	0	125	5
BUS 231	Financial Accounting I	B	Compulso ry	4	0	0	4	4	64	0	0	61	0	125	5
XX X xxx	Elective I	D	Elective	3	0	0	3	3	48	0	0	70	7	125	5
XX X xxx	Elective II	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
<b>Semestral Total</b>				<b>20</b>	<b>0</b>	<b>0</b>	<b>20</b>	<b>20</b>	<b>320</b>	<b>0</b>	<b>0</b>	<b>402</b>	<b>28</b>	<b>750</b>	<b>30</b>
<b>Elective Courses - Third Semester</b>															
	COURSES	Cour se Type	Compulso ry	Weekly Course Distribution				Epok a	Semestral Course and studying hours						
Cod e	Course Name		/Elective	Th eo ry	Pra ct.	Lab.	Tot al	Cred its	Lect.	Pract.	Lab.	Site W.	Other	Total	ECTS
BUS 251	Digital Marketing	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
FL 201	Turkish I	D	Elective	3	0	0	3	3	48	0	0	70	7	125	5
FL 203	German I	D	Elective	3	0	0	3	3	48	0	0	70	7	125	5
FL 205	Italian I	D	Elective	3	0	0	3	3	48	0	0	70	7	125	5
FL 207	French I	D	Elective	3	0	0	3	3	48	0	0	70	7	125	5
LA W 203	Business Law	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 207	Project Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 209	Innovation Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5

Fourth Semester															
COURSES		Course Type	Compulsory / Elective	Weekly Course Distribution				Epoka	Semestral Course and studying hours						ECTS
Cod e	Course Name			Th eo ry	Pra ct.	Lab.	Tot al		Lect.	Pract.	Lab.	Site W.	Other	Total	
BUS 122	Marketing II	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
ECO 206	Macroeconomics	A	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 226	Management Information Systems	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 202	Statistics II	B	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
BUS 232	Financial Accounting II	B	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
XX X xxx	Elective	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
Semestral Total				20	0	0	20	20	320	0	0	402	28	750	30
Elective Courses - Fourth Semester															
COURSES		Course Type	Compulsory / Elective	Weekly Course Distribution				Epoka	Semestral Course and studying hours						ECTS
Cod e	Course Name			Th eo ry	Pra ct.	Lab.	Tot al		Lect.	Pract.	Lab.	Site W.	Other	Total	
BAF 222	Public Finance	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BAF 102	Money and Banking	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
PIR 162	Introduction to Public Administration	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 210	Corporate Governance: Theory and Practice	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 204	Entrepreneurial Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 234	Sales Techniques and Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5

Third YEAR															
Fifth Semester															
COURSES		Course Type	Compulsory / Elective	Weekly Course Distribution				Epoka	Semestral Lecture and studying hours						ECTS
Cod e	Course Name			Th eo ry	Pr a ct.	Lab.	Tot al		Lect.	Pract.	Lab.	Site W.	Other	Total	
BUS 309	Professional Practice	D	Compulsory	0	6	0	6	3	0	96	0	22	7	125	5
BUS 321	Operations Management	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 335	Human Resource Management	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BAF 233	Fundamentals of Corporate Finance	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
XX X xxx	Elective I	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
XX X xxx	Elective II	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
Semestral Total				15	6	0	21	18	240	96	0	372	42	750	30
Elective Courses - Fifth Semester															
COURSES		Course Type	Compulsory / Elective	Weekly Course Distribution				Epoka	Semestral Course and studying hours						ECTS
Cod e	Course Name			Th eo ry	Pr a ct.	Lab.	Tot al		Lect.	Pract.	Lab.	Site W.	Other	Total	
BUS 323	E-Marketing	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 331	Cost Accounting	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 253	Consumer Behavior	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 337	Total Quality Management	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
ECO 311	ECONOMETRICS I	C	Elective	2	0	2	4	3	32	0	32	61	0	125	5



ECO 321	International Economics I	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
ECO 331	Monetary Theory and Policy I	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BAF 331	Banking Operations and Service	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BAF 321	Financial Institutions and Markets	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 325	Social Media Marketing	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 339	Innovation and Human Consciousness	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 353	Marketing Research	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 359	Supply Chain Management	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5

Sixth Semester															
COURSES		Course Type	Compulsory / Elective	Weekly Course Distribution				Epoka	Semestral Course and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Site W.	Other	Total	
BUS 336	Managerial Accounting	B	Compulsory	3	0	0	3	3	48	0	0	80	22	150	6
BUS 324	Operations Research	B	Compulsory	4	0	0	4	4	64	0	0	61	25	150	6
*BUS 302 *BUS 304	Graduation Project Final Comprehensive Exam	E	Compulsory	1	4	0	5	3	16	64	0	30	40	150	6
XX X xxx	Elective I	B	Elective	3	0	0	3	3	48	0	0	80	22	150	6
XX X xxx	Elective II	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
<b>Semestral Total</b>				<b>14</b>	<b>4</b>	<b>0</b>	<b>18</b>	<b>16</b>	<b>224</b>	<b>64</b>	<b>0</b>	<b>331</b>	<b>131</b>	<b>750</b>	<b>30</b>

\* According to the minimum CGPA at the end of the fifth semester.

**Elective Courses - Sixth Semester**

COURSES		Course Type	Compulsory / Elective	Weekly Course Distribution				Epoka	Semestral Course and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Site W.	Other	Total	
BUS 314	Import And Export Management	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
BAF 338	Capital Markets and Law	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
ECO 322	International Economics II	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
ECO 332	Monetary Theory and Policy II	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
ECO 312	Econometrics II	C	Elective	2	0	2	4	3	64	0	0	61	25	150	6
BUS 348	Customer Relationship Management	B	Elective	3	0	0	3	3	48	0	0	80	22	150	6
BUS 356	Strategic Logistic Management	B	Elective	3	0	0	3	3	48	0	0	80	22	150	6
BUS 352	International Marketing and Management of Multinational Enterprises	B	Elective	3	0	0	3	3	48	0	0	80	22	150	6
BUS 358	Knowledge Management	B	Elective	3	0	0	3	3	48	0	0	80	22	150	6
BAF 234	Financial Management	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BUS 354	Branding and Brand Management	B	Elective	3	0	0	3	3	48	0	0	80	22	150	6

FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES															
DEPARTMENT OF BUSINESS ADMINISTRATION															
BACHELOR PROGRAM IN INTERNATIONAL MARKETING AND LOGISTIC MANAGEMENT PROGRAM (3 YEARS)															
First YEAR															
First Semester															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epo ka Credits	Semestral Lecture and studying hours						EC TS
Co de	Course Name			Theory	Pra ct.	La b.	Tot al		Lect.	Pra ct.	La b.	Si te W .	Oth er	Tot al	
EC O 111	Introductio n to Economics	A	Compul sory	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 103	Introductio n to Business	B	Compul sory	3	0	0	3	3	48	0	0	70	7	12 5	5
LA W 105	Introductio n to Law	A	Compul sory	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 121	Marketing I	B	Compul sory	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 101	Math. for Economics and Business I	A	Compul sory	4	0	0	4	4	64	0	0	61	0	12 5	5
EN G 109	Developing Reading and Writing Skills	D	Compul sory	4	0	0	4	4	64	0	0	61	0	12 5	5
Semestral Total				20	0	0	20	20	320	0	0	40 2	28	75 0	30
Second Semester															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epo ka Credits	Semestral Course and studying hours						EC TS
Co de	Course Name			Theory	Pra ct.	La b.	Tot al		Lect.	Pra ct.	La b.	Si te W .	Oth er	Tot al	
BU S 106	Principles of Programmi ng	A	Compul sory	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 114	Communic ation Skills	B	Compul sory	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 132	Introductio n To Accounting	B	Compul sory	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 122	Marketing II	B	Compul sory	3	0	0	3	3	48	0	0	70	7	12 5	5

BU S 102	Math. For Economics and Business II	A	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
BU S 108	Business English	D	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
Semestral Total				20	0	0	20	20	320	0	0	402	28	750	30

**Second YEAR**

**Third Semester**

COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epo ka Credits	Semestral Lecture and studying hours						EC TS
Co de	Course Name			Theory	Pract.	La b.	Total		Lect.	Pract.	La b.	Site W .	Oth er	Total	
EC O 205	Microeconomics	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BU S 251	Digital Marketing	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BU S 201	Statistics I	B	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
BU S 253	Consumer Behavior	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
XX X xxx	Elective I	D	Elective	3	0	0	3	3	48	0	0	70	7	125	5
XX X xxx	Elective II	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
Semestral Total				19	0	0	19	19	304	0	0	411	35	750	30

**Elective Courses - Third Semester**

COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epo ka Credits	Semestral Course and studying hours							
Co de	Course Name															
FL 201	Turkish I	D	Elective	3	0	0	3	3	48	0	0	70	7	125	5	
FL 203	German I	D	Elective	3	0	0	3	3	48	0	0	70	7	125	5	
FL 205	Italian I	D	Elective	3	0	0	3	3	48	0	0	70	7	125	5	

FL 207	French I	D	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BU S 107	Essentials of Organizational Behaviour	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BU S 235	Financial Accounting	C	Elective	4	0	0	4	4	64	0	0	61	0	125	5
LA W 203	Business Law	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BU S 207	Project Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BU S 209	Innovation Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5

#### Fourth Semester

COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epo ka Credits	Semestral Course and studying hours						EC TS
Co de	Course Name			Theory	Pra ct.	La b.	Tot al		Lect.	Pra ct.	La b.	Si te W .	Oth er	Tot al	
BU S 112	Management and Organization	A	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
EC O 206	Macroeconomics	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BU S 234	Sales Techniques and Management	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BU S 202	Statistics II	B	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
XX X xxx	Elective I	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
XX X xxx	Elective II	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
Semestral Total				19	0	0	19	19	304	0	0	411	35	750	30

#### Elective Courses - Fourth Semester

COURSES	Course Type	Compulsory /Elective	Weekly Course Distribution				Epo ka	Semes tral Cours e and studyi ng hours							EC TS
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Co de	Course Name			Theory	Pra ct.	La b.	Tot al	Cred its	Lect.	Pra ct.	La b.	Si te W .	Oth er	Tot al	
BU S 208	Intercultura l Understand ing	B	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
PIR 230	Ethics and Internation al Affairs	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BA F 222	Public Finance	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
PIR 162	Introductio n to Public Administrat ion	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
PIR 103	Introductio n to Political Sociology	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 226	Managemen t Information Systems	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 204	Entreprene rial Managemen t	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BA F 102	Money and Banking	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5

**Third YEAR**
**Fifth Semester**

COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epo ka  Credits	Semestral Lecture and studying hours						EC TS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Site Work	Other	Total	
BA F 233	Fundamentals of Corporate Finance	B	Compulsory	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 309	Professional Practice	D	Compulsory	0	6	0	6	3	0	96	0	22	7	12 5	5
BU S 353	Marketing Research	B	Compulsory	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 359	Supply Chain Management	B	Compulsory	3	0	0	3	3	48	0	0	70	7	12 5	5
XX X xxx	Elective I	B	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5

XX X xxx	Elective II	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
Semestral Total				15	6	0	21	18	240	96	0	37 2	42	75 0	30
<b>Elective Courses - Fifth Semester</b>															
COURSES		Course Type	Compul sory /Electiv e	Weekly Course Distribution				Epo ka Cred its	Semestral Course and studying hours						EC TS
Co de	Course Name			Theory	Pra ct.	La b.	Tot al		Lect.	Pra ct.	La b.	Si te W .	Oth er	Tot al	
BU S 311	Advertising and Public Relations	B	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 321	Operations Manageme nt	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 335	Human Resource Manageme nt	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 325	Social Media Marketing	B	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 331	Cost Accounting	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 337	Total Quality Manageme nt	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 339	Innovation and Human Consciousn ess	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
EC O 321	Internation al Economics I	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
EC O 331	Monetary Theory and Policy I	C	Elective	4	0	0	4	4	64	0	0	61	0	12 5	5
BA F 331	Banking Operations and Service	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BA F 321	Financial Institutions and Markets	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
<b>Sixth Semester</b>															
COURSES		Course Type	Compul sory /Electiv e	Weekly Course Distribution				Epo ka Cred its	Semestral Course and studying hours						EC TS
Co de	Course Name			Theory	Pra ct.	La b.	Tot al		Lect.	Pra ct.	La b.	Si te W .	Oth er	Tot al	

BU S 356	Strategic Logistic Managem nt	B	Compul sory	3	0	0	3	3	48	0	0	80	22	15 0	6
BU S 352	Internation al Marketing and Managem ent of Multination al Enterprises	B	Compul sory	3	0	0	3	3	48	0	0	80	22	15 0	6
*I ML 302 *I ML 304	Graduation Project Final Comprehen sive Exam	E	Compul sory	1	4	0	5	5	16	64	0	30	40	15 0	6
XX X xxx	Elective I	C	Elective	3	0	0	3	3	48	0	0	80	22	15 0	6
XX X xxx	Elective II	C	Elective	3	0	0	3	3	48	0	0	80	22	15 0	6
Semestral Total				13	4	0	17	17	208	64	0	35 0	128	75 0	30

\* According to the minimum CGPA at the end of the fifth semester.

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#### Elective Courses - Sixth Semester

COURSES		Cou rse Typ e	Compul sory /Electiv e	Weekly Course Distribution				Epo ka Cred its	Semestral Course and studying hours						EC TS
Co de	Course Name			Theory	Pra ct.	La b.	Tot al		Lect.	Pra ct.	La b.	Si te W .	Oth er	Tot al	
BU S 314	Import and Export Managem ent	C	Elective	3	0	0	3	3	48	0	0	80	22	15 0	6
BU S 324	Operations Research	C	Elective	4	0	0	4	4	64	0	0	61	25	15 0	6
BU S 354	Branding and Brand Managem ent	C	Elective	3	0	0	3	3	48	0	0	80	22	15 0	6
BA F 338	Capital Markets and Law	C	Elective	3	0	0	3	3	48	0	0	80	22	15 0	6
EC O 322	Internation al Economics II	C	Elective	3	0	0	3	3	48	0	0	80	22	15 0	6
BU S 336	Managerial Accounting	C	Elective	3	0	0	3	3	48	0	0	80	22	15 0	6
EC O 332	Monetary Theory and Policy II	C	Elective	3	0	0	3	3	48	0	0	80	22	15 0	6

BU S 348	Customer Relationshi p Manageme nt	C	Elective	3	0	0	3	3	48	0	0	80	22	15 0	6
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## Graduate Teaching

FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES															
DEPARTMENT OF BUSINESS ADMINISTRATION															
MASTER OF SCIENCE IN BUSINESS ADMINISTRATION (2 YEARS)															
FIRST YEAR															
First Semester															
COURSES		Course Type	Compuls ory /Elective	Weekly Course Distribution				Epok a Cred its	Semestral Lecture and studying hours						EC TS
Code	Course Name			Theo ry	Pra ct.	La b.	Tot al		Lec t.	Pra ct.	La b.	Sit e W .	Oth er	Tot al	
ENG 401	Academic Reading and Writing	A	Compuls ory	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
BUS 423	Small Business Manageme nt and Entrepreneur ship	B	Compuls ory	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
BUS 451	Internation al Business	B	Compuls ory	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
BUS 507	New Concepts and Trends in Business Manageme nt	B	Compuls ory	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
Semestral Total				12	0	0	12	12	192	0	0	40 0	158	750	30
Second Semester															
COURSES		Course Type	Compuls ory /Elective	Weekly Course Distribution				Epok a Cred its	Semestral Course and studying hours						EC TS
Code	Course Name			Theo ry	Pra ct.	La b.	Tot al		Lec t.	Pra ct.	La b.	Sit e W .	Oth er	Tot al	
BUS 426	Strategic Manageme nt	B	Compuls ory	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
BUS 434	Auditing	B	Compuls ory	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
XXX xxx	Elective I	B	Elective	3	0	0	3	3	48	0	0	10 0	39. 5	188	7.5

XXX xxx	Elective II	C	Elective	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
<b>Semestral Total</b>				<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>	<b>12</b>	<b>192</b>	<b>0</b>	<b>0</b>	<b>40 0</b>	<b>158</b>	<b>750</b>	<b>30</b>
<b>Elective Courses - Second Semester</b>															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						EC TS
Code	Course Name			Theo ry	Pra ct.	La b.	Tot al		Lec t.	Pra ct.	La b.	Sit e W	Oth er	Tot al	
BUS 524	Brand Managem ent	C	Elective	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
BUS 432	Advertisem ent Managem ent and Creativity	C	Elective	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
BUS 406	Albanian Tax Law	C	Elective	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
BAF 432	Bank Managem ent	C	Elective	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
BAF 422	Risk Managem ent and Insurance	C	Elective	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
ECO 422	Developme nt and Growth II	C	Elective	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
BUS 506	Social Business and Sustainabili ty	C	Elective	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
BUS 508	Financial Statement Analysis for Managerial Staff	C	Elective	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
BUS 416	Strategic Talent and Human Resource Managem ent	B	Elective	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
BUS 413	Technolog y Managem ent and Innovation	C	Elective	3	0	0	3	3	48	0	0	10 0	39. 5	187 .5	7.5
<b>SECOND YEAR</b>															
<b>Third Semester</b>															
COURSES				Weekly Course Distribution				Epoka	Semestral Course and studying hours						EC TS



Code	Course Name	Course Type	Compulsory /Elective	Theory	Pract.	Lab.	Total	Credits	Lect.	Pract.	Lab.	Sit e W .	Oth er	Total	
BUS 501	Research Methods in Business	B	Compulsory	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 505	Seminar in Business Administration	B	Compulsory	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 513	Strategic Marketing	B	Compulsory	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
XXX xxx	Elective	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
Semestral Total				12	0	0	12	12	192	0	0	400	158	750	30
Elective Courses - Third Semester															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Sit e W .	Oth er	Total	
BUS 527	International Accounting and IFRS	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 517	Advanced Managerial Accounting	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 503	Advanced Organizational Behavior	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 407	Business Ethics	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
ECO 505	Managerial Economics	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 509	Leadership	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 515	Advanced Operations Management	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 521	Management Decision Making	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 425	Comparative Business Law	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BAF 415	Financial Analysis	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 415	Design Thinking and Innovation Management	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5

<b>Fourth Semester</b>															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						EC TS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Sit e W.	Oth er	Total	
BUS 550	Thesis	E	Compulsory	3	0	0	3	3	48	0	0	384	18	450	18
BUS 510	Professional Practice	D	Compulsory	0	16	0	16	8	0	240	0	60	12	300	12
Semestral Total				3	0	0	3	3	48	0	0	660	42	750	30

**FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**PROFESSIONAL MASTER IN BUSINESS ADMINISTRATION**

<b>First Semester</b>															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						EC TS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Sit e W.	Oth er	Total	
BUS 501	Research Methods in Business	A	Compulsory	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 514	Professional Practice	D	Compulsory	1	4	0	5	3	16	64	0	107.5	0	187.5	7.5
XXX xxx	Elective I	C/B	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
XXX xxx	Elective II	C/B	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
<b>Semestral Total</b>				<b>10</b>	<b>4</b>	<b>0</b>	<b>14</b>	<b>12</b>	<b>160</b>	<b>64</b>	<b>0</b>	<b>407.5</b>	<b>119</b>	<b>750</b>	<b>30</b>
<b>Elective Courses -First Semester</b>															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						EC TS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Sit e W.	Oth er	Total	
BUS 527	International Accounting and IFRS	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 517	Advanced Managerial Accounting	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
BUS 503	Advanced Organizational Behavior	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5

BUS 507	New Concepts and Trends in Business Management	B	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18	7.5
BUS 509	Leadership	C	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18	7.5
BUS 513	Strategic Marketing	C	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18	7.5
BUS 515	Advanced Operations Management	B	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18	7.5

Second Semester																
COURSES		Course Type	Compulsory / Elective	Weekly Course Distribution				Epo ka Credits	Semestral Course and studying hours						Total	ECTS
Code	Course Name			Theory	Practical	Lab.	Total		Lect.	Practical	Lab.	Sit. W.	Other	Total		
BUS 518 BUS 512	Micro Thesis* Final Comprehensive Exam*	E	Compulsory	3	0	0	3	3	4	8	0	0	10	39	7.5	18
XXX xxx	Elective I	B	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18
XXX xxx	Elective II	B	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18
XXX xxx	Elective III	B/C	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18
Semestral Total				12	0	0	12	12	19	2	0	0	40	158	75	30
* According to the CGPA at the end of the first semester. Students with CGPA 3.5 and above – can take micro thesis or final comprehensive exam Students with CGPA lower than 3.5 – can take only the final comprehensive exam																

Elective Courses -Second Semester																
COURSES		Course Type	Compulsory / Elective	Weekly Course Distribution				Epo ka Credits	Semestral Course and studying hours						Total	ECTS
Code	Course Name			Theory	Practical	Lab.	Total		Lect.	Practical	Lab.	Sit. W.	Other	Total		
BUS 502	Strategy and Management	B	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18
BUS 504	Advanced Management Information System	C	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18
BUS 508	Financial Statements Analysis for Managerial Staff	B	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18
BUS 524	Brand Management	B	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18

BUS 506	Social Business And Sustainability	B	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5
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**FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES  
BUSINESS ADMINISTRATION DEPARTMENT  
PhD IN BUSINESS ADMINISTRATION**

<b>First Semester</b>															
<b>COURSES</b>		Course Type	Compulsory /Elective	Weekly Course Distribution				Epo ka Credits	Semestral Course and studying hours						EC TS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Site W.	Other	Total	
BUS 811	Research Techniques in Business Administration	B	Compulsory	3	0	0	3	3	48	0	0	202	0	250	10
XXX xxx	Elective I	B/C	Elective	3	0	0	3	3	48	0	0	202	0	250	10
XXX xxx	Elective II	B/C	Elective	3	0	0	3	3	48	0	0	202	0	250	10
<b>Semestral Total</b>				<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>9</b>	<b>144</b>	<b>0</b>	<b>0</b>	<b>606</b>	<b>0</b>	<b>750</b>	<b>30</b>
<b>Elective Courses -First Semester</b>															
<b>COURSES</b>		Course Type	Compulsory /Elective	Weekly Course Distribution				Epo ka Credits	Semestral Course and studying hours						EC TS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Site W.	Other	Total	
BUS 801	Accounting Theory	B	Elective	3	0	0	3	3	48	0	0	202	0	250	10
BUS 803	Strategic Management	B	Elective	3	0	0	3	3	48	0	0	202	0	250	10
BUS 807	Operations Management	B	Elective	3	0	0	3	3	48	0	0	202	0	250	10
BUS 809	Entrepreneurship Perspectives	B	Elective	3	0	0	3	3	48	0	0	202	0	250	10
ECO 807	Game Theory	C	Elective	3	0	0	3	3	48	0	0	202	0	250	10
BAF 801	Finance Theory and Management	C	Elective	3	0	0	3	3	48	0	0	202	0	250	10
<b>Second Semester</b>															
<b>COURSES</b>		Course Type	Compulsory /Elective	Weekly Course Distribution				Epo ka Credits	Semestral Course and studying hours						EC TS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Site W.	Other	Total	
BUS 808	Advanced Quantitative Methods For Management Science Research	B	Compulsory	3	0	0	3	3	48	0	0	202	0	250	10
XXX xxx	Elective I	B	Elective	3	0	0	3	3	48	0	0	202	0	250	10
XXX xxx	Elective II	B	Elective	3	0	0	3	3	48	0	0	202	0	250	10

Semestral Total				9	0	0	9	9	144	0	0	606	0	750	30
Elective Courses -Second Semester															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total		Le ct.	Pra ct.	La b.	Site W.	Ot her	To tal	
BUS 802	Advanced Human Resources Management	B	Elective	3	0	0	3	3	48	0	0	202	0	250	10
BUS 804	Knowledge Management	B	Elective	3	0	0	3	3	48	0	0	202	0	250	10
BUS 810	Strategic Management Accounting	B	Elective	3	0	0	3	3	48	0	0	202	0	250	10
BUS 812	Strategic Brand Management	B	Elective	3	0	0	3	3	48	0	0	202	0	250	10
BUS 814	Systemic Management and Complexity	B	Elective	3	0	0	3	3	48	0	0	202	0	250	10
BUS 816	Strategic Marketing	B	Elective	3	0	0	3	3	48	0	0	202	0	250	10

Writing of dissertation stage															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Course and studying hours					ECTS	
Code	Course Name			Theory	Pract.	Lab.	Total		Le ct.	Pra ct.	La b.	Site W.	Ot her		To tal
BUS 800	Thesis	F	Compulsory	0	0	0	0	0	0	0	0	0	0	0	120
Semestral Total				0	0	0	0	0	0	0	0	0	0	0	120



## **D. Teaching, Learning, Assessment & Research**

### **Undergraduate Students' List of Theses**

**1. Name Surname:** Martin Pano

**Title of Thesis:** Talent Management in Marketing: Importance in Modern Business Functionality

**Thesis supervisor:** MSc. Saimir Mansaku

**Thesis Summary:** This thesis dives into the development of a really important phenomenon of the global workplace and business environment. Talent Management, a significant newly developing field which helps us understand that the key element of an organizations longevity and wellbeing comes from within, which means the base pillars of organizations and companies are their own workforce/employees. It also helps us understand the process to have a successful, optimal and smooth decision making by going through some stages every company goes through necessary to effectively and efficiently operate.

The strategic process of attracting, selecting, planning, cultivating, retaining and transitioning their employees to their best version. Furthermore to talk about the tremendous connection it has to marketing practices and coming to a conclusion that the fusion between creativity, innovation, brand reputation and many other aspects correlate strongly with the practices of attraction, cultivation, and development and could even be said that an unmatched synergy arises. By connecting these dots, businesses not only can enhance their working processes and enhance their productivity, but they will further deepen their market presence, share and the overall weight they have domestically and globally.

To conclude, talent management is a crucial practice/position to fill, because it is strongly emphasized that to have a competitive advantage, a well put brand awareness and reputation, brand longevity and long term benefits you must attract, nurture and develop top notch employees, whose ideals and objectives go parallel to the company's goals and objectives. By constantly growing as one and creating a symbiotic environment for every component to play its key role.

**Key words:** Talent Management, Global workplace, Business environment, Decision making, Strategic process, Marketing practices, Creativity, Innovation, Brand reputation, Synergy, Productivity, Market presence, Brand awareness, Competitive advantage, Brand longevity, Long-term benefits, Top-notch employee

**2. Name Surname:** Ondina Ismailati

**Title of Thesis:** Role of Women in Top Management Positions and its impact on company leadership

**Thesis supervisor:** MSc. Saimir Mansaku

**Thesis Summary:** The purpose of this paper is to analyze the role of women in top management positions and its impact on company leadership. It is focused on highlighting

the challenges faced by women but also the benefits companies gain by putting women in these leadership positions, especially in Albania. This study is based on qualitative and quantitative data collected from interviews with female administrators but also a reliable website such as QKB. A deep analysis will be made on a few Albanian companies that have women administrators. The main aim of this paper is to show that women are capable of leading a business and doing it in an innovative, empathetic and balanced way. Their leadership style is effective and contributes to the profitability of the companies.

### **3. Name Surname:** Bjorn Varrosi

**Title of Thesis:** Opportunities and Challenges of Applying Western Human Management Methods To Developing Countries.

**Thesis supervisor:** MSc. Saimir Mansaku

**Thesis Summary:** This thesis explores the opportunities and challenges of applying Human Resource Management (HRM) practices from developed countries to developing nations. It examines how these practices can improve organizational performance and sustainability in developing countries, where unique difficulties exist. The study reviews the literature on HRM in developing nations, identifying trends, issues, and best practices, focusing on the impact of financial and social factors. Key findings show that Western HRM practices can enhance employee satisfaction, productivity, and organizational efficiency through structured training, effective performance management, and advanced technology integration. However, challenges such as cultural differences, legal and regulatory barriers, economic and educational limitations, and technological disparities make it difficult to apply these practices directly.

The study highlights the importance of adapting HRM practices to local cultural and institutional environments for them to be effective. Multinational corporations (MNCs) should customize their HR strategies to align with local norms, laws, and conditions. Investing in local workforce training and development, considering local technological infrastructure, and prioritizing ethical practices are essential for success. Future research should focus on long-term studies to understand the effects of Western HRM practices in developing countries better. Comparing different regions and industries can provide deeper insights, and exploring the role of local managers can offer valuable perspectives. Overall, this thesis contributes to the understanding of global HRM practices and offers practical guidelines for MNCs aiming to optimize their HR strategies in developing nations. The insights gained are crucial for shaping the future of HRM in a more interconnected world.

### **4. Name Surname:** Sidita Dushaj

**Title of Thesis:** Exploring Growth Mindset in Albanian Organisations:

The case of Evita Albania Date

**Thesis supervisor:** Assoc. Prof. Dr. Alba Kruja

**Thesis Summary:** Individuals with a growth mindset tend to be more successful than ones with fixed mindset, because their focus relies more on continuous learning and development. People with fixed mindsets focus more on their results, which leads to

setbacks when they encounter new challenges. This study explores the concept of growth mindset within the context of Albanian organisations, focusing on factors that influence the implementation of this idea in Albanian organisations, and also challenges managers face while implementing leadership. The study is motivated by the belief that a growth mindset is crucial for individual and organisational development, particularly in a rapidly changing business environment. If an organisation is able for a growth mindset implementation, motivation to learn will be evident. The research methodology involves a qualitative approach through semi-structured interviews. The qualitative component involves 19 interviews with managers and employees to gain insights into different perceptions from different organisational levels of company Evita LLC. Given that a growth mindset has a favourable effect on people's learning and development, this research offers insightful information about how an organisation may effectively promote a growth mindset. This understanding aids in the management of the variables and potential difficulties, maximising the potential for organisational growth mental development.

**Keywords:** *growth mindset, organisational culture, leadership in Albania, management challenges, individual and organisational growth, willingness to learn, feedback.*

#### **5. Name Surname:** Anisa Murataj

**Title of Thesis:** The impact of COVID-19 on Albanian tourism

A tourist behavioral and preferences study

**Thesis supervisor:** Dr. Fatbardha Morina

**Thesis Summary:** The COVID-19 pandemic has precipitated unprecedented disruptions across the globe, with the tourism industry being one of the most affected sectors. This thesis examines the impact of the pandemic on tourist behaviors and preferences, with a focus on Albania—a nation where tourism constitutes 16% of the GDP.

The study employs discrete choice (DCM) and operational choice models (OCM) to analyze how the SARS-CoV-2 virus has influenced tourists' destination choices, especially in the context of urban and beach areas in Albania. Building on this framework, the research aimed to identify a post-pandemic rise in the number of tourists to Albania. The findings confirm that Albania experienced a significant increase in tourist arrivals, particularly after the pandemic. In 2020, the total number of Albanian and international tourists that visited Albania was 2,551,975, with international tourists accounting for 1,548,479. By 2023, these numbers had increased to 11,023,162 total tourists and 7,224,039 international tourists.

**Keywords:** COVID-19, tourism, Albania, domestic tourism, tourist behavior, pandemic impact, behavioral theories, post-pandemic behavior changes.

#### **6. Name Surname:** Albion Osmanaj

**Title of Thesis:** StudyMate a Website for Empowering Student Success

**Thesis supervisor:** MSc. Ari Gjerazi

**Thesis Summary:** This thesis presents the development and implementation of a web-based platform designed to facilitate student collaboration and support. The platform

specifically addresses the needs of students seeking assistance with "Exam Preparation," "Assignment Guidance," and "Project Assistance." The inspiration for this project emerged from my own experiences as a Business Informatics student, where I recognized the significant benefits of peer support in overcoming academic challenges. The website aims to create a community where students can connect with peers who have successfully navigated similar academic hurdles. Users can register on the platform to offer or seek help, creating a mutually beneficial ecosystem of knowledge sharing and academic support. The development process involved several key technologies. The frontend of the website was constructed using HTML and CSS to ensure a responsive and userfriendly interface. JavaScript was employed to add dynamic functionalities and enhance user interactions. The backend was developed using SQL to manage the database, ensuring efficient data storage and retrieval. The entire system was hosted locally using XAMPP, which provided an integrated environment for running Apache, MySQL, and PHP, facilitating smooth development and testing. This thesis documents the comprehensive process of building the website, including the initial conceptualization, design, development, testing, and deployment phases. It discusses the challenges encountered and the solutions implemented to overcome them. The results demonstrate the platform's potential to significantly enhance the academic experience by providing a structured, accessible, and supportive environment for student collaboration. Future work could explore the extension of this platform to include more advanced features and its deployment on a larger scale to benefit a broader student population.

## **7. Name Surname:** Petros Kuka

**Title of Thesis:** Data Science as it Pertains to the Decision-Making Process in Management: Impact on Profitability

**Thesis supervisor:** MSc. Saimir Mansaku

**Thesis Summary:** Data science, a field of interdisciplinary nature where statistics, computer science, and knowledge from a multitude of areas in which it can be applied to are combined, to facilitate decision-making based on scientific proof, has witnessed a rapid rise in recent years. Its transformative impact spans numerous domains, with a profound influence on the business sector. This graduation project explores the multifaceted effect of data science and analytics on business profitability across 31 European countries: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Spain, Sweden, Switzerland,

Türkiye, and the United Kingdom, over the period from 2015 to 2022. Utilizing an Ordinary Least Squares analysis methodology, this study meticulously examines a potential relationship between business profitability and several pivotal independent variables: enterprise expenses allocated to Research and Development (RD) in million Euro currency, the implementation that advanced data analytics tools have had among businesses, and the number of employees in the RD departments of enterprises. Panel data's source for this comprehensive analysis is Eurostat, European Union's statistics office. This research's findings clarify a significant positive long-term impact of data science and analytics on

business profitability. This investigation highlights the critical importance of continuous investment in data analytics as a strategic imperative for business growth and competitiveness within the European market.

**Keywords:** Data Science, Business Analytics, Business Growth, Business Profitability, OLS, Europe.

#### **8. Name Surname:** Egi Dajzmaili

**Title of Thesis:** Integrating Artificial Intelligence into Talent Management Systems to boost employee engagement and organizational performance

**Thesis supervisor:** M.Sc. Saimir Mansaku

**Thesis Summary:** This research examines how artificial intelligence (AI) is incorporated into talent management systems (TMS) in Albanian businesses, with an emphasis on attitudes, utilization, and future possibilities. The study intends to offer a thorough grasp of AI's influence on HR procedures by using surveys to collect opinions from HR managers, IT specialists, and workers. The results indicate a notable degree of cognizance regarding artificial intelligence (AI) technologies and their capacity to revolutionize employee engagement while attaining financial benefits. However, due to a lack of technical competence, high implementation costs, employee reluctance, and worries about data protection, the actual use of AI tools—particularly in recruitment—remains low. Regarding AI's future involvement in HR, there is a lot of hope despite these obstacles, as many respondents think it can completely transform talent management. The report emphasizes how important it is for businesses to fund AI training initiatives, create sensible change management plans, and guarantee strong data security. By taking care of these issues, businesses in Albania will be in a better position to use AI to develop data-driven, engaging, and efficient HR procedures that will eventually produce a staff that is more adaptable and productive. This study highlights the crucial role artificial intelligence (AI) will play in influencing personnel management in the future and offers useful advice for boosting AI adoption in HR departments.

**Key words:** *Artificial Intelligence, Talent Management Systems, Human Resources, Employee Engagement, Business Performance*

#### **9. Name Surname:** Sonia Sotiri

**Title of Thesis:** Evaluation of e-Government Services in Albania

**Thesis supervisor:** M.Sc. Saimir Mansaku

**Thesis Summary:** As a developing country in the Western Balkan region aspiring to integrate in the European Union, Albania has initiated a myriad of digitalization efforts regarding its e-government systems. This study investigates and analyzes the evaluation and perception of citizens upon the digitalization of e-government services in Albania, focusing on the eAlbania official platform application. It assesses the perception of Albanian citizens regarding the usefulness, ease of use, and data privacy of the e-Albania platform through conducting a survey to 50 citizens of different demographic backgrounds and an interconnection with secondary literature and news gathered for e-Albania's evaluation from citizens. Analysis of survey is conducted by a mixed method of quantitative (with



Likert Scale questions) and qualitative (with open-ended questions). The results highlighted that factors hindering Albania's continuing growth in the digitalization era include the digital divide, lack of digital skills, and lack of data privacy and security infrastructure in e-Albania, all negatively impacting the citizens' perception of e-service application in Albania. This study is closed through providing further strategic recommendations which can help improve e-government service delivery in Albania, contributing to its further digital transformation journey, EU standard alignment, and ultimately its future growth and socio-economic prosperity.

Keywords: Albania, e-government, e-Albania, services, digitalization, citizens, perception

**10. Name Surname:** Malko Rojba

**Title of Thesis:** The Footprint of The New Emerging Marketing Approach In Albania: Guerrilla Marketing

**Thesis supervisor:** M.Sc. Saimir Mansaku

**Thesis Summary:** This thesis looks into the growing phenomena of guerrilla marketing in Albania, emphasizing its revolutionary impact on the country's marketing scene. Guerrilla marketing is a unique and cost-effective method that uses creativity and surprise to catch consumer attention and develop long-term brand loyalty. Unlike traditional advertising, which focuses on predictable channels like billboards, television, and print media, guerrilla marketing uses creative, surprising, and interactive strategies to reach customers in unexpected ways. This strategy not only generates a lot of buzz and word of mouth, but it also costs a lot less than traditional advertising campaigns.

The study begins with an in-depth literature review that traces the origins of guerrilla marketing back to Jay Conrad Levinson's groundbreaking 1984 book, "Guerrilla Marketing." This overview examines the evolution of guerrilla marketing, its core methods, and its implementation in a variety of industries. This thesis takes a mixed-methods approach, using qualitative and quantitative data to evaluate the efficacy of guerrilla marketing in Albania. In-depth interviews with marketing professionals and business owners provide light on the challenges and accomplishments of applying guerrilla marketing methods. These qualitative insights are supported by quantitative analysis that measures important performance factors including brand awareness, consumer engagement, and sales growth.

The study found that guerrilla marketing dramatically improves brand impression and loyalty among Albanian customers. The study emphasizes the need of tailoring marketing strategies to the local context, highlighting the need for cultural sensitivity and appropriateness in campaign design and execution. The findings imply that, when used correctly, guerrilla marketing may provide considerable benefits to Albanian brands, such as greater consumer engagement and loyalty, improved brand perception, and successful word-of-mouth promotion.

In conclusion, this thesis provides a thorough examination of guerrilla marketing in Albania, demonstrating its ability to disrupt standard marketing strategies and improve brand-consumer connections.



**11. Name Surname:** Darla Aga

**Title of Thesis:** Creating and Implementing a Dental Clinic Software System (DCSS)

**Thesis supervisor:** MSc. Enesh Orazova

**Thesis Summary:** In the era of digitalization, technology is a key factor in changing conventional methods in many different businesses. The dental field is not an exception, with a move toward webbased technologies to improve patient care and simplify clinic procedures. This paper presents how technology can be used in dentistry, with an emphasis on creating an extensive web application. The project intends to develop an intuitive platform for resource access, appointment scheduling, and administrative activities, inside a website structure using HTML, CSS, JavaScript, and PHP. Through this endeavor, I aim to address key challenges in dental clinics while embracing the potential of digital innovation in modern dentistry.

GitHub Link: [https://github.com/darlaepoka/SE\\_Project\\_Presentation\\_TeamX.git](https://github.com/darlaepoka/SE_Project_Presentation_TeamX.git)

Keywords: dental clinic; information accessibility; appointment scheduling; customer data; PHP; web-based application; data management; DCSS

**12. Name Surname:** Valerian Dedaj

**Title of Thesis:** The Impact of Cybercrime and Privacy on the internet

**Thesis supervisor:** MSc. Enesh Orazova

**Thesis Summary:** This thesis examines the many effects of cybercrime and privacy on the internet, including important themes such as cybersecurity measures and the changing landscape of online privacy rules. The research starts by examining the historical context and significance of cybersecurity. It then explores different categories of cyber assaults and offers recommendations on how to respond effectively in the event of a security breach.

The report highlights the need of taking proactive steps to avoid cybercrime. It provides information on the cybersecurity situation in Albania, common types of cyber assaults, and the legislative regulations related to cybercrime in the nation. Moreover, the thesis examines worldwide cybercrime statistics in order to identify trends and patterns, emphasizing the need for strong cybersecurity measures in the modern period.

Furthermore, the research provides insights into the growing apprehensions regarding internet privacy, specifically answering inquiries about the extent of this issue in modern culture. This text explores the complexities of privacy rules, the methods used by internet platforms and advertising to get data, and approaches to safeguarding individual privacy rights. Moreover, the thesis investigates the function of cutting-edge technologies like the Flipper Zero hardware hacking tool and Virtual Private Networks (VPNs) in reducing cybersecurity threats and protecting online privacy. Ultimately, the thesis argues for a comprehensive strategy to tackle cybercrime and privacy issues on the internet. It highlights the crucial need of implementing cybersecurity measures, establishing effective legal frameworks, and promoting individual awareness to create a secure and privacyconscious digital space.

Keywords: Cybercrime, internet security, privacy, data, cybersecurity.

**13. Name Surname:** Joan Kona

**Title of Thesis:** Document and Develop a Webscraper Application for the Exchange Rate, in Accordance with the Software Engineering Principles

**Thesis supervisor:** MSc. Enesh Orazova

**Thesis Summary:** I have noticed that the Central Bank website does not provide enough support for checking the exchange rates. This led me to build and document an improved software version that shows not only the latest rates but also the historical rates.

In this project, I have developed and documented a Spring Boot (Java) application software that scrapes data from the central bank website and populates the database accordingly. I have also developed a website to display the data and make the API utilization easier for end users. The link of the GitHub repository is: “github2-dev-joan/SE\_Project\_Phase1\_Team\_Joan at documentation “.

To document this software, I have used the Waterfall method. There are detailed descriptions of the system requirements, system architecture, database design, frontend design, etc.

**14. Name Surname:** Erina Vladi

**Title of Thesis:** UX/UI on an E-commerce website: Amazon

**Thesis supervisor:** MSc. Enesh Orazova

**Thesis Summary:** E-commerce is a growing trend since the day internet became part of our daily life. The numbers of users and transactions are growing day by day. In this competitive online market, companies have to attract customers and more importantly keep them. UX and usability are essential components of an ecommerce website's success.

This thesis aims to evaluate the website's ability to facilitate efficient task performance and enjoyable interactions. The research conducts a user survey to uncover successful features, pain points, and areas for improvement. Through this method, the research identifies usability issues keeping users from accomplishing their goals effectively and explores users' subjective experiences during interaction.

Findings suggest that while the website excels in usability, certain design choices undermine the overall UX. The shopping process is perceived as simple and intuitive, yet one usability problem causes uncertainty and hesitation during purchase decisions. This research highlights the value of prioritizing UX alongside usability in ecommerce websites. By addressing usability issues and enhancing the overall experience, businesses can optimize customer journeys, ultimately driving sales and maximizing customer satisfaction. The findings contribute to the understanding of user-centered design principles and offer insights into improving online customer interactions for better business outcomes.

**Key words:** User experience, usability, web design, ecommerce, online customer journey, consumer decision-making

**15. Name Surname:** Fabiola Vedra**Title of Thesis:** Analysis, Design, and Implementation of an e-Commerce Software**Thesis supervisor:** MSc. Enesh Orazova

**Thesis Summary:** SkinBliss presents an e-commerce platform, created for purchasing skincare products based on a wide database with the necessary information for every skin problem a person may have. It is created in such a way as to connect the customer directly with the requested products without having an operator in between, and this is to minimize as much as possible the dissatisfaction that can be caused by misinformation between the customer and the operators.

This will be achieved by making the platform as user-friendly as possible and by enabling the database enriched with the right information to provide the necessary help to the client not only to find the type of skin but also the products needed to create your routine.

What sets SkinBliss apart is that the application will enable a virtual skin test where a customer can set their skin characteristics and the application will automatically generate the skin type and, together with it, the types of suggestive products. The Frontend interface can be used by the customers to do the virtual skin test, view products, manage the cart, set and manage orders, and make comments about the products you have already used. The backend interface, on the other hand, is going to be used by the administrator of the website who can perform the CRUD operations (create, read, update, and delete) on the products, accounts, and orders.

SkinBliss is designed to help anyone, from someone who has no information on the skincare field, to someone else who just wants to buy a specific product, regardless of geography or background. This paper will provide information on all the processes involved during the development of this web application. Below I have attached the GitHub link, where are provided all the codes and diagrams documenting the development of this software.

[https://github.com/fabiolavedra/SE\\_Project\\_PhaseI\\_TeamX](https://github.com/fabiolavedra/SE_Project_PhaseI_TeamX)

**Keywords:** e-commerce management system, platform, products, easy interface.

**16. Name Surname:** Kesi Vreto**Title of Thesis:** Designing and Developing an Interactive Online Magazine Platform.**Thesis supervisor:** MSc. Enesh Orazova

**Thesis Summary:** The importance of using technology is growing daily. Therefore, using online magazine platforms has grown easier than using traditional publications. The majority of organizations who oversee these kinds of fields are aware of this, and they are working to provide strong platforms for the readers. The paper describes how to construct an online magazine platform with MySQL, PHP, HTML, CSS, and JavaScript. The platform's goal is to provide dynamic and interactive content distribution in order to modernize the familiarity of traditional magazines. It provides consistent navigation, eye-catching layouts and styles, and a variety of content experiences. This paper presents the design and development of a platform that uses advanced features to enable authors to write and post their articles, administrators to oversee the entire application and the articles

posted by authors, and readers to find the articles they want by browsing the categories provided and selecting their favorite article via the bookmark option.

Keywords: Online Magazine Platform; layouts; development; administrators; authors; readers; articles; bookmark; PHP; HTML; MySQL

**17. Name Surname:** Eni Deda

**Title of Thesis:** Epoka Book Hub: A Centralized Platform for University Course Materials

**Thesis supervisor:** MSc. Enesh Orazova

**Thesis Summary:** University students often struggle to locate required textbooks and supplementary materials due to fragmented online platforms and inconsistent availability. Consequently, students experience heightened stress, delays in obtaining essential textbooks, and increased financial burdens from sourcing materials across multiple platforms. This thesis proposes a centralized online platform tailored to our university's students and professors. The platform, developed using PHP and MySQL, features a user-friendly interface and comprehensive database, allowing professors to upload syllabi and corresponding textbook lists. Students can easily search for and access materials, eliminating the need to navigate multiple sources. This initiative aims to enhance students' educational experiences and promote equitable access to learning resources.

Keywords: Online platform; course materials; univers

**18. Name Surname:** Amanda Peza

**Title of Thesis:** Studental Platform, the website of opportunities

**Thesis supervisor:** MSc. Enesh Orazova

**Thesis Summary:** The diploma thesis titled "Studental: A Centralized Platform for Student Opportunities in Albania" addresses the challenges faced by students in accessing relevant internship, scholarship, employment, and training opportunities in Albania. The project aims to streamline the process of opportunity discovery, enhance career exploration, and bridge the gap between theoretical knowledge and practical experience for students. The solution proposed is the development of the Studental platform, leveraging WordPress for web development, to connect students with diverse opportunities both within Albania and internationally. Key features include user registration and profiles, opportunity listings with search functionality, a user-friendly dashboard, accessibility features and mobile responsiveness.

The project scope encompasses the development, implementation, and maintenance of the Studental platform. The thesis objectives include facilitating access to opportunities, bridging the knowledge gap, empowering decision-making, streamlining the process, fostering community engagement, expanding global reach, and promoting career development. The project aims to create a valuable resource for students, ultimately contributing to their success in transitioning from university to the real work environment. The methods used in developing the platform involve iterative design and development processes, user feedback incorporation, and continuous. Results are expected to show

improved access to opportunities, enhanced user experience, increased user engagement, and

positive impacts on students' career paths. Overall, the Studental platform serves as a comprehensive solution to address the challenges faced by students in Albania, providing a centralized hub for opportunity exploration, career development, and community networking.

The link to the respective GitHub repository for the project is: [https://github.com/amandapeza/swe\\_project.git](https://github.com/amandapeza/swe_project.git).

**19. Name Surname:** Deborah Hasanago

**Title of Thesis:** Mindfulcare: A counseling clinic management system in PHP

**Thesis supervisor:** MSc. Enesh Orazova

**Thesis Summary:** In today's quickly evolving technology world, one of the most prevalent issues faced in almost all industries is automating and streamlining business processes to guarantee smooth, efficient, and cost-effective results. In the healthcare industry, new clinics frequently struggle to properly manage company data that prevents schedule overlaps and delivers the best care to their patients. In this paperwork an extensive outline of the steps involved in developing a clinic management system is provided. Employing PHP to develop the server side of the website, MySQL to store the data, and HTML, CSS & JAVASCRIPT to design the front end, the goal is to build an alternative that will enhance both the clinic's operations and the patient's experience. Through a centralized system with features designed to maximize the clinic operations, a quick and simple approach to manage both the administrating tasks and patient activities has been created. With the help of this software, owners of newly established or already operating clinics can transition to the digital age more effortlessly and profitably by maximizing productivity and saving time.

**20. Name Surname:** Jona Salobehaj

**Title of Thesis:** Cinemingle:

A Comprehensive Php-Based Cinema Ticket Booking System

**Thesis supervisor:** MSc. Enesh Orazova

**Thesis Summary:** The traditional methods of purchasing cinema tickets, involving long queues and manual booking processes, have become increasingly outdated and inefficient. Cinema along with technological development has evolved towards the digital solution. Cinema Ticket Booking System is an online platform aiming to replace traditional methods by introducing an approach to the process of cinema ticket booking which is easier and more user-friendly for customers as well as, for cinema operators.

These features enable users to browse current movie listings while accessing detailed movie information, selecting available movie times, choosing their preferred seat and,

securely completing transactions. Furthermore, such a system features personalized user profiles, where they can keep track of their booking history.

The Cinema Ticket Booking System has been designed to provide a reliable and useful solution through careful requirements analysis, system design, and software implementation. It is an essential tool in the modern entertainment sector since it seeks to enhance the whole movie-going experience, boost operational effectiveness, and stimulate larger ticket sales.

Keywords: cinema ticket booking system, user-friendly, software, user, movie

**21. Name Surname:** Enisa Mishka

**Title of Thesis:** Implementation of Dental Clinic Management System in Albania

**Thesis supervisor:** MSc. Enesh Orazova

**Thesis Summary:** Nowadays technology is one of the most important things in our society. It has become an inevitable thing for our life, daily activity and work by facilitating and automating most of the fields and discipline. With a simple observation in the Albanian market we can notice that many sectors of the economy need improvement and upgrades to adapt and become like other European countries.

Albania has recently seen a significant shift in its economy due to an increase in tourists from across the globe. What is more noticeable is the growth of tourism from the Western Balkan countries in the dental sector to get quality services at competitive prices, creating what is called 'Dental tourism' in Albania. So to fill this gap in the dental sector, I had the idea to create a web application that will help all businesses to facilitate their work and allow customers to have a better experience for the services.

This web application will help the businesses to automate all the manual processes of their daily operations. Starting from registering appointments in real time in a system which will allow the user to organize and plan the days without overwhelming the schedule and avoid any errors. This application intends to facilitate the users to save data about each patient, and what's more important to register any diagnosis and keep records of prescriptions and the improvements of the case with the passing of time. Every detailed information will be stored and accessed in real time providing a software that will increase efficiency and accuracy.

The usage of the application will be very easy for each user through a pc with internet connection and using their credentials to log in. The employees will be more efficient as hand writing document will be automatic which leads to less time-consuming activities and less workload for them and so many other benefits.

Keywords: web-application, dental sector, efficiency, accuracy, access

**22. Name Surname:** Edlira Daku

**Title of Thesis:** Enhancing learning experiences: Exploring the impact of BrainBoost, an innovative e-learning platform in Albania

**Thesis supervisor:** MSc. Enesh Orazova



**Thesis Summary:** ALBOSETS presents an innovative e-transport system designed to revolutionize the Albanian railway network by offering an advanced online reservation platform for tickets. The system

aims to enhance the Department of Transportation and Communication (DOTC) by streamlining public transportation and communication, thereby boosting state revenue through improved transport information and increased tourism. AlboSETS encompasses various subdomains such as network management, timetables, scheduling, and allocation, with a particular focus on the upcoming railway lines in Albania.

The public transportation network in Albania, being highly intricate, necessitates a robust database solution to simplify management and reservations. The ALBOSETS project aims to create a comprehensive database for the reservation of public transport vehicles (PTV), specifically trains. This system will manage station names, connecting tracks, train IDs, schedules, passengers accessibility and other pertinent information, ensuring seamless access and user interaction via a web based interface application.

To gather accurate and detailed transportation data, direct collaboration with the DOTC is essential. The system's development involves database modeling, implementation, front-end application development, deployment, and ongoing administration and maintenance. By integrating a DBMS, ALBOSETS ensures efficient data management, providing users with the ability to create, read, update, and delete data effortlessly.

The primary goal of ALBOSETS is to introduce European standards of transport management to Albania, offering convenience to both customers and service providers. The system will facilitate ticket booking and cancellation, status inquiries, and maintenance of detailed passenger and vehicle records. The intuitive user interface and comprehensive features aim to enhance user experience and operational efficiency, ultimately contributing to the modernization of Albania's public transport system that can adapt to future expansions and technological advancements.

**Keywords:** e-transport system, public transportation, online reservation, network management, timetables, scheduling, Albania.

### **23. Name Surname:** Griselda Rexhmati

**Title of Thesis:** Predicting Help-Seeking Behavior for Mental Health Issues  
Post-COVID-19 Among Young Adults Using Machine  
Learning

**Thesis supervisor:** MSc. Mohammad Ziyad Kagdi

**Thesis Summary:** This study uses innovative machine learning approaches to predict the help-seeking behavior of persons aged 18-30 for mental health disorders. Utilizing an extensive dataset containing demographic and lifestyle data, we created and verified Neural Network and kNearest Neighbors (kNN) models. Model performance was greatly improved by feature selection and data preparation, particularly for kNN. With feature-selected data, the Neural Network model demonstrated continuously excellent accuracy, almost reaching flawless classification. Age, gender, mental health during COVID-19,

employment position, income level, social support, sleep quality, and frequency of exercise were important factors influencing the habit of seeking treatment. These revelations highlight the significance of focused mental health interventions and effective resource distribution. According to our research, predictive models can help identify and assist those who are at-risk early on. This can help with the creation of individualized mental health programs and the formulation of public policy. To improve predicted accuracy and usefulness, future research should investigate more complex models, test findings across a range of demographics, and incorporate real-time data from wearables and mobile health applications. This study emphasizes how data-driven methods may be used to better investigate and treat mental health problems in young adults.

**Keywords:** Machine Learning, Mental Health, Help-Seeking Behavior, k-Nearest Neighbors, Neural Networks, Data Preprocessing, Feature Selection, Predictive Modeling.

**24. Name Surname:** Friona Poçari

**Title of Thesis:** Applying chaos theory dynamics to evaluate treatment prioritization strategies using rankweighted

**Thesis supervisor:** MSc. Mohammad Ziyad Kagdi

**Thesis Summary:** This thesis explores the use of rank-weighted average treatment effects (RWATE) and chaos theory dynamics to assess and rank treatment options for individuals with amyotrophic lateral sclerosis (ALS). Using RWATE to evaluate therapy efficacy and chaos theory to simulate disease dynamics, the research attempts to address the complexity and variability of ALS progression. Using a mixedmethods approach, the research creates a systematic framework for improving treatment prioritisation by fusing qualitative views from healthcare professionals with quantitative data analysis. Significant findings indicate that the integration of chaos theory with RWATE provides a dependable method for understanding the progression of ALS and improving prognostic outcomes. In order to enhance resource allocation and patient care, the study concludes with useful recommendations for implementing these concepts in clinical decision-making.

**Key words:** Chaos theory, ALS, treatment prioritization, rank-weighted average treatment effects, disease dynamics, healthcare optimization, clinical decisionmaking.

**25. Name Surname:** Sorina Hastoçi

**Title of Thesis:** Examining The Role of IT Investments in Enhancing Customer Experience in The Albanian Hospitality Sector.

**Thesis supervisor:** MSc. Ardita Dorti

**Thesis Summary:** In order to better understand how technology is changing the hospitality sector, this study will concentrate on customer experience and visitor pleasure. Technology plays a crucial role in streamlining operations, enhancing visitor experiences, and driving business growth in the hospitality industry. Contactless technologies, such as mobile check-ins and digital room keys, offer safer and more convenient experiences. Online booking platforms simplify reservations, increasing satisfaction and loyalty. Property management systems (PMS) improve operational efficiency by integrating functions like reservations

and billing. Data analytics provide insights into customer preferences, enabling personalized services. By adopting these advancements, hospitality businesses can exceed customer expectations, ensuring growth and a competitive edge.

Key words: Technology, investments, customers, experience, hospitality, restaurants, hotels, food, prices, online, payment, convenience.

**26. Name Surname:** Dajana Lelaj

**Title of Thesis:** Utilizing Web Scraping Techniques for Comprehensive Analysis of Real Estate Pricing Dynamics

**Thesis supervisor:** MSc. Ardita Dorti

**Thesis Summary:** This thesis explores the dynamics of real estate pricing in Albania by leveraging web scraping techniques and advanced data analysis methods. The study aims to provide a comprehensive understanding of the factors influencing property prices in key Albanian cities such as Tirana, Vlorë, and Sarandë. Using Selenium, a web scraping tool, data was collected from the Real Estate Albania real estate website, resulting in a rich dataset containing details on property prices, sizes, locations, and various amenities.

The collected data underwent rigorous cleaning and preprocessing to ensure accuracy and consistency. Key features were extracted, including property size, number of bedrooms and bathrooms, and specific geographic coordinates. The data was then analyzed using both traditional statistical methods and modern visualization techniques. Correlation analysis, both for numerical and categorical data, was conducted to identify significant relationships between different property attributes and their prices. The study also employed Cramér's V statistic to measure associations between categorical variables.

The visualizations, including histograms, bar charts, scatter plots, and geographic maps, provided clear insights into the distribution and trends of property prices. The findings revealed that property prices are significantly influenced by factors such as size, location, and the number of amenities. Urban areas, particularly Tirana, showed higher property prices compared to other regions, highlighting the impact of urbanization on real estate values.

The thesis concludes with a discussion of the implications for various stakeholders in the real estate market, including buyers, sellers, investors, and policymakers. It emphasizes the importance of data-driven decision-making and suggests areas for future research, such as incorporating additional data sources and applying machine learning techniques for predictive analysis. By providing a detailed examination of real estate pricing dynamics, this study contributes valuable insights that can help stakeholders make informed decisions in the Albanian real estate market.

Keywords: Real Estate, Property Pricing, Data Analysis, Web Scraping, Selenium, Albania, Real Estate Albania, Visualization, Statistical Analysis, Geographic Information, Market Dynamics, Python.

**27. Name Surname:** Kledia Boka

**Title of Thesis:** The Integration of ICT in Albanian Education: Enhancing learning and educational practices through e-learning

**Thesis supervisor:** MSc. Ardita Dorti

**Thesis Summary:** This study examines how information and communication technology (ICT) is incorporated into Albanian education, with an emphasis on how e-learning might improve teaching and learning processes. It starts with a summary of the problems and traditional teaching approaches in the Albanian educational system as it stands today. The definition of e-learning in the Albanian context highlights its acceptance and reach. The benefits of integrating ICT into Albanian education are explored, including increased flexibility in instructional approaches, better learning experiences, and better access to education. The study does, however, also discuss the difficulties and impediments to ICT integration, including inadequate infrastructure, the need for teacher preparation, and socioeconomic inequality. Proposed are methods for a successful integration, such as policy frameworks, cooperative collaborations, and continuing support for teachers. To gain an understanding of the effective e-learning initiatives implemented in Albanian schools, case studies and best practices are analyzed. The article concludes by discussing potential future directions and opportunities, such as developing technology and how they can affect the educational system in Albania. Overall, the study emphasizes the value of ICT integration in Albanian education and offers suggestions for enhancing pedagogical approaches through online learning.

**Keywords:** ICT; Education; E-learning; Educational technology; Digital resources; Software; Learning objectives

**28. Name Surname:** Marsia Mustafa

**Title of Thesis:** Physiotherapie Dinaj' Website

**Thesis supervisor:** MSc. Ardita Dorti

**Thesis Summary:** This thesis presents the development of a website for a physiotherapy clinic named 'Physiotherapie Dinaj'. The goal of this project is to create a product that will help the clinic grow further and manage its relationships with the patients. This website is created by using front end and back end technologies such as HTML, CSS, JavaScript, MySQL, PHP, FormSpree, weather information API. The final deliverable product will act as an interface between the staff and the users hoping it will be safe and informative.

**Key words:** website, services, functionality, design, use

**29. Name Surname:** Milena Kazazi

**Title of Thesis:** The impact of ChatGPT on students' performance

**Thesis supervisor:** MSc. Ardita Dorti

**Thesis Summary:** This thesis explores the impact of ChatGPT, an advanced conversational AI developed by OpenAI, on students' academic performance. ChatGPT represents a significant advancement in natural language processing, offering dynamic conversational capabilities beyond traditional scripted chatbots. The thesis provides a brief overview of AI's historical development and its evolution into educational applications. It discusses the theoretical foundations of AI-driven chatbot frameworks and analyzes ChatGPT's emergence as a transformative tool in education. The study evaluates

ChatGPT's effectiveness as an educational resource based on empirical evidence from various fields. Using quantitative methods and survey data analysis, the research investigates students' perceptions of ChatGPT's usefulness across different academic domains. Key findings highlight the widespread adoption of ChatGPT among students and offer insights into usage patterns and perceived impact on learning outcomes. While ChatGPT shows promise in enhancing understanding in certain subjects like Science, its effectiveness appears limited in improving English and Math skills. Participants express moderate satisfaction with ChatGPT's responses and perceive them as generally accurate. This paper uses real data and theories to add to the conversation about AI in education. It discusses how ChatGPT is used in education and gives useful ideas for teachers, policymakers, and AI developers. AI in education. It discusses how ChatGPT is used in education and gives useful ideas for teachers, policymakers, and AI developers.

Keywords: ChatGPT; Artificial Intelligence; Natural Language Processing (NLP); Chatbot;

Education; Student Performance

**30. Name Surname:** Dejvi Koçilja

**Title of Thesis:** Staying Power of Customer Churn Prediction Models for Ecommerce Businesses.

**Thesis supervisor:** MSc. Egla Mansi

**Thesis Summary:** This paper investigates the staying power for multiple churn prediction models. The staying power, which represents the ability of a model to predict outcomes several periods beyond the estimating period, is evaluated specifically for logistic regression and decision trees with and without bagging, within the Brazilian ecommerce industry. The process of bagging involves averaging the outputs of several models, each of which has been estimated using a bootstrap sample taken from the original sample. Utilizing top-decile lift and Gini coefficient metrics, the research assesses model accuracy and discriminatory power over three consecutive periods. Findings indicate that while decision trees enhanced with bagging initially demonstrate superior predictive accuracy, all models exhibit a decline in performance over time, highlighting their limited staying power in dynamic ecommerce environments. The study also notes that bagging does not significantly benefit logistic regression models. Given its focus on a limited timeframe and a single geographic market, future research is suggested to expand the analysis across more periods and diverse regions, and to explore a broader array of predictive algorithms. This would potentially enhance the generalizability and depth of the findings, contributing further to the understanding of churn prediction in ecommerce and its implications for marketing strategies.

Keywords: churn prediction, machine learning models, bagging, top-decile lift, Gini coefficient, customer relationship management

**31. Name Surname:** Eriksena Dinaj

**Title of Thesis:** Geospatial analysis of Airbnb data: understanding



distribution patterns, user satisfaction, and economic impacts in major global cities

**Thesis supervisor:** MSc. Egla Mansi

**Thesis Summary:** This thesis considers the geospatial dynamics of Airbnb listings across nine major cities globally, considering the impact of location, amenities, and host status on user satisfaction and economic outcomes. Using a mixed-method approach that combines mostly quantitative geospatial analysis with qualitative insights, this study reveals the distribution patterns of Airbnb listings, factors that affect user satisfaction, and the economic implications of short-term rentals. Results from this study clearly show the importance of amenities and host interaction in enhancing the experience and bringing out clustering of listings around central urban areas, while it also shows the varying impact of Airbnb on local economies and housing markets. The current research fills this gap by providing a comprehensive geospatial view for hosts, urban planners, and policymakers making efforts for the sustainable growth of short-term rentals.

**Keywords:** Airbnb, geospatial analysis, user satisfaction, economic impact, urban planning, amenities, host interaction, sustainable growth, short-term rentals.

### **32. Name Surname:** Sindi Berberaj

**Title of Thesis:** Innovation Initiatives in Higher Education

**Thesis supervisor:** MSc. Egla Mansi

**Thesis Summary:** In the growing awareness of technology, innovation initiatives are principal for creating a successful academic environment. This study explores the impact and effectiveness of the initiatives undertaken by evaluating the growth of students' learning experiences, innovative programs, entrepreneurial organizations, acquisition of skills, and new emerging trends. The findings highlight the role of the utilization of emerging technologies including virtual reality, online learning platforms, and artificial intelligence in the transformation of educational experiences. The research results show that the majority of students perceive that the use of facilities and resources provided by the institution is effective and appropriate for increasing educational performance and recognizing constructive approaches. The study indicates the significance of various collaborations, including business organizations, and innovative projects that influence the perception of future vision and workforce. By adopting new facilities, prioritizing student-focused programs, and promoting collaboration efforts, higher education can improve efficiently the preparation of students for the future and educational outcomes.

**Keywords:** education, innovation, outcomes, programs, future vision.

### **33. Name Surname:** Imelda Vreto

**Title of Thesis:** Biometric identification system based on voice: an analysis and possible application

**Thesis supervisor:** MSc. Sidorela Meta

**Thesis Summary:** Passwords are regularly hacked. With the increase in online information, the need for secure identification has become more imperative. Voice is an endless information signal and plays a very important role as a biometric parameter for the recognition and identification of individuals. Voice biometrics is the science of using a person's voice as a unique identifying characteristic to authenticate them.



I will make an attempt in this paper to explain in technical language the technologies for voice verification, i.e., how an individual's voice is captured by technology and subsequently used to authenticate the individual claiming to be. Voice identification is carried out by converting the human voice to digital. The processing of digitized audio samples to derive the characteristics of the coefficients and features of the MFCC is so important for speed and the accuracy of voice recognition technology. The MFCC coefficients represent the power spectrum of sound and are the key factors in achieving high accuracy in voice recognition. The features extracted from these coefficients will then be subjected to feature matching through the DTW algorithm to check for compatibility with samples stored in the database.

Keywords: Biometrics, verification, voice recognition, algorithm, system, characteristics

**34. Name Surname:** Keisi Breshanaj

**Title of Thesis:** Utilizing Machine Learning and Sentiment Analysis for Predicting Location-

Based Prices of Airbnb Properties in Europe

**Thesis supervisor:** MSc. Egla Mansi

**Thesis Summary:** Airbnb rental properties have undoubtedly reshaped the dynamics of short-term accommodation rentals in Europe in this last decade. What makes this platform stand out is the price variety that their listed properties display. However, there is a lot of fluctuation in Airbnb prices, which are influenced by a number of variables including the country and city where the property is located, neighborhood location, proximity to points of interest. This paper aims to develop an understanding of the relationship of locational attributes and pricing dynamics in order to build a price predicting model, offering valuable insights to researchers, property owners, and policymakers. The dataset for Airbnb rental properties in European cities, is gathered from Kaggle and has been pre-processed. These datasets contain crucial information such as property characteristics, proximity to tourist attractions and geospatial features. The datasets for this study are presented in CSV files. Supervised machine learning techniques and time series analysis will be performed in order to build and train the price predictive machine learning model. Sentiment analysis will be incorporated to add a qualitative dimension to the study and gain insight how guest experiences and feedback impact pricing strategies and fluctuation. This paper provides optimized pricing strategies based on geospatial factors and personalized customer experience informed by sentiment-driven analysis. Predictive models were trained and tested using the Airbnb dataset, making sure that neither overfitting nor underfitting occurred during the testing phase. The predictive models were evaluated using metrics such as mean squared error (MSE), mean absolute error (MAE), root mean squared error (RMSE) and R-squared (R<sup>2</sup>) score, and results of each model were then compared with each other.

A SHAP analysis was performed to quantify the impact that each instance has on the outperforming model.

Keywords: Airbnb, price prediction, machine learning, sentiment analysis, geospatial features, supervised machine learning, predictive model.

**35. Name Surname:** Pegi Peqini**Title of Thesis:** MSc. Egla Mansi**Thesis supervisor:** Bridging the divide: A case study of digital and entrepreneurial transformation in an integrated informatics and economics degree program

**Thesis Summary:** This study investigates the determinants of university students' intentions to pursue digital entrepreneurship, emphasizing the roles of personal attributes and contextual factors. Utilizing Structural Equation Modeling (SEM), we analyze a rich dataset that includes demographic variables (e.g., gender, age, degree, year of study, employment status, personal and family income, educational background) and psychological and cognitive factors (e.g., alertness, knowledge, skills, challenges, and risk perception) to elucidate the key predictors of entrepreneurial intention. Additionally, this research addresses the prevalent inadequacies in digital and entrepreneurial training within developing countries, focusing specifically on a case study of an integrated informatics and economics degree program at a university in Albania. Through a comprehensive examination of an updated curriculum, the study delves into the integration of advanced, hands-on experiences designed to bridge the gap between academia and industry. It places a significant emphasis on the infusion of entrepreneurial courses aimed at fostering start-up development among students. Utilizing a diverse methodology, encompassing grades analysis, and surveys distributed to undergraduate students, the research seeks to unravel the causality behind the observed challenges. This study contributes significantly to a deeper understanding of the existing deficit in digital and entrepreneurial transformation training, shedding light on potential solutions. The findings provide valuable insights for educators, institutions, and policymakers aspiring to enhance higher education practices, especially in addressing the evolving demands of digital and entrepreneurial transformations. By illuminating the causative factors and proposing actionable recommendations, this research strives to pave the way for informed decisionmaking and positive advancements in the integration of essential skills in higher education curricula.

**Keywords:** Digital Transformation, Entrepreneurial Education, Higher Education, Curriculum Development, Developing Countries

**36. Name Surname:** Enio Yzeiri**Title of Thesis:** Using machine learning practices to detect fraud and risk management in credit card transactions**Thesis supervisor:** MSc. Egla Mansi

**Thesis Summary:** This paper offers an in-depth approach to applying various machine learning (ML) practices to identify credit card fraud and manage associated risks related to credit card transactions. Credit card fraud is a pervasive issue that causes significant financial losses for many individuals and businesses worldwide. They face these issues because many traditional systems designed to detect credit card fraud are unable to adapt and adjust to new patterns of fraudulent activity that occur during transactions. In order to

reduce the related risks of these transactions, ML approaches offer a promising option to help enhance the accuracy and efficiency of credit card fraud detection. The study proposes a comprehensive framework for detecting fraudulent credit card transactions, comprising data preprocessing, feature engineering, model training, and evaluation. Initially, raw transactional data undergoes cleaning and transformation to facilitate machine learning (ML) analysis. Feature engineering extracts pertinent features such as transaction amount, number of transactions per day, and transaction location. These features are inputted into ML models, including artificial neural networks, decision trees, and logistic regression. The dataset is split into training and testing sets for model training and evaluation, employing cross-validation to tune hyperparameters. Evaluation metrics encompass precision, recall, F1 score, and AUCROC. Traditional supervised learning techniques are combined with anomaly detection strategies to mitigate false positives. A hybrid approach balances reducing false alarms while identifying genuine fraudulent activity. Experimental evaluations utilize a synthetic credit card transaction dataset without real customer data or personally identifying information.

Overall, this research contributes insights into managing risks associated with credit card fraud through ML practices, enhancing detection accuracy and promoting transparency. These findings advance financial technology, laying the groundwork for safer and more compelling credit card transaction systems powered by machine learning.

**Keywords:** credit card fraud detection, machine learning, data preprocessing, feature engineering, model training, evaluation metrics, anomaly detection, supervised learning, hybrid approach, synthetic dataset, financial technology

**37. Name Surname:** Fiona Xhaferi

**Title of Thesis:** “MY ALBANIA” Web Application

**Thesis supervisor:** Dr. Aida Bitri

**Thesis Summary:** This thesis presents the development of a web application dedicated to a tourism-informative site which is adapted for individuals with visual impairments. The goal of this project is to provide a website that can both inform visitors and locals about the attractions of different cities of Albanian while also making it accessible to those who may have vision impairments.

The primary research resources used in the development of this project came from WAI (Web Accessibility Initiative) and from interviewing employees of a travel agency. The application is built with consideration for the requirements gathered and WAI principles, which have aided in the process by inspiring the construction of system models and designs.

This project makes use of a number of technologies, including MySQL, MailGo, HTML, CSS, JavaScript, PHP, jQuery, Bootstrap, and currency converter API. With my online application, I hope to fill a gap in the market by providing something unique: a web that is accessible to those with diverse abilities. The finished product ought to raise awareness and inspire developers to build projects by making everyone included.

**Key Words:** web application, visual impairments, web accessibility initiative, accessible

**38. Name Surname:** Daniela Kokoneshi

**Title of Thesis:** The Impact of Artificial Intelligence on the Job Market: Addressing the Need for Upskilling Among Employees of Various Industries in Albania

**Thesis supervisor:** Dr. Aida Bitri

**Thesis Summary:** The main purpose of this study is to examine the impact of artificial intelligence on the Albanian labor market, emphasizing the need of employees among diverse industries in Albania for upskilling and reskilling. By employing a qualitative research approach, primary data is gathered through semi-structured interviews with recruitment companies, offering insights into the evolving job market.

The study looks at the anticipated impact of Artificial Intelligence (AI) adoption on employment dynamics. Additionally, the study highlights the different needs and challenges those employees in Albania will face if companies decide to incorporate AI. Finally, the study looks into the readiness of companies in Albania to integrate AI into their operations.

By adopting a qualitative approach, the study offers a comprehensive analysis and insight into AI's effects on the job market, particularly from a recruitment perspective, contributing to the existing literature on this topic. The study reveals that AI's integration into the Albanian job market is inevitable and transformative. By addressing the challenges through targeted policies and continuous skills development, Albania can harness the benefits of AI while mitigating its potential negative impacts.

**Keywords:** Artificial intelligence, upskilling, reskilling, AI adoption, job market, employment dynamics

**39. Name Surname:** Telia Kurti

**Title of Thesis:** "Small and Medium-sized Enterprises (SMEs') and Limited Liability Companies (LLCs') Analysis in Albania, and How COVID-19 Impacted them".

**Thesis supervisor:** MSc Sidorela Meta

**Thesis Summary:** This study covers four topics related to Albanian SMEs (small and medium-sized enterprises):

- The attributes and necessities of SMEs.
- Small and Medium Enterprise Funding
- The characteristics and actual circumstances of Albania's limited liability firms
- How Covid-19 is affecting Albanian SMEs and limited liability companies

In the first section, the definitions of SMEs (small and medium enterprises) between the years 1996 and 2019 are compared. After explaining the reasons why the definitions have changed, then there is also presented how SMEs are treated by Albanian law. The characteristics and challenges of SME development in Albania are discussed, with a focus on highlighting the main policies of this sector's development over the last years. The second section provides a brief overview of SME funding(financing) based on market research, and also some literature highlighting the funding's significance for the growth of SME's, as well as the country's overall economic growth. The fact that SMEs are a big

contributor to the growth of the Albanian economy best serves to highlight this. Limited liability corporations (LLCs), the problems they face, and the actual circumstances in Albania are all covered in the third section. Lastly, in the fourth section, the evaluation of SMEs in 2020 under the pandemic scenario is covered. In order to make this, it has been conducted a study that gives us an overview of the country's current condition, as well as an understanding of the potential of new businesses in the upcoming years.

**40. Name Surname:** Alessia Nikëhasani

**Title of Thesis:** Agent-Based Modelling in Navigating Complexity for Optimizing Production Practices in the Textile Manufacturing Industry

**Thesis supervisor:** MSc. Egla Mansi

**Thesis Summary:** The textile manufacturing industry is facing a challenge in the efficiency of production processes, given the complexity of today's supply chains, production workflows, and market dynamics. This research applies Agent-Based Modelling as a powerful computational tool for navigating the complex, industry-wide network of interactions and developing optimization strategies. It investigates the dynamic and nonlinear nature of the textile manufacturing industry by simulating the interactions of different agents in the production process, integrated with real-world data through a case study of one Albanian manufacturing company, 'AFM Distribution'. Considering operational and economic factors, it addresses the complex characteristics that shape its production efficiency. The study applies scenario analysis to understand the potential outputs under alternative resource allocations, technological innovations, and adjustment of processes on the performance of the industry. Analysing key performance indicators such as work-in-progress levels and machine utilization rates, the study is in a position to provide data-supported recommendations regarding resource allocation and process management so that optimal production performance could be achieved. Overall, this research showed how ABM can be of help to a decision-maker and help the industry see a brighter future in general. The recommendations made for the specific case study might be adapted and used as a guide for different situations. The results can contribute to making a good understanding of how such complicated processes in industry can be successfully optimized.

**Keywords:** agent based modelling; process optimization; decision support systems; textile manufacturing industry; supply chain.

**41. Name Surname:** Elja Dalipaj

**Title of Thesis:** Unveiling public sentiment: The role of social media in shaping perceptions of conflicts.

**Thesis supervisor:** MSc. Egla Mansi

**Thesis Summary:** Social media networks have become a critical tool for sharing information and influencing public opinion on controversial political or social events. Recent studies have revealed that users tend to alter the content before sharing it, hence spreading a point of view contrary to that of the original author. This phenomenon plays a significant role in shaping public opinion on delicate political matters, particularly



considering the common bias found in press reports and articles favoring certain ideological or political factions, which contradicts the supposed neutrality of the media. Hence, this study focuses on the ongoing global conflicts, aiming to uncover insights into how social media users are influenced by the political rhetoric of prominent political figures worldwide. Our dataset consists of more than

1,000 comments on social media platforms, including Facebook and Twitter, where the French president discusses his views on the ongoing conflict. This study utilizes natural language processing (NLP) techniques to analyze sentiment dynamics, media influence, temporal patterns, and user behaviors within the comments section of social media platforms. The aim is to observe how the public's perception is formed, including their attitudes towards support dynamics such as donations and other forms of assistance. The authors employ various methodologies to meticulously gather and process information from diverse sources, including data scraping. This approach ensures the creation of a comprehensive and representative dataset for the study. The findings detect an underlying trend and correlation between the political conversation and societal stance, shedding light on the interplay of the two. The research aims to potentially inform the public, humanitarian organizations, and policymakers on the interplay between these variables and highlight the significance of using data-driven methodologies to unravel the geopolitical discourse and the societal implications.

**Keywords:** NLP, Conflicts, Social Media, Political Discourse, Sentiment Analysis

#### **43. Name Surname:** Kejsi Hoxha

**Title of Thesis:** The presence of pink tax in the Albanian market. Unveiling gender-based pricing disparities.

**Thesis supervisor:** Dr. Besjon Zenelaj

**Thesis Summary:** The Pink Tax, a societal term that is identified as higher prices for goods and services that are marketed towards women in relation to identical goods and services marketed towards men, for the fact that they appear more feminine and in the color pink, has gathered a lot of attention in the last decade. This graduation project aims to complete a dignified analysis of the Pink Tax, focusing on every aspect from the roots and origins to implications and conflicts it has caused in the world of marketing, consumer behavior, gender economics discrimination and societal equality.

The research begins with a focus on the historical, cultural, and social factors that have contributed to the evolution and growth of the Pink Tax, which teleports us back to the beginning of traditional gender norms and discriminatory circumstances within the market. Through an exploration and devotion study of academic and informal literature, the graduation project aims to unveil gender-based pricing disparities across many product categories such as personal care, goods, services, clothing, entertainment products such as toys, gym equipment etc. In addition, the research continues with the economic consequences of the Pink Tax and its effect in consumer behavior, budgeting, marketing psychology and purchasing power. There are underlying mechanisms that have caused disruptions in the pricing of gender products and services that this project seeks to uncover by analyzing pricing strategies, market preferences and segmentation.



Furthermore, to its marketing dimension, I aim to explore the consumer behavior and ethical conflicts of the Pink Tax, while taking into consideration the effects on equality, discrimination, justice and public policy. Throughout many academic literature, qualitative data, this research studies consumer perception, their attitude towards the Pink Tax, giving attention on the ways in which individuals behave towards gender-based pricing discrimination and practices. In addition, the project also provides some insights and opinions to address and minimize the Pink Tax, which includes alternate alternative, female consumer advocacy, regulatory interventions and some accountability taken from the corporates that are still using the Pink Tax method and have not taken any measure to put an end to this gender-based pricing discrimination.

Addressing the Pink Tax in this graduation project was the right choice, as it is a conflict still existing and rising which not only is an economic barrier towards women but a social inequality that should not exist in this day and age. In the US Federation, the country where it originated from, no law prevents this from happening, in nations and out, while exporting goods, society is also silent towards this problem, which I experienced when close to no one knew this term existed and that it is present everywhere. I aim to treat this case regarding Marketing Psychology, Consumer Behavior and how easy it is to manipulate the market into believing a color is worth discrimination and inequality.

#### **44. Name Surname: Martina Mesiti**

**Title of Thesis:** Social Media as a Promotional Tool for Generating Positive Word of Mouth in Destination Marketing: The Case Study of Albanian Coastline Tourism Industry.

**Thesis supervisor:** Dr. Besjon Zenelaj

**Thesis Summary:** The purpose of this thesis is to analyze the importance of social media content creation as a tool for generating word of mouth in destination marketing. The study is focused on the Albanian coastline from Velipojë to Saranda. This study is based on primary and secondary data collected through surveys and data analysis. The first part of this thesis will provide general information on social media, types of content and a brief introduction to cities located in the Albanian coastline. Following this, a detailed data analysis of content and user engagement, additionally the result of the survey. The main aim of this study is to examine the effect of social media content and engagement in influencing consumer psychology in decision making.

#### **45. Name Surname: Enxhi Brahimaj**

**Title of Thesis:** Explaining the significance of online reviews as key influencers into customers' decisions and preferences: A Case Study of Albanian Coastline

**Thesis supervisor:** Dr. Besjon Zenelaj

This thesis investigates the nuanced patterns of online reputation management in a field of hotels on the Albanian Coastline. In the dynamic business climate of modern tourism, hospitality has a pivotal role on shaping online reputation of destinations. It identifies the

significant factors affecting the online identity or hotel industry, and its perception through combining scholarly literature, platforms and analyzing internet data.

The literature research navigates among concepts of theory and practical insights into managing online reputation and online advertising tactics, with a particular emphasis on the hotel industry. Using sophisticated analytics methods, this research examines internet data to identify trends and patterns that shed light on the variables impacting the online rating of hotels. From online reviews and optimization of websites, every detail is carefully examined to determine its influence on hotel reputation and visitor booking behavior.

For the thesis 45 hotels from Booking covered taken into consideration, all of them belonging to the 4-star and 5-star category.

Finally, the purpose is to help destination managers properly utilize these crucial aspects, promote healthy tourism growth on the Coastline, assuring the long-term attractiveness and prosperity of hotels in an expanding tourist area.

Key words: Online reputation management, Tourism, Destination Management, Albanian, Digital platforms, Booking.com, Online reviews, Hotel sector.

## **Graduate Students' List of Theses**

### **1. Name Surname:** Ester Dhamo

**Title of Thesis:** The Impact of Social Media Marketing and Advertising on the Customer Purchasing Behavior: The Case of the Textile Industry in Albania

**Thesis supervisor:** Prof. Dr. Osman Nuri Aras

**Thesis Summary:** Given that the textile industry is considered to be one of the main key players of the economic and social welfare of the country it is of great importance to study the factors that influence customer decision-making process, with the main focus being on social media marketing and advertising techniques used by marketers in the Albanian market. The purpose of this study is to investigate the current position of the Albanian textile industry, the main social media strategies employed, as well as their effect on the purchase decision of potential customers. Moreover, the study explores the influence of the COVID-19 pandemics on customers and their online shopping behavior.

The data has been collected through a structured survey and the analysis of the data gathered by 201 respondents involves descriptive statistics and correlation analysis through the use of Excel in order to properly identify various significant relationships between social media marketing, advertising, customer purchasing behavior.

Findings showed that social media marketing strategies positively impacts customer purchase behavior, with proper advertising on several platforms such as Instagram, TikTok and Facebook being key to success for Albanian businesses. The results proved that; nowadays online marketing is way more effective in boosting purchase decisions than traditional marketing. Moreover, the pandemics have notably increased the preference for online shopping.

**Keywords:** Textile Industry, Social Media Marketing, Advertising, Customer Purchasing Behavior, COVID-19

### **2. Name Surname:** Ina Dollaku

**Title of Thesis:** The impact of social media on the increase of tourism in Albania.

**Thesis supervisor:** Prof. Dr. Osman Nuri Aras

**Thesis Summary:** Today, tourism is one of the most powerful industries in the world and as such, it has a great impact on the economic and social development of many countries, especially in developing countries where it is seen as one of the most important sources of income, employment opportunities, diversification of the economy, protection of the environment as well as the promotion of intercultural exchanges. The impression of new technologies, including social media, has changed how people look for information before making purchases and has affected many homes. Businesses are recommended to make the most of these marketing channels as more people use them and to interact with consumers in a productive manner. In the meanwhile, the hotel sector is expanding

quickly, and operators have generally made a concerted effort to adopt competitive marketing techniques. However, hotels need to reconsider how they manage marketing communication platforms, which includes social media, given the number of rivals and the growing negotiating power of customers. In this topic thesis, it will address exactly this impact that marketing and international knowledge has on the tourism sector in Albania. The thesis will be based on different literature to determine the impact of different factors on the impact of marketing. This thesis seeks to investigate the connection between the usage of social media and its function in promoting travel and associated consumer behavior. Primary data was gathered by using questionnaires from 31 agencies. The thesis factors had a positive link with one another, according to the findings. **Keywords:** tourism, promotion, social media, marketing, Albania

### **3. Name Surname:** Isena Lahi

**Title of Thesis:** Strategic Tiktok Marketing for Business Growth: The Case of “Fole Residence” in Albania

**Thesis supervisor:** Prof. Dr. Osman Nuri Aras

**Thesis Summary:** In an era where social media platforms significantly influence business strategies, TikTok has emerged as a unique and powerful tool for business growth and engagement. This thesis explores the transformative potential of TikTok in the business landscape, addressing the central question: How can businesses effectively utilize TikTok to drive growth and profitability? Through a comprehensive methodology that includes quantitative research, through surveys, and case studies, this study delves into how TikTok's distinctive features and user demographics offer new avenues for marketing and customer engagement. The findings reveal that TikTok's format of short, creative videos, coupled with its algorithm, offers unparalleled opportunities for virality and brand visibility. However, it also presents challenges in content creation, maintaining authenticity, and navigating rapidly changing trends. The study concludes that TikTok represents a significant shift in social media marketing, urging businesses to adopt more engaging, authentic, and agile marketing strategies. It also highlights areas for further research, particularly in long-term ROI measurement and the evolving nature of TikTok's user base and algorithm. This thesis serves as a guide for businesses and marketers seeking to understand and capitalize on the opportunities presented by TikTok in the digital age.

**Keywords:** TikTok, Business growth, Algorithm, Opportunities, Customer engagement, Social media marketing, Brand visibility, Marketing strategies.

**4. Name Surname:** Jyrgen Troka**Title of Thesis:** Factors Influencing Brand Preference for Dairy Products

In Tirana, Albania

**Thesis supervisor:** Assoc. Prof. Dr. Nargiza Alymkulova

**Thesis Summary:** This study examines the factors influencing brand preference for dairy products in the city of Tirana, Albania. Albanians have one of the highest rates of dairy product consumption among European countries. Dairy products are considered essential for a good diet, as they are rich in nutrients that guarantee a healthy life. The dairy Market in Albania is considered to be a saturated market, where many competitors compete to become the consumers first choice. The study was conducted in the year 2024 and utilizes quantitative analysis methods. A regression equation was used in this study. Several factors are taken into consideration, starting with Brand Preference as the dependent variable, Product Price, Product Quality, Product Design/Packaging, Taste, Brand Awareness, and Brand availability as independent variables. The data suggests that Brand Preference of Dairy Products in Tirana is affected by Brand Awareness and Brand Availability. The other independent variables proved to have no effect on Brand Preference. This study proposes findings that can be helpful for companies that want to grow their market share in this sector. Implementing good marketing strategies can help companies achieve recognition among consumers. Furthermore, being considered a widely available brand in the Dairy Market can help companies to be the first choice of consumers. The implementation of good pricing strategies combined with good product taste and packaging helps companies to perform better and establish a robust reputation in the market. **Keywords:** Dairy Industry, Tirana Market, Brand, Brand Availability, Brand Awareness, Price.

**5. Name Surname:** Edoardo Pascucci**Title of Thesis:** H2H Marketing and AI: Is It Possible for Artificial Intelligence to Take the Place of Humans in Marketing?

**Thesis Summary:** This thesis investigates the use of artificial intelligence (AI) in marketing and consumer behaviour, including its advantages, disadvantages, influence on customer behaviour and attitudes, and ethical implications. A mixed-method study design including both qualitative and quantitative data gathering methodologies was employed. Participants included marketing and consumer behaviour specialists, consumers with expertise in AI-based marketing, and undergraduates and PhD students from across the world. According to the findings, using AI in marketing has various advantages, including better personalization, efficiency, and decision-making. It does, however, present substantial obstacles, such as data privacy concerns, employment losses, and an over-reliance on technology. The survey also discovered that AI has a considerable impact on customer behaviour and attitudes, with tailored suggestions being the most visible consequence. Furthermore, ethical concerns about the use of AI in marketing were found, including issues of transparency, accountability, and fairness.

These findings have various implications for practise, including the need for enterprises to balance the benefits and constraints of AI adoption, prioritise customer privacy, and guarantee ethical use of AI in marketing. Finally, the study emphasises the need for more research to fully investigate the potential of AI in marketing, address ethical difficulties and concerns, and give direction to corporations and governments in designing and implementing AI-based marketing strategies. **Keywords:** *Artificial Intelligence, H2H Marketing, Consumer, Digitalization, Design Thinking, Service-Dominant Logic, Generative Artificial Intelligence, Pearson.*

**6. Name Surname:** Doris Myftiu

**Title of Thesis:** Critical Factors Influencing Adoption of Solar Energy: Businesses in Kavaje, Albania

**Thesis supervisor:** Assoc. Prof. Alba Kruja

**Thesis Summary:** This study explores Albanian businesses' perceptions of adopting solar energy technologies using a mixed-methods design. It employs both a quantitative survey and semi-structured interviews to delve deeper into business perceptions regarding their decision to adopt solar energy. In light of rising environmental concerns and the pressing need for sustainable energy solutions, this research aims to uncover the complex interaction of economic, social, technological, legal, and environmental aspects influencing solar energy integration in the business sector. Leveraging the Technology Acceptance Model (TAM) framework, it investigates how factors such as initial cost, environmental concerns, perceived risk and trust, financial incentives, and relative advantage compared to traditional energy sources influence businesses' decisions to adopt solar energy. The study hypothesizes that industry type, years of operation, business size, and annual energy usage significantly shape these perceptions. Results suggest that appropriate and tailor-made financial incentives are a crucial factor influencing the decision making for adoption of solar energy. Study findings will provide policymakers with valuable insights to develop evidence-based and tailored strategies that promote solar energy use among Albanian businesses. **Key words:** renewable energy, adoption, solar panel, business, green environment

**7. Name Surname:** Alket Çausi

**Title of Thesis:** Enhancing Organizational Success Through Quality Management: A Study of the 4-Star Hotel Industry In Tirana

**Thesis supervisor:** Dr. Nurul Retno Nurwulan

**Thesis Summary:** This study explores the impact of various quality management practices on the organizational performance of hotels in Tirana, with a particular focus on



Grand Hotel Tirana. Utilizing regression and correlation analyses, the research identifies key factors that influence hotel performance. The findings reveal that Strategic Quality Management and Quality Improvement Measurement Systems significantly enhance organizational performance. Specifically, Strategic Quality Management shows a significant positive impact with a coefficient of 0.1307, while Quality Improvement Measurement Systems exhibit the highest positive impact with a coefficient of 0.4004. Quality Orientation and Customer Satisfaction Orientation also positively affect performance, with coefficients of 0.1214 and 0.2571 respectively, indicating the importance of maintaining high standards and prioritizing customer satisfaction. Market Orientation, while also showing a positive impact (coefficient of 0.1198), is less pronounced compared to other factors.

The study highlights that aligning quality management initiatives with strategic goals, implementing robust quality improvement measurement systems, and fostering a culture of continuous improvement are essential for achieving superior organizational performance in the hospitality industry. Recommendations include investing in staff training and development, balancing market orientation with internal quality efforts, and benchmarking against industry standards. Despite limitations such as the primary focus on Grand Hotel Tirana and the crosssectional nature of the data, the findings provide valuable insights and practical recommendations for enhancing quality management practices in hotels, ultimately leading to improved performance and guest satisfaction.

**Key words:** Quality Management, Organizational Performance, Strategic Quality Management, Hospitality Industry, Grand Hotel Tirana, Continuous Improvement, Albania.

#### **8. Name Surname:** Zhaklinë Buçpapaj

**Title of Thesis:** Leadership for organization changes at Eurosig insurance company in Albania and Kosovo

**Thesis supervisor:** Assoc. Prof. Dr. Alba Kruja

**Thesis Summary:** Companies are under increasing pressure to adapt to meet the demands of today's customers, who expect more from their organizations. This is due to the emergence and rapid evolution of new customer needs. It also places additional demands on them to be able to meet their customers' expectations. Changing the way an organization operates can make employees feel more secure and confident about their new role. It can also increase their motivation and efficiency. The ability of employees to adapt and handle change is very important for them to succeed. With the help of managers, employees can also improve their ability to handle change. Unfortunately, there is a lack of knowledge about the various aspects of leadership that businesses need to develop in order to effectively manage their change. The purpose of this thesis is to identify the different leadership qualities that insurance companies need to effectively carry out

organizational changes. More specifically, in our study, the focus is on the Eurosig insurance company that operates in Albania and Kosovo. It also proposes methods that can help them improve these skills. It analyzes the various aspects of leadership and how employees deal with leadership issues. The results of the thesis have managerial and research implications. The thesis identifies areas of leadership weakness that prevent insurance firms from effectively handling organizational change. On the managerial front, the findings are not be specific enough to convince other companies or organizations to use them. At Eurosig, managers are trained in how to communicate with their subordinates. The company also has tools that allows them to talk to their colleagues. Unfortunately, managers are not able to spend much time thinking about how to share important information with their subordinates because of their daily operational tasks. The results of the survey revealed that many of the factors affecting the quality of communication between employees are considered deficiencies. This suggests that a coach is needed to help leaders improve their skills in using communication tools. **Keywords:** leadership, insurance companies, leadership weaknesses, organizational changes, employees.

**9. Name Surname:** Enkel Mëhillaj

**Title of Thesis:** Examining the Impact of Marketing Strategies on Consumer Behavior Towards Dietary Supplements: A Socioeconomic and Psychological Perspective

**Thesis supervisor:** Dr. Nurul Retno Nurwulan

**Thesis Summary:** This study analysis the influence of marketing on dietary supplement usage among residents of Tirana, Albania. The research aims to understand how various marketing strategies affect consumer behavior and supplement consumption patterns. Utilizing a cross-sectional survey methodology, data were collected from 212 participants across different demographic segments. The survey measured variables such as social influences, the impact of social media influencers, marketing exposure, belief in scientific claims, and trust in regulatory bodies.

The results demonstrate that social influences have the most substantial impact on dietary supplement usage, highlighting the importance of family, friends, and social networks in shaping consumer decisions. The influence of social media influencers also plays a significant role, indicating that endorsements and recommendations by online personalities can effectively drive supplement consumption. Marketing exposure, encompassing various channels such as advertisements, in-store promotions, and digital marketing, moderately increases the likelihood of supplement usage.

The research fills a significant gap in understanding the specific effects of marketing on dietary supplement usage in Tirana. Furthermore, the study highlights the necessity of

regulating marketing practices to ensure that consumers receive accurate and reliable information.

**Keywords:** *Dietary Supplements, Marketing Influence, Social Media, Consumer Behavior.*

#### **10. Name Surname: Anisa Isufi**

**Title of Thesis:** Strategic Signaling and Sustainable Consumer Purchase Behavior. The Case of Fast Fashion Supply Chains

**Thesis supervisor:** Dr. Esmir Demaj

**Thesis Summary:** In response to growing environmental concerns and consumer demand for sustainability, this study explores the impact of sustainable packaging on consumer purchase behavior within the fast fashion industry. The primary objective is to investigate the influence of strategic sustainability signaling through packaging on consumer purchasing behavior, assess consumer perceptions, and identify key factors that enhance the effectiveness of these signals in promoting sustainable purchasing practices.

This study adopts a quantitative research approach with an experimental setup featuring two surveys: one for a control group and one for a treatment group. Participants, primarily located in Albania, completed surveys distributed digitally, yielding 416 responses. The surveys included socio-demographic data, consumer purchase behavior, and specific questions about sustainability signals and purchase intentions. Variables were analyzed using ordinal logistic regression and Structural Equation Modeling (SEM) to evaluate relationships among demographic factors, purchase preferences, perceived product attributes, and other relevant factors.

Results indicate that sustainable packaging positively influences consumer purchase intentions in the fast fashion industry. Key findings highlight the significant role of demographic factors such as age, education level, and income in moderating responses to sustainability signals. Additionally, sustainability awareness and brand loyalty are critical in mediating the relationship between sustainable packaging and consumer purchase behavior.

This research contributes to the limited literature on the specific impact of sustainable packaging on consumer behavior within the fast fashion industry. By focusing on strategic signaling and its effectiveness in altering consumer behavior, the study provides novel insights into how fast fashion brands can enhance their sustainability initiatives. The application of signaling theory to sustainable packaging and its influence on purchase intentions offers a unique perspective, emphasizing the importance of credible and effective sustainability communication.

**Keywords:** Sustainable packaging, Consumer behavior, Fast fashion, Strategic signaling theory, Sustainability awareness.

#### **11. Name Surname: Vjosana Tafa**

**Title of Thesis:** Understanding the Drivers Of Impulsive Buying: A Study of Consumer Behaviour in Tirana.

**Thesis supervisor:** Dr. Nurul Retno Nurwulan

**Thesis Summary:** Consumer behaviour and impulsive buying are integral components of everyday life, shaping the dynamics of commerce and decision-making processes. This study embarks on a journey to uncover and decipher the multifaceted nature of impulsive and spontaneous purchases within the vibrant cityscape of Tirana. Through a thorough examination of survey data and the application of robust statistical methodologies, this research endeavours to provide a comprehensive understanding of the drivers underpinning impulsive buying behaviours among residents. By delving into demographic trends and probing the intricate psychological motivations that govern impulsive purchases, this study offers profound insights into the complexities of consumer behaviour within Tirana's unique socio-cultural landscape. As the narrative unfolds, each layer of analysis contributes to a richer tapestry of understanding, illuminating the interplay between individual preferences, societal influences, and shopping preferences. Ultimately, by seeing these intricate dynamics, this research not only informs strategic decision-making for businesses and policymakers but also empowers consumers with a deeper appreciation of their own behaviours and motivations in the realm of impulsive buying.

**Keywords:** Impulsive Buying, Consumer Behaviour, Discounts and Promotional Offers, Instant Gratification, Fear Of Missing Out, Shopping Mall.

**12. Name Surname:** Klea Pashtanaku

**Title of Thesis:** Strategic approaches to enhancing environmental sustainability through green supply chain management and customer awareness initiatives. Case of the Albanian beverage industry

**Thesis supervisor:** Dr. Esmir Demaj

**Thesis Summary:** Current global trends for environmental sustainability recall industries worldwide to adopt responsible practices. This study addresses the gap in environmental sustainability research within the Albanian beverage industry by exploring the effectiveness of Green Supply Chain Management (GSCM) strategies. The objective is to evaluate how GSCM practices can enhance sustainability and customer awareness in this sector.

A mixed-methods approach was employed in this study, combining quantitative surveys with qualitative focus groups. The survey targeted 31 companies from the beverage industry, including supply chain managers and sustainability officers, to assess the implementation and impact of GSCM techniques. The quantitative data were analyzed using descriptive statistics, factor analysis, and multivariate regression analysis via R software. Qualitative data were gathered through focus groups to understand their awareness and perceptions of GSCM practices.

Results indicate that GSCM practices, such as green purchasing and eco-design, significantly improve operational efficiency and environmental performance. Regulatory frameworks also play a crucial role in facilitating these practices. The focus groups revealed that while consumers are generally supportive of environmentally friendly initiatives, there is a need for greater awareness and clearer communication from

companies.

This study's originality lies in its comprehensive examination of GSCM in a developing country's context, specifically Albania. It highlights the dual benefits of GSCM for ecological sustainability and economic performance, offering strategic insights for industry stakeholders and policymakers.

**Keywords:** Green Supply Chain Management, Environmental Sustainability, Beverage Industry, Albania, Customer Awareness.

**13. Name Surname:** Arjela Dervishaj

**Title of Thesis:** Technology-enabled business models in financial services providers for financial inclusion in Albania.

**Thesis supervisor:** Dr. Aida Bitri

**Thesis Summary:** This thesis investigates the transformative potential of technology-enabled business models in financial services providers to improve financial inclusion in Albania, a country distinguished by distinct socioeconomic constraints and opportunities. Despite the global boom in digital financial services, the extent to which such innovations have permeated the Albanian market and their influence on financial inclusion has received little attention. This study takes a mixed-methods approach, combining qualitative interviews with representatives from key financial institutions with a quantitative survey of customers to gain insights into the adoption, effectiveness, and implications of digital financial solutions for promoting financial inclusion. The findings show that creative business models, supported by digital technologies, considerably expand financial services to marginalized communities, allowing for more access, affordability, and convenience. However, the effectiveness of these technologies is greatly influenced by factors such as digital and financial literacy, legal frameworks, infrastructure availability, and public trust and views. This report emphasizes the importance of comprehensive digital literacy initiatives, supportive regulatory policies, better cybersecurity measures, and robust technological infrastructure in realizing the full potential of digital financial services. By tackling these critical areas, Albania can use technology-enabled financial services to promote equitable economic growth and minimize financial inequities. This thesis contributes to the broader discussion of financial technology's role in economic development and makes practical recommendations to policymakers, financial institutions, and other stakeholders interested in increasing financial inclusion through technological breakthroughs. **Keywords:** Technology-Enabled Business Models, Financial Inclusion, Digital Financial Services, Fintech, Financial Literacy, Digital Literacy, Albania.

**14. Name Surname:** Nikiana Kekenezi

**Title of Thesis:** The Impact of Firm-specific Indicators on Profitability: The Case of Albania

**Thesis supervisor:** Assoc. Prof. Dr. Nargiza Alymkulova

**Thesis Summary:** The performance of firms not only sustains individual businesses but also supports broader economic stability and growth. The objective of this thesis is to reveal the degree at which firm-specific indicators affect the profitability of firms operating in the

non-financial sector in Albania. The study covers a period of 10 years from 2013 until 2022, based on 500 firm-year observations. The data to develop the two-way Fixed Effects Model (FEM) are obtained from each company's financial statement. Theory considerations such as trade-off, pecking order theory and economies of scale along with previous research conducted in developing, developed countries and Albania are used to state the hypothesis about the relationship that these regressors have with the predicted variable. The empirical evidence found that the model is able to explain to some extent the variability in profitability. Very high significance impact of capital structure, liquidity, size and asset management were found on profitability. However, this was untrue for management efficiency which was found to have no impact at all. The results of this study align with existing literature and furthermore are supported in general by pecking order theory and economies of scale. The conclusions of this research are beneficial to firm management, regulatory bodies, and broader financial system.

**Keywords:** firm's profitability, Albania, firm-specific indicators, performance, ROA, pecking order theory, economies of scale

**15. Name Surname:** Xhiserda Mesiti

**Title of Thesis:** Assessing Product Safety in the Sector of Pharmacy and Its Impact on Costumer Rights in Albania

**Thesis supervisor:** Prof. Dr. Osman Nuri Aras

**Thesis Summary:** This paper aims to investigate the perception of product safety practices and their impact on consumer rights within the pharmacy sector in Albania. It explores various demographic factors and organizational aspects to understand the factors that influence perceptions of product safety and the protection of consumer rights.

A quantitative methods approach was used through a questionnaire instrument. The surveys used Likert scale questions to assess perceptions of safety practices, dynamics and organizational activity in pharmacies.

The study revealed a generally positive perception of safety practices within Albanian pharmacies, with variability noted across different demographic groups and organizational factors. Significant differences in perceptions based on gender and work role were found, highlighting the importance of addressing these disparities. Correlation analysis showed a moderate, statistically significant relationship between staff perceptions of product safety practices and protection of consumer rights.

The findings highlight the importance of prioritizing product safety practices and consumer rights protection within Albanian pharmacies. Recommendations include implementing comprehensive training programs, standardized reporting systems and fostering leadership commitment to improve safety practices. Continuous improvement initiatives expanded communication channels and regulatory compliance are also essential to maintaining consumer well-being and trust. Key words: Product safety practices, consumer rights



protection, pharmacy sector, perception, evaluation.

**16. Name Surname:** Ledia Myzeqari

**Title of Thesis:** Impact of Financial Technology (Fintech) On Financial Performance of Albanian Banks

**Thesis supervisor:** Prof. Dr. Markus Hehn

**Thesis Summary:** The study examines how financial technology (FinTech) affects the financial performance of Albanian banks, with a particular emphasis on Automated Teller Machines (ATMs) and Point of Sale (POS) terminals. The purpose of this research is to ascertain how these technologies impact important performance indicators like return on equity (ROE) and return on assets (ROA). For the purpose of helping Albanian banks use FinTech to increase productivity, profitability, and consistency while lowering economic risks, this effect must be comprehended. Utilizing quantitative techniques to assure impartiality and dependability in assessing FinTech's influence on bank performance, the research takes a positivist epistemological approach. An econometric model specifically designed for the Albanian banking industry will be developed as part of the study design while using pertinent data on POS and ATMs. Data were collected from 2014 to 2023 focusing on key financial indicators, while the regression model Generalized Least Squares (GLS) was employed for the analysis. The results present that the use of Fintech considerably impacts the financial performance of Albanian banks. The necessity of adopting digital payment systems is shown by the slightly favorable effect of POS on profitability. The requirement for banks to strike a balance between financial stability and profitability objectives is presented by the negative association between capital adequacy and profitability. Due to conservative and lower leverage capital buffers, higher capital adequacy ratios harm profitability. Contrary, deposits and profitability are positively connected, suggesting that financial technology may increase customer trust and stability. The report emphasizes how FinTech may improve customer satisfaction and the effectiveness of bank operations, which would result in an enhancement of overall financial success. Subsequent investigations have to concentrate on procuring more extensive datasets and examining the enduring consequences of FinTech integration. The study acts as a manual for Albanian banks on how the utilization of FinTech can result in boosting loyalty, stability, and profitability while resolving issues with regulatory technology adoption. **Key words:** Financial Technology (FinTech), Automated Teller Machines (ATMs), Point of Sale (POS), Financial Performance.

**17. Name Surname:** Alesia Abazaj

**Title of Thesis:** The Impact of Market Share on The Financial Performance of The Albanian Insurance Firms

**Thesis supervisor:** Assoc. Prof. Dr. Nargiza Alymkulova

**Thesis Summary:** This thesis investigates the impact that market share has on the financial performance of the Albanian insurance firms. The insurance sector in Albania is divided into two categories, eight non-life insurance companies and four life insurance companies, that are subsidiaries of their non-life parent companies. The research will contain annual data for all twelve companies from 2019 to 2022 using a panel data analysis approach with the Generalized Method of Moments regression model. The variables used in the study consist of Net Earned Premiums (NEP), as the dependent variable, Market Share of Total Assets, Age, Cash and Combined Ratio as the independent variables. The findings presented that the factors impacting the profitability of insurance companies in Albania were market share of total assets, cash held on hand by companies and the combined ratio. On the other hand, the age variable showed no material impact on the sectors value. Market Share as the study's main independent variable had a significant positive impact in the explanatory power of the regression equation, with 1 percent increase in market share of total assets, increasing the Net Earned Premiums by 157,097.72 units. Keywords: Insurance Industry, Combined Ratio, Reinsurance Companies, Market Share, Albanian Market

**18. Name Surname:** Sonila Çela

**Title of Thesis:** Projected and Perceived Destination Image: The Role of Positioning and Visit Experience in Destination Image and Behavioural Intention.

**Thesis supervisor:** Assoc. Prof. Dr. Mirdaim AXHAMI

**Thesis Summary:** The development of the tourism industry is significantly important for numerous countries. Nevertheless, in a progressively competitive market, countries aspiring to boost tourism must cultivate positive perceptions of their countries as an appealing tourist destination. Both concepts of projected image and perceived image of the destination are involved in accomplishing this task. However, there is little understanding of how the interaction between destination awareness and perceived destination image affects tourism behaviour in emerging countries in Balkan region. The objective of this study is to fill this knowledge gap by focusing on Albania, as the central country/destination of analysis. To direct this research, a framework was created using the awareness /image /behaviour hierarchy model. This research specifically examines:

- 1) The relationship between destination awareness and perceived destination image, encompassing three components: cognitive image, affective image, and overall image.
- 2) The relationship between destination awareness and the likelihood of engaging in a specific behaviour towards a particular place.

- 3) The relationship between the cognitive, affective, and overall image components and behavioural intention.

A series of investigations was conducted to examine the relationships between destination awareness, destination image, and sources of information, which are believed to influence behavioural intention were tested using data from an online sample of Balkan travellers residing in German speaking countries. Structural equation modelling was employed to analyse the data separately for two groups: all sample and visitors of Albania. The results of this study largely support the hypothesized relationship for majority constructs. While destination awareness impacted all components of the image, and behavioural intention, cognitive and affective components of image impacted behavioural probability, the overall image had no effect. The findings of this investigation predominantly supported the hypothesized relationships for the majority of constructs. Destination awareness had a significant influence on all aspects of the image, as well as behavioural intention. The cognitive and affective components of the image influenced the likelihood of certain behaviours. Conversely, the overall image did not have any effect. The results indicated that Balkan travellers of the German speaking market hold a favourable impression of Albania as a touristic destination. More precisely, Germans possess a more favourable image and have greater tendency to engage in positive behaviours when compared to Swiss and Austrians. This study contributes to the existing body of tourism marketing literature by examining the relationship between the fundamental elements of destination image, namely cognitive and affective image, destination awareness, within the context of a developing destination in the Balkans and Mediterranean region. The findings of this study suggested further research, including the reimplementing of this study with different samples and by considering destination awareness and other variables as a mediator between destination image and behavioural intention.

## List of Incoming & Outgoing Students

A student exchange program is a program where students from a certain university study abroad at one of their institution's partners. Students can gain additional knowledge by being a participant in the student- exchange. By attending a different university, they can experience life in another country, find out about potential graduate school opportunities, and overall, develop a sense of personal growth.

For the Academic Year 2023-2024, three students were part of the exchange program. The list of students is as follows:

INCOMING STUDENTS	OUTGOING STUDENTS
1. Karan Rajesh- University of Applied Sciences in Mainz	Almira Ferraj-Europa University of Flensburg
2. Charlotte Lanz- Technische University of Dresden	Deni Huqi-University of Applied Sciences, Mainz
3. Ronja Neumeister- Technische University of Dresden	Redona Kaleci- University of Applied Sciences, Mainz
4. Chantal Niemiec- Technische University of Dresden	Jessica Vata- University of International Studies of Rome
5. Jasper Friedrich- Technische University of Dresden	Aleksandra Kaba- Technical University of Dresden
6. Christoph Heidrich- Technische University of Dresden	Brijana Mekolli- Technical University of Dresden
7. Alexander Mitte- Technische University of Dresden	Natali Gegprifti- Technical University of Dresden
8. Franziska Parusel- Technische University of Dresden	Arlina Duxha- Technical University of Dresden
9. Louis Hellmund- Technische University of Dresden	Ermenda Hidri- Technical University of Dresden
10. Richard Heß- Technische University of Dresden	Altea Sema- Technical University of Dresden
11. Janik Emil Hölzer- Technische University of Dresden	Tedi Frsheri- Technical University of Dresden
12. Johannes Paul- Technische University of Dresden	Meri Spiro- Technical University of Dresden
13. Felix Reinsch- Technische University of Dresden	Era Vlashi- Technical University of Dresden
14. Moritz Wittmann- Technische University of Dresden	Dea Qaro- Technical University of Dresden
	Elia Dervishi- Technical University of Dresden
	Alesia Vesel- Technical University of Dresden
	Endi Velillari- Technical University of Dresden
	Mario Nela- Technical University of Dresden
	Rei Hodo- Technical University of Dresden
	Anisa Isufi- Technical University of Dresden
	Klea Pashtanjaku- Technical University of Dresden
	Erma Nasufi- University of Applied Science in Fulda
	Erjon Xhani- University of Applied Science in Fulda

15. Linda Wolf-	
16. Erik Hemmersbach-	
17. Nina Letizia Janasek-	
18. Nele Coiffier-	
19. Lydia Krause-	
20. Philipp Hartmann-	

### **Research Areas and Research Groups**

Business Administration Department has ensured the direct link of PhD research work of PhD candidates to the departmental **Research Areas**, which are disclosed as follows:

Research Areas in the department span among various disciplines as follows,

- **Management and Organization** - (Strategy, Leadership, Systems Thinking and Complexity Management, Organizational Behavior, International Business, Operations Management, Supply Chain Management)
- **Accounting** - (Critical Accounting Perspectives, Financial Accounting, Cost Accounting, International Accounting and IFRS, Auditing)
- **Marketing** - (Consumer Behavior, Brand Management, Digital Marketing, Hospitality Management, B2B Marketing and Branding, H2H Marketing, Service Marketing)
- **Entrepreneurship and Innovation Management** - (Entrepreneurship ecosystems, Entrepreneurship and regional development, Social entrepreneurship, Business Incubation, New Product Development, Digital Transformation, Social Business, Sustainability, SMEs, Blockchain)

### **List of Publications**

- **Koroglu, O.** (2023). Can AIXR (AI and XR) enhance communication and happiness? In 4th International Scientific Conference «Happiness and Contemporary Society», Lviv, Perugia, Ploiești, Kyiv, Tirana, A Coruña, Albacete. Organized by The Ukrainian Institute for Happiness Research (Ukraine). March 20-21, 2023.

- Kruja, A., Hysaj, B., & Oztas, A. (2024). The Interplay of Values and Skill: How Do They Impact Graduates' Employability?. *Administrative Sciences*, 14(9), 201.
- Kruja, A., & Bullari, A. (2024). Factors critical to a successful ERP implementation: evidence from an emerging economy. *Romanian Journal of Economics* 59, 1-11.
- Iorember, P., Isik, A. N Alymkulova. (2024). Achieving environmental quality in the Mediterranean region: the role of financialization, human capital and energy efficiency, *Euro-Mediterranean Journal for Environmental Integration*, 1-10.

### **Participation of Academic Staff in Academic Events**

#### **Dr. Demaj delivered a Guest Lecture on Strategic Management to students of HS Mainz, Germany**



Dr. Esmir Demaj, the Head of the Department of Business Administration, on November 22, 2023, conducted a Guest Lecture for students of the Mainz University of Applied Sciences, Germany. The engaging session, held within the context of Prof. Dr. Volrad Wollny's Strategic Management class, delved into topics such as the nature of external assessment in formulating strategies and its impact on



diverse organizations, Porter's Five-Forces Model in strategy formulation, and it provided practical aspects, focusing particularly in the development and utilization of External Factor Evaluation (EFE)

Matrix and Competitive Profile Matrix (CPM) as instrumental tools in evaluating the competitive position of business organizations compared to their industry competitors.

Students actively participated in class activities, offering feedback on the discussed topics. As we reflect on this enriching experience, we are looking forward to welcoming back Prof. Wollny to share his expertise and insights with our students at EPOKA University.

### **Dr. Demaj's Guest Lecture in Mainz, Germany**



On June 12, 2024, Dr. Esmir Demaj, delivered a Guest Lecture to students at [Hochschule Mainz \(HS Mainz\), Germany](#), in Prof. Wollny's Strategic Management course.

The session began with students' case study presentations, showcasing their analytical skills and understanding of strategic concepts. Dr. Demaj's lecture focused on the application of SWOT Analysis and Matrix within the Tourism sector of Albania, particularly highlighting Albania's growing tourism industry. He provided a comprehensive strategic management model, discussing the importance of both internal and external assessments in formulating effective strategies that are relevant not only for companies but even for countries such as the case of Albania. During the lecture, Dr. Demaj detailed the

strengths, weaknesses, opportunities, and threats (SWOT) facing Albania's tourism sector, and the resulting possible strategies for gaining and sustaining a competitive advantage were discussed.

Students were encouraged to actively participate in discussions about strategic management, fostering an interactive learning environment.

The lecture concluded with practical examples derived from the SWOT analysis, providing students with valuable tools to enhance their strategic thinking and application in real-world scenarios.

This marks a successful ongoing collaboration between the Department of Business Administration at EPOKA University and HS Mainz, Germany.

### **Site Visit at TIA**



With the increasing number of air travelers worldwide, efficient airport capacity management are essential tasks for airport managers who want to optimize the use of their infrastructure, reduce congestion and delays, and improve customer satisfaction and operational efficiency. Tirana International Airport (TIA) celebrated a milestone with the inauguration of expanded facilities and increased capacity, elevating the passenger experience and accommodating up to 10 million passengers.

In the framework of the Operations Management course lectured by Assoc. Prof. Dr. Alba Kruja, on November 30th, 2023, Business Informatics 3rd year students had a site visit at TIA, to learn and assess how the strategic initiatives on enhancing airport operational capacity and comfort aim to improve its quality and transform TIA into a world-class airport.

We thank Ms. Elsjona Beta, the TIA Operations Manager, and the staff for the time, knowledge and information shared with us.

### **BUS Department Enhances Learning Through Working Professionals Open Lecture Series**



Epoka University's Business Administration Department is launching a new approach to connect academic theory with real-world applications. In a forward-thinking move, the department is facilitating collaboration between bachelor and master students who are working in various industries. This initiative, part of the 'Open Lecture Series,' is being introduced in the 'Introduction to Business' and 'Principles of Marketing' courses, led by the esteemed Prof. Nuri Aras. The Open Lecture Series aims to enrich classroom learning by inviting master students actively engaged in the industry to share their practical experiences and insights. This initiative enables bachelor students to gain a deeper understanding of the real-world applications of their theoretical studies. Prof. Nuri Aras states, "Our approach goes beyond just learning business and marketing principles; it's about understanding how these principles come alive in the real world. Our master students, working professionals in diverse fields, bring valuable knowledge and experience into the classroom, making education more practical and industry-focused." A primary goal of this initiative is to make classroom education more practical. By integrating the experiences of industry experts directly into the curriculum, students are exposed to the realities and challenges of the business world, better preparing them for their future careers in a concrete and relevant manner. Additionally, this integration aims to align courses with industrial experience. Students benefit from networking opportunities, understanding industry trends, and gaining insights into potential career paths within their fields of study. The Open Lecture Series has received positive feedback from students who find these sessions enriching and insightful.

This initiative reflects Epoka University's commitment to providing a comprehensive and practical education, equipping students with the skills and knowledge to thrive in today's dynamic business environment. Stay tuned for more updates on this series and other innovative educational endeavors at Epoka University.



**Guest Lecturer from the University of Applied Sciences Mainz in the Supply Chain Management course**



Prof. Dr. Volrad Wollny from the University of Applied Sciences Mainz, Germany was invited for a Guest Lecture to the students of the course Supply Chain Management lectured by Dr. Esmir Demaj. The engaging session focused on important topics such as Supply Chain Management KPIs (Key Performance Indicators) and control metrics.

In a collaborative effort to foster active learning, students were divided into groups, actively engaging in practical exercises related to Key Performance Indicators. This exercise delved into companies' real-world challenges, including companies like Siemens Energy and Canyon.

This initiative exemplifies the commitment of the Department of Business Administration to providing students with diverse perspectives and hands-on experiences, enhancing their understanding of the dynamic landscape of the industry seen by various aspects and experiences.

As we reflect on this enriching experience, we cherish the very good collaboration between the Department of Business Administration of EPOKA University and the Business School of HS Mainz.



## **LIMEN 2023 Conference, Graz**



Assistant Lecturer Egle Mansi, Teaching Assistant Klea Pashtanjaku, and Teaching Assistant Anisa Isufi from the Department of Business Administration at Epoka University shared their research and findings at the LIMEN 2023 Conference in Graz, Austria on December 7, 2023.

Ms. Egle and Ms. Klea presented their paper on the Role of Artificial Intelligence in Sales and Marketing, generating interest and sparking discussions among fellow researchers, industry professionals, and students.

Ms. Anisa, who participated in the conference remotely, presented the research on The Impact of Augmented Reality and Virtual Reality on Marketing Campaigns. Participants were intrigued by the potential of AR and VR in transforming marketing practices.

The papers presented highlighted technology's role in reshaping traditional approaches. The LIMEN 2023 Conference provided a platform to share insights, engage in meaningful discussions, and contribute to the ongoing evolution of marketing strategies in the digital age.

250 authors from 23 countries participated in the LIMEN 2023 Conference on Leadership, Innovation, Management, and Economics. You can learn more about this conference by visiting [www.limen-conference.com](http://www.limen-conference.com)

We wish that the work of Ms. Egle, Ms. Klea, and Ms. Anisa inspires future research and fosters collaboration among those passionate about the intersection of technology and marketing.

**Research Insights on SME Digital Transformation presented at International Conference**



Dr. Esmir Demaj and Ms. Reina Hoxhaj from the Department of Business Administration attended the International Conference “Economic Restructuring for Sustainable Development. Impact of Tourism in this Process”, organized by the Faculty of Economy, University of Tirana, held during December 15-16, 2023 in Tirana, Albania.

Together with Ms. Hoxhaj, BA Business Informatics Alumni, they presented their research titled “From Crisis to Innovation: Leveraging ChatGPT for Digital Transformation and Empowering Decision Makers in SMEs”, where they explored the potential of leveraging ChatGPT as an AI-powered chatbot to assist Decision-makers in achieving a smooth digital transformation, thus supporting the prospect of gaining and maintaining a competitive position. The findings indicate that ChatGPT could be a valuable tool for SMEs navigating the challenging digital transformation landscape. While the study acknowledges the positive impact, especially in enhancing operational efficiency and decision-making effectiveness, it also identifies certain difficulties and challenges, like security considerations, that must be addressed to fully employ ChatGPT's leveraging potential for SME success.

This conference brought together academics and researchers from across research areas, universities, and countries making it a very good platform of exchanging research insights and networking.

### **Informative Lecture on ERP Systems & Career Opportunities by Info Business Solutions**



Last week, we were delighted to host Info Business Solutions as our guests within the context of the Database Management Systems course by Dr. Aida Bitri.

The specialists from IBS conducted an open lecture for Business Informatics students on the topic "Implementation of ERP Systems".

The objective of this open lecture was to explain how digital transformation, facilitated by Microsoft's Business Central, enhances business activities, enhances seamless customer engagement, and enables businesses to achieve their maximum potential.

Additionally, during this open lecture, students had the chance to learn about potential career opportunities offered by Info Business Solutions, including participation in academies and internships, and provided information for those interested in joining Info Business Solutions in the future.

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## **EBRD in Albania**



We had the honor to host Ms. [Ekaterina Solovova](#) The Head of Albania from the European Bank for Reconstruction and Development (EBRD), in an Open Lecture at [Epoka University](#), on March 13th, 2024.

Ms. Solovova's lecture shed light on the key role of EBRD in Albania's development trajectory, emphasizing their mission to cultivate open and sustainable market economies in nations committed to democratic principles.

During her presentation, Ms. Solovova shared insights into EBRD's extensive impact and operations. Established in 1991, the bank operates across 36 countries spanning three continents. With a substantial impact investment totalling €190 billion since its inception, EBRD has spearheaded over 6,800 projects worldwide, underlining its significant contribution to global development.

Highlighting EBRD's strategic priorities in Albania, Ms. Solovova underscored initiatives aimed at governance improvements, energy diversification, low-carbon transition, and boosting private sector competitiveness and inclusion through enhanced access to finance and skills.

Moreover, Ms. Solovova detailed EBRD's investment portfolio in Albania, spotlighting key projects in strategic sectors such as energy, transportation, infrastructure, and renewables. Noteworthy ongoing ventures include initiatives in tourism and infrastructure development, railways construction, road reconstruction, and renewable energy projects, among others.

Additionally, EBRD's commitment to nurturing entrepreneurship and fostering youth empowerment was evident through programs like the Youth in Business Programme. Through this program, EBRD offers financing, knowledge, skills, and resources to micro, small, and medium-sized enterprises (MSMEs) owned by entrepreneurs under 35.

Mrs. Ekaterina Solovova's lecture emphasized the impact of EBRD's endeavors on Albania's developmental journey. Her insights underscored not only the bank's strategic initiatives but also its human-centric approach towards fostering economic empowerment and opportunity. Through collaborative efforts and innovative programs, EBRD continues to play a vital role in shaping a brighter, more inclusive future for Albania.

We thank Ms. Solovova for the valuable insights!

**EPOKA University's representatives attended the EMAN Conference 2024 at Tor Vergata University in Rome.**



EPOKA University's delegates participated in the 8th International Scientific Conference on Economics and Management, EMAN 2024, hosted by Tor Vergata University in Rome.

The conference emphasized various research topics, exploring the societal impacts of social media and the transformative potential of technology in banking and tourism sectors. It fostered a dynamic academic environment and showcased innovative concepts. The Eman 2024 Conference held at Tor Vergata University in Rome highlighted a wide range of research issues, including the societal implications of social media and the transformative possibilities of technology in the banking and tourist sectors.

A notable aspect of the conference was the academic discussion delivered by Assistant Lecturer Eglar Mansi and the Business Informatics student Elja Dalipaj, when they extensively explored the captivating subject matter entitled "Unveiling Public Sentiment: The Influence of Social Media on the Formation of Conflict Perceptions." Their research provided novel insights into the ways in which social media platforms exert influence in shaping public perceptions of conflicts, revealing the complex interplay between online communication and real-life occurrences.

Dr. Aida Bitri and master's student Arjela Dervishaj delivered a noteworthy presentation on "Tech-Enabled Business Models in Banking for Financial Inclusion: A Systematic Literature Review". Their research emphasized the crucial significance of technology in promoting financial inclusion, providing a thorough analysis of the changing framework of banking practices in the digital era.

Teaching Assistant Klea Pashtranjaku and Anisa Isufi conducted a comprehensive investigation titled "The Impact of Social Media on Tourist Behavior" to enhance the conversation. Their study explored the effects of social media platforms on travel choices, destination preferences, and overall travel experiences. The researchers' findings yielded significant insights into the changing dynamics of tourism within a progressively integrated digital infrastructure.

Upon reflection, the participants conveyed a high level of satisfaction about the extensive and comprehensive nature of the conversations, emphasizing the valuable interchange of ideas and the chance to interact with state-of-the-art research.

The Eman 2024 Conference held at Tor Vergata University not only presented cutting-edge academic research but also cultivated a dynamic community of researchers dedicated to advancing the boundaries of knowledge and fostering innovation.



## **EPOKA University and Technical University of Dresden Launch 2nd Virtual Collaborative Learning Module**



EPOKA University's Department of Business Administration and TU Dresden's Chair of Information Management have joined forces once again to foster academic collaboration and cross-cultural learning. Building on the success of last year's initiative, the 2nd Virtual Collaborative Learning Module kicked off in Dresden, Germany, marking the beginning of a two-month-long collaborative program among students, E-Tutors, and Academic Staff.

This innovative module integrates the Strategic Management course of Dr. Esmir Demaj at EPOKA University with Prof. Dr. Eric Schoop's Virtual Collaborative Learning (VCL) module at TU Dresden. Under this year's theme, "Conceptualizing Tirana as a Smart City," students from both universities will engage in a comprehensive exploration of Smart City concepts, virtual collaboration across borders, and sustainable solutions to real-world challenges.

The program kicked-off with 18 EPOKA University students visiting TU Dresden from April 8th to April 12th, 2024. During this dynamic week, students participated in intensive workshops and collaborative sessions, initiating their project ideas amidst academic rigor and cultural immersion. Beyond academic pursuits, cultural excursions fostered friendships and enhanced cross-cultural competencies among participants. Over the next 2 months, mixed groups of students from both universities will collaborate virtually to refine and finalize their project proposals, focusing on innovative solutions to address common challenges within the Smart City theme.

Looking ahead, 27 students and staff from TU Dresden are scheduled to visit EPOKA University during the last week of May 2024. This final phase will culminate in the presentation of finalized projects and insights to the academic community and stakeholders. Additionally, field visits and cultural exploration of Albania are planned, enriching the exchange experience further.

*"This Virtual Collaborative Exchange program exemplifies the transformative power of international collaboration. By bringing together students from diverse backgrounds, we are not only enriching their educational experience but also equipping them with the skills and perspectives needed to thrive in an increasingly interconnected world,"* remarked both Prof. Schoop and Dr. Demaj.

Funded by the KA171 Erasmus+ agreement for physical exchanges and supported by the COWEB project for the virtual component, this VCL module underscores EPOKA University and TU Dresden's commitment to fostering innovation, collaboration, and global citizenship among their student bodies.

### **Dr. Aida Bitri delivers a lecture at the THWS, Germany for the Market Research Module**



Last week, Dr. Aida Bitri from the Department of Business Administration at Epoka University was invited to deliver a lecture at the Technical University of Applied Sciences Würzburg-Schweinfurt (THWS) for the Market Research Module. The seminar covered the major effects of AI on market research and gave students insightful knowledge about how the industry is changing.

Dr. Bitri shared her expertise, sparking discussions on the integration of artificial intelligence in market research methodologies and its implications for businesses. Her engaging lecture provided students with a deeper understanding of how AI technologies are reshaping the industry.

The collaboration between THWS and Epoka University encourages academic exchange.

## MEDIA LITERACY: The Importance of Media Literacy by Emirjon Senja



EPOKA University, in collaboration with the Department of Business Administration, as part of the Empowering Human Dignity of European Union and Western Balkans Youth Project funded by the European Union, had the honor of hosting esteemed expert Mr. Emirjon Senja, Web director at Vizion Plus group and Lecturer of Communication.

The seminar emphasized the critical role of news verification in informing rather than misleading audiences. How should we respond when confronted with false news? Who holds the responsibility for regulation: the media or the audience? Furthermore, how should we address fake content on social media? Is interaction with such platforms advisable?

Another point of the seminar was the influence of Artificial Intelligence on media and social media, particularly its role in disseminating disinformation, whether intentionally created or not.

The seminar served as a reminder to carefully consider our relationship with social media as an audience, encouraging us to be active and perceptive in the way we choose to consume information.

At the conclusion, Mr. Senja expressed gratitude to the participants, acknowledging that today's lecture showcased one of the most engaged audiences thus far.

EPOKA University extends its gratitude to Mr. Senja for sharing his insights and experience with the EPOKA students and staff. We wish him further success on his professional journey.



### **MEDIA LITERACY: Engaging in Civic Discourse by Glevin Dervishi**



EPOKA University, in collaboration with the Department of Business Administration, as part of the Empowering Human Dignity of European Union and Western Balkans Youth Project funded by the European Union, had the honor of hosting esteemed expert Dr. Glevin Dervishi, currently Head of the Department of International Relations and Communication at the Academy of Armed Forces, in the Media Literacy: Engaging Civic Discourse seminar.

In this seminar, students delved into the important role of the media in shaping democratic societies. Emphasizing its power to both enhance and distort reality Dr. Dervishi, underscored the importance of media literacy in navigating today's information landscape. One key focus was the delicate balance between media's autonomy and self-regulation. Highlighting the prevalence of profit-driven motives within media outlets, Dr. Dervishi shed light on the challenges posed by corporate interests in shaping editorial content.

Media literacy, defined as the ability to access, analyze, evaluate, and create messages across various platforms, took center stage. The importance of engaging with diverse perspectives, including those of opposition media, was emphasized as a cornerstone of informed citizenship.

Furthermore, elections emerged as a crucial testing ground for media integrity, where platforms and candidates are scrutinized. Students were urged to adopt a critical mindset, discerning between genuine discourse and political propaganda.

Drawing on examples like the Albanian media landscape, attendees were urged to question the underlying motives behind media narratives. Instances of conflicts of interest and the misuse of media platforms for governmental propaganda served as cautionary tales.

As the discourse on media's role in society continues to evolve, fostering media literacy remains paramount in cultivating an informed and engaged citizenry.

## **Department of Business Administration hosted Prof. Oetzel for a Teaching Exchange**



### **Open Lecture**

## **International Market Research and Analytics by Prof. Dr. Sebastian Oetzel**



Prof. Dr. Sebastian Oetzel from the Department of Business at Hochschule Fulda, Germany, delivered two enriching open lectures on International Market Research and Analytics, hosted by Prof. Dr. Osman Nuri Aras at the Department of Business Administration at Epoka University, on April 29 and May 03, 2024.

The lectures focused on the case study “Snack Shopping: Project Perfect Shelf”, which provided the students with practical techniques for market analyses.

Prof. Oetzel was also welcomed by the Head of Department, Dr. Esmir Demaj, and they agreed to explore new frontiers of collaboration between the two departments, such as potential double degrees, short-term exchanges, and research-oriented project applications besides the current Erasmus+ partnership.

As a result of the current collaboration, seven students from the Department of Business Administration have been selected to study for one semester at HS Fulda during the coming 2024-2025 academic year.

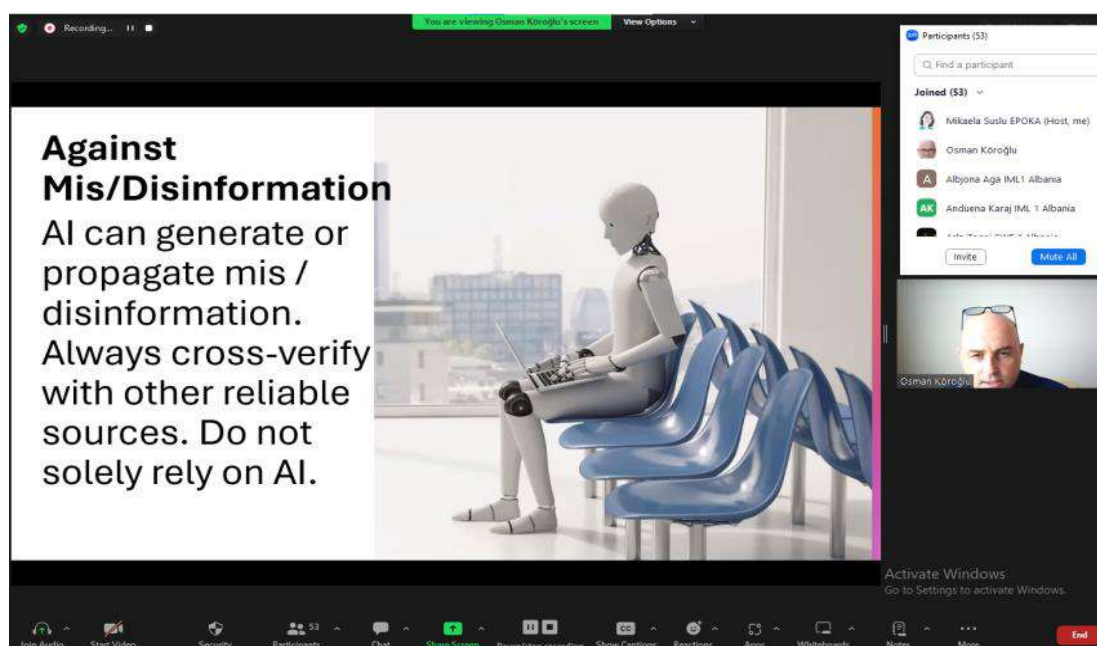


Additionally, two students from the department will join the business summer school organized by HS Fulda during this summer.

The Department of Business Administration at Epoka University is eager to foster this collaboration, marking a significant step towards international academic exchange and cooperation.

Prof. Oetzel's visit was further enriched by cultural explorations of Tirana and other popular destinations in Albania like the city of Berat and the Albanian Riviera.

### **MEDIA LITERACY: Information Diet and Data Privacy In the Age of AI BY Osman Koroglu**



EPOKA University, in collaboration with the Department of Business Administration, as part of the Empowering Human Dignity of European Union and Western Balkans Youth Project funded by the European Union, had the honor of hosting esteemed expert [Prof. Dr. Osman Koroglu](#), journalist, marketing and communication expert.

In an era dominated by artificial intelligence (AI) and ubiquitous digital media, Professor Dr. Osman Koroglu's presentation shed light on the critical need for enhanced media literacy, a balanced information diet, and robust data privacy practices.

Media literacy, defined as the ability to access, analyze, evaluate, and communicate various media messages, is more crucial than ever. Dr. Koroglu emphasized that *critical thinking* is at the heart of media

literacy. Understanding mass communication, engaging actively as informed citizens, and being discerning consumers of media content are essential skills in the 21st century. Educational institutions were called upon to prioritize teaching these competencies to prepare students for the challenges of the digital world.

In his presentation, Dr. Koroglu introduced the concept of an "information diet," advocating for a balanced consumption of media. Just as a healthy diet requires variety and moderation, so does information consumption. Dr. Koroglu encouraged individuals to seek out verified, authoritative, and independent sources to maintain a healthy and balanced information diet, avoiding the pitfalls of misinformation and disinformation.

The risks associated with AI's ability to infer sensitive information from seemingly innocuous data are significant. Dr. Koroglu highlighted the dangers of reidentification and the invasive capabilities of facial recognition technologies. To combat these risks, he recommended several privacy tools and practices:

- Browsers: Use privacy-focused browsers like Firefox and Tor.
- Extensions: Install browser extensions such as Privacy Badger and HTTPS Everywhere.
- Password Managers: Utilize password managers to secure online accounts.
- Two-Factor Authentication: Enable two-factor authentication for an added layer of security.
- Social Media: Regularly review and tighten privacy settings, and be mindful of the information shared publicly.
- AI Assistants: Periodically review and clear interaction histories with AI assistants like Amazon Alexa and Google Home.

Dr. Koroglu underscores the importance of recognizing how media ownership can shape content. Being aware of potential biases helps consumers critically evaluate the information presented to them.

Moreover, he points out that different types of information serve various purposes:

- Journalism: Aims to inform through verified, independent, and accountable methods.
- Entertainment: Seeks to amuse or engage audiences.
- Advertising: Focuses on selling goods and services.
- Publicity: Promotes visibility.
- Propaganda: Builds mass support for ideologies.
- Raw Information: Often found on social media, this bypasses traditional filters and can be a source of both valuable insights and misinformation.

Critical thinking was a recurring theme in Dr. Koroglu's presentation. He encouraged the audience to challenge assumptions, verify facts, explore different perspectives, and maintain an open dialogue. This approach helps avoid common logical fallacies.

Dr. Koroglu drew a clear distinction between disinformation—deliberately false information—and misinformation, which is incorrect or misleading without malicious intent. Understanding this difference is vital in combating the spread of false information.

Finally, Dr. Koroglu offered practical advice for protecting personal data in the digital age. Embracing privacy-conscious practices and tools is essential for safeguarding against tracking and unauthorized access.

In a world where AI and digital media are omnipresent, Dr. Koroglu's insights provide valuable guidance on navigating these complex landscapes. By enhancing media literacy, maintaining a balanced information diet, and prioritizing data privacy, individuals can better protect themselves and become more informed digital citizens.

EPOKA University extends its gratitude to Prof. Koroglu for sharing his insights and experience with the EPOKA students and staff. We wish him further success on his professional journey.

## **Media Literacy in the Age of AI by Mohammad Ziyad Kagdi**



We had the pleasure of hosting Mohammad Ziyad Kagdi, Assistant Lecture at Epoka University, in the Media Literacy in the Age of AI seminar.

This seminar was centered around the ongoing period of rapid changes in AI with Generative tools like Stable Diffusion for generating artificial images using diffusion techniques, ChatGPT - the famous chatbot based on large language models powered by OpenAI and the way these innovations make us

digest digital contents.

The event initially focused on how people perceive things in their daily lives and how our perceptions can be misguided. It later explored topics like Generative AI and Stable Diffusion in an attempt to demystify Artificial Intelligence by discussing how a machine maps subjects' characteristics to form semantics in a multi-dimensional latent space when models are trained on a huge image dataset.

Finally, the seminar discussed various AI failures, biases, and discriminations, either accidental or deliberate which are inherent in the AI tools that include unjustified responses and beliefs further causing misleading information presented as facts associated with a phenomenon known as Artificial

Hallucination, existent in automatically generated texts and images.

The seminar concluded with various steps to tackle these challenges inherent in our society due to widely used AI tools.

This series was organized by EPOKA University, in collaboration with the Department of Business Administration, as part of the Empowering Human Dignity of the European Union and the Western Balkans Youth Project funded by the European Union.

### **Brexit, Implications and Perspectives**

Open lecture and discussion on Brexit, led by Dr. Arlind Rama. Dr. Rama provided an insightful analysis of Brexit, its implications, and the complex love-hate relationship between Britain and the EU. He also discussed the new agreements and their impacts, inviting students to consider the crucial question: “Now What?” This topic aligns perfectly with the course of International Economics, offering valuable real-world context. Additionally, it served as an excellent resource for the VCL project within the COWEB - Virtual Collaborative Learning in the WB HEIs project framework, being prepared by multidisciplinary students from Epoka. The lecture not only provided them with critical information but also allowed them to engage with a professional and discuss their questions.

### **EPOKA Summer League 2024**



On Monday, May 20, the final match of the EPOKA Summer League 2024, organized by the Sports Club, took place with great anticipation and excitement. The representative team from our department, the second-year Civil Engineering students (CE 2), faced off against the third-year Business Informatics students (BINF 3) in a thrilling contest.

The match was intensely competitive from the start. The first half ended in a 1-1 draw, demonstrating the skill and determination of both teams. The second half mirrored the intensity of the first, concluding with a score of 2-2. As the game progressed into additional time, the tension was palpable. In the final minutes,



CE 2 managed to score a decisive goal, securing a 3-2 victory and clinching the league title. We are immensely proud of our students for their dedication and teamwork. Congratulations to the CE 2 team for their hard-earned victory and commendable performance throughout the tournament. Your success is a testament to your hard work and sportsmanship.

### **OPEN FORUM Baboon's Secret Sauce to Success with CEO Genti Selenica**



Tirana, Albania — Epoka University's [Department of Business Administration](#) held an insightful and inspiring event today, featuring [Genti Selenica](#), the CEO and Co-founder of [Baboon Delivery](#). The event was a true success, drawing students from a variety of programs including Business Administration, Business Informatics, International Marketing and Logistics, and Software Engineering.

Held at Epoka University, the open forum offered students a unique opportunity to gain valuable insights from a leading figure in the business world. Genti Selenica's talk extended beyond the scheduled time, as enthusiastic students engaged with numerous questions, reflecting their keen interest in the subject matter.

During his talk, Mr. Selenica emphasized the critical importance of effectively scaling up a business. He shared key points on scaling up and recommended the book "Scaling Up" as essential reading for anyone interested in understanding the complexities of business growth.

Mr. Selenica highlighted that the cornerstone of any successful organization is its people. Leadership and culture, he asserted, are the main competencies that drive an organization forward. He stressed the

importance of executing strategies effectively, ensuring that all employees understand and align with the top management's vision to achieve organizational goals.

Mr. Selenica attributed Baboon Delivery's success primarily to its robust organizational culture and fair practices. This approach has earned Baboon a 7 out of 10 ranking in [Fairwork](#), which evaluates the working conditions of digital labor platforms globally. Notably, Baboon holds the highest score in Europe, a testament to their fair practices, which according to Mr. Selenica directly translates into customer satisfaction.

Addressing the challenges posed by competition, Mr. Selenica underscored the value of conducting thorough SWOT analyses. This, he explained, not only helps in navigating competitive landscapes but also aids in continuous self-improvement.

In addition to discussing Baboon's achievements, Mr. Selenica shared insights into his upcoming projects. He invited students to contribute their ideas and be a part of these new initiatives, fostering a collaborative spirit and providing them with real-world opportunities to apply their knowledge.

The event was a significant learning experience for all the attendees, offering them a deep dive into the practical aspects of scaling a business and maintaining a strong organizational culture. [Epoka University](#) continues to provide its students with valuable opportunities to learn from industry leaders, preparing them for successful careers in the dynamic business landscape.

## **EPOKA University hosted an open lecture on Generative AI in Higher Education**



On May 29, 2024, EPOKA University hosted an Open Lecture, focusing on the transformative impact of generative AI in higher education. The lecture was delivered by Prof. Dr. Eric Schoop from TU Dresden, who highlighted the integration of AI technologies to enhance educational methodologies and foster 21st-century skills among students. Prof. Schoop emphasized the importance of leveraging social software and innovative learning assessments to develop self and social competencies in students through realistic case studies and collaborative tasks.

A significant portion of the lecture was dedicated to discussing Virtual Tutor, an AI-driven conversational agent embedded within Microsoft Teams. This tool supports both educators and students by providing natural language interfaces for learning analytics, offering automated feedback, and facilitating self-reflection on collaborative activities. Prof. Schoop also introduced the concept of Learning Companions (LCs), advanced versions of Virtual Tutors designed to create long-term, socially bonding relationships with learners. These companions aim to enhance the educational experience by generating social and hedonic value through regular interactions and personalized feedback.

The lecture concluded with a discussion on future developments in AI-driven education, particularly through the ongoing Erasmus+ COWEB project, where partners are exploring the use of tools like PowerBI and Copilot for learning analytics, aiming to further refine the integration of AI in educational settings.

## Projects

### Tung Ideve Winter School & Competition Accelerate Start-up Ideas



#### **Introduction:**

Tung Ideve is a workshop format winter school and competition organized by Innovators club in collaboration with Faculty of Economics and Administrative Sciences and Startup Service at University of Potsdam, aiming to equip high school students with green, entrepreneurial, and problem-solving skills using Design Thinking methods.

Students will learn about the 2030 agenda on sustainable development goals; learn on innovation techniques; learn how to apply the Lean Startup methods to develop their own startup idea; learn how to talk to customers; ideate solutions; and pitch their ideas.

**Date:** 12, 21-23 February 2024

**Venue:** Epoka University, A Building

**Contact Persons:** Alessia Nikehasani [anikehasani21@epoka.edu.al](mailto:anikehasani21@epoka.edu.al)

Eriksena Dinaj [edinal21@epoka.edu.al](mailto:edinal21@epoka.edu.al)

**Deadline for registration:** 31 January 2024

**Eligible:** High School 12th grade students; in groups of 4-5 students

**Registration Link:** <https://docs.google.com/forms/d/1pLMIE6sKZnSoAzzHcMH-tQIX4Yah9YVWjX1KEleM958/edit>

### **Scholarship Awards:**

1st Place Team	75%
2nd Place Team	50%
3rd Place Team	25%

Scholarship offered in the following study programs:

- Banking & Finance
- Business Administration
- Economics
- International Marketing & Logistics Management

Please click [Agenda](#) to have more information on the event.

### **Entertainment Project**

Course Project: In the Management and Organization course, students worked on a dynamic project aimed at creating engaging entertainment activities for the campus community. Working in teams, they brainstormed innovative ideas and made strategic decisions on how to bring their concepts to life. Each group was responsible for organizing their efforts by assigning roles, managing responsibilities, and developing a comprehensive business plan. This included among other things crafting strategies to attract participants, ensuring smooth customer service, and efficiently handling queues. To enhance visibility, students designed a group name, logo, and launched social media campaigns. The project culminated in a campus-wide event where participants voted for the most entertaining activity, highlighting the creativity and organizational skills of the winning team.



### Sell-A-Drink Course Project



## Celebrating Success

Sell-A-Drink Competition  
comes to and end.  
Here are the winners.



### Celebrating Success

After weeks of creative planning, marketing strategies, and enthusiastic engagement, the Epoka University Introduction to Business course led by Assistant Lecturer Mikaela Süslü concluded its exciting Sell-A-Drink Project.

The Sell-A-Drink project was designed as a competition in which first-year students of Business Administration, Business Informatics, and International Marketing and Logistics study programs had to transform theoretical concepts into tangible ventures and turn their business plans into reality.

In this hands-on endeavor, each group navigated the challenges of naming their brand, designing logos, and implementing diverse marketing tactics. From crafting unique beverages to strategizing optimal pricing and identifying prime sales locations, the students explored and worked through the complexities of the business world.

The last part of the project took place last week when students presented their final reports, detailing their journeys from beginning to end. Assistant Lecturer Mikaela Süslü congratulated all participants for their dedication, hard work, and valuable lessons learned throughout the Sell-A-Drink Project. The atmosphere was charged with excitement as groups received recognition for their efforts through various awards.

The winning team was PonkJuice, led by Irsa Mello with team members Darla Belba, Ema Çela, Sabina Roci, and Sibora Cela, who beautifully captured the essence of entrepreneurship and resulted in outstanding performance.

The Sell-A-Drink project not only provided a practical application of business principles but also fostered a sense of teamwork, creativity, and community among the students.

## **EPOKA University and TU Dresden Celebrate the Finalization of the “Smart City Tirana” Virtual Collaborative Learning Module**



EPOKA University's Department of Business Administration and TU Dresden's Chair of Information Management celebrated the successful conclusion of the “Smart City Tirana” Virtual Collaborative Learning Module, culminating in a series of events hosted by EPOKA University in Tirana, Albania.

After the kick-off at TU Dresden in early April, 40 students, 2 professors, 4 supporting staff, and 8 E-Tutors collaborated virtually for eight weeks to propose innovative solutions for smart city challenges. Finally, they met at EPOKA University from May 27-31, 2024, for their Final Project Pitches, showcasing results from their eight-week online collaboration, combined with further collaborative work and socio-cultural activities.

This innovative module integrated Dr. Esmir Demaj's Strategic Management course at EPOKA University with Prof. Dr. Eric Schoop's Virtual Collaborative Learning (VCL) module at TU Dresden. Under this year's theme, "Conceptualizing Tirana as a Smart City," students engaged in exploring Smart City concepts, cross-border virtual collaboration, and sustainable solutions to real-world challenges.

This vibrant week included:

- **Final Project Pitching:** 6 mixed groups of students from both universities presented their refined and final project proposals in front of an 10-member Jury composed of academic staff and experts from 3 different countries. The jury selected TiranaLink, composed of seven students from EPOKA and TUD, as the best pitching group.
- **Workshops and Feedback Sessions:** Interactive workshops provided students with valuable insights and constructive critiques.
- **Field Visits:** Explorations of Tirana's infrastructure and Smart City initiatives. The Ministry of Infrastructure and Energy of Albania hosted a delegation including Prof. Michael Breidung, Head of Smart City Dresden, where good practices were shared and opportunities for further collaboration were discussed.
- **Cultural Excursions and Social Activities:** Participants engaged in lectures about the Albanian history and culture, cultural excursions around Albania, enhancing their cross-cultural competencies and deepening their knowledge for the Albania's rich heritage, including trips to Kruja Castle and Museum, Tirana City Tour, BunkArt, Dajti Mountain, Durres etc. Social Activities like Paintball, Volleyball Matches, Barbecues were organized too.

The event concluded with a Farewell Dinner, celebrating the students' achievements and the collaborative spirit that defined the project. Wishes for the continuation of such collaboration prevailed.

Supported by the COWEB project for the virtual component and funded by the KA171 Erasmus+ agreement for the physical exchange, this VCL module demonstrated the transformative power of international collaboration in fostering innovative pedagogical approaches and developing 21st-century skills among students.

### **List of Students' Internships**

<b>NO</b>	<b>Name Surname</b>	<b>Study Program</b>	<b>Professional Practice Period</b>	<b>Company</b>	<b>Department/Office</b>
1	Andeta Mushi	BA BINF	1.5 Months	Balkan Sport	Finance Department
2	Andi Shedula	BA BINF	3 Months	SHEHDULA SH.P.K	Finance Department
3	Andrea Kasa	BA BINF	2.5 Months	Legal Cert	Marketing Department
4	Anxhela Koka	BA BINF	2.5 Months	Eurosig sh.a	IT department
5	Arbi Maloku	BA BINF	1.5 Months	KORABI 2007	IT
6	Ardian Ismailaga	BA BINF	1 Month	RATI shpk	IT
7	Ardita Tahiri	BA BINF	2 Months	BERDICA SHPK	Finance Department
8	Armela Elezaj	BA BINF	1 Month	Premisa Security	Cyber Security and Research
9	Aurora Sokolaj	BA BINF	2 Months	Nexia AL Consulting shpk	Finance Department
10	Besjona Gaba	BA BINF	1.5 Months	Techision shpk	IT department
11	Bjorn Varrosi	BA BINF	2 Months	Soni Fish	Finance Department
12	Brus Hoxha	BA BINF	2 Months	Ritech Solutions	Mobile Development
13	Cristina Cala	BA BINF	1 Month	AA Audit Finance	Finance Department
14	Dajana Lelaj	BA BINF	1.5 Months	Joel Travel and Tours	Marketing Department
15	Adelajda Torollari	BA BINF	1.5 Months	Elektro Sek	Security System
16	Ajna Kasuli	BA BINF	2 Months	Durres Port Authority	IT specialist
17	Albin Feta	BA BINF	2 Months	AMG Energy Albania	IT Specialist



18	Albion Osmanaj	BA BINF	2.5 Months	ONI SHPK	IT specialist
19	Albjori Dollani	BA BINF	1 Month	BUJARI SHA	Economic
20	Aldo Daci	BA BINF	3.5 Months	Encon Consulting Albania	Encon Consulting
21	Alesia Vrap	BA BINF	1.5 Months	Smart Tech Solution	Smart Office 5
22	Alessia Nikehasani	BA BINF	3 Months	Info Business Solutions	BI Office
23	Alsaed Shabaj	BA BINF	2.5 Months	ONE ALBANIA	SAP office
24	Alvi Kalia	BA BINF	1 Month	LIQENI VII	Accounting
25	Amanda Peza	BA BINF	1.5 Months	Deloitte Albania	Deloitte Digital
26	Irva Sula	BA BINF	2 Months	Art Home Shpk	Accounting office
27	Jada Mece	BA BINF	3 Months	Kelvin Konstruksion	Finance
28	Joan Kona	BA BINF	2.5 Months	Tetra PRO	Tetra PRO IT office
29	Jona Salobehaj	BA BINF	1.5 Months	Avokati i popullit	Avokati i popullit office
30	Julisa Loci	BA BINF	1 Month	Loci SHPK	Finance
31	Juljan Rapo	BA BINF	1.5 Months	TOTAL SALES SHPK	Finance
32	Keisi Breshanaj	BA BINF	1.5 Months	Spontan Creative Media LLC	Marketing
33	Kesi Vreto	BA BINF	2 Months	Landmark Technologies	ICT
34	Klajdi Kastrati	BA BINF	1.5 Months	Kastrati Shpk	Finance
35	Klaudia Ismailaj	BA BINF	2.5 Months	Instat	Statistical quality and metadata
36	Klea Murati	BA BINF	1.5 Months	Mommy and Me	Finance
37	Kledia Boka	BA BINF	1.5 Months	Everest SHPK	Finance
38	Xhoert Tusha	BA BINF	2.5 Months	ONE ALBANIA	SAP office



39	Juri Sula	BA BINF	1.5 Months	Agi Kons	Finance
40	Jursela Godo	BA BINF	2.5 Months	Ministria e Bujqesise dhe zhvillimit rural	Analiza Ekonomike
41	Adrian Ahmati	BA BINF	2.5 Months	Ahmati Petrol	Accounting
42	Alma Mahmutaj	BA BINF	1.5 Months	BKT Bank	Finance
43	Daniela Kokoneshi	BA BINF	3 Months	Infosoft Software Development	Web Development
44	Darla Aga	BA BINF	2 Months	Integrated Smart Solutuions	All Departments
45	Dea Troci	BA BINF	2 Months	Albsig	IT
46	Deborah Hasanago	BA BINF	2 Months	EUROLAB Internacional group	IT
47	Dejvi Kocilja	BA BINF	2 Months	EDICOM	Finance/IT
48	Denis Isamilaj	BA BINF	2 Months	Helsmann	IT infrastructure
49	Egi Dajzmaili	BA BINF	2 Months	Tirana Bank	Retail
50	Elja Dalipaj	BA BINF	2 Months	Drejtoria e Pergjithshme e Postes Shqiptare	IT
51	Ema Mihaj	BA BINF	1.5 Months	Cobo SH.P.K	Cobo SH.P.K office
52	Endri Kena	BA BINF	2 Months	Intensa San Paolo Bank	Main department/Finance/IT
53	Enea Bacja	BA BINF	1.5 Months	Aditues Ligjor	Economics
54	Edlira Daku	BA BINF	1 month	Kevin Construction shpk	IT
55	Eni Deda	BA BINF	1 month	8pro shpk	IT
56	Enio Yzeiri	BA BINF	2 Months	Logical Shpk	IT
57	Enisa Mishka	BA BINF	1. 5 Months	Accounting and consulting studio	Finance

58	Enxhi Brahimaj	BA BINF	3 Months	Hideolab	IT
59	Ergita Curri	BA BINF	06/11/2023	Albsig Jete	Finance
60	Erika Mejdi	BA BINF	1. 5 Months	Amarcord wine and spirits shpk	Finance
61	Eriklina Topalli	BA BINF	3 Months	Tirana Bank	Finance
62	Eriksena Dinaj	BA BINF	3 Months	Tirana Bank	Digital Marketing
63	Erina Vladi	BA BINF	2 Months	Intesa San Paolo Bank	IT
64	Erjola Ponari	BA BINF	3 Months	Accounting and Tax Consulting Fortuzi	Financial Assistant
65	Erlind Toçi	BA BINF	1.5 Months	One Albania	SAP
66	Fabiola Vedra	BA BINF	1.5 Months	Gjana SHPK	Finance
67	Sidita Dushaj	BA BINF	2 Months	Insig shpk	IT
68	Ina Zenelaj	BA BINF	1.5 Months	OTP BANK	Myslym Shyri Branch
69	Hysen Allushi	BA BINF	2 Months	KORABI 2007	Economist Office
70	Gledian Alimema	BA BINF	2.5 Months	KORABI 2007	IT Office
71	Sara Ramadani	BA BINF	3 Months	NDREGJONIS HPK	Finance Office
72	Florian Alla	BA BINF	1.5 Months	RATI SHPK	Company Office
73	Imelda Vreto	BA BINF	1.5 Months	Restarium Gurra-KACA SHPK	FINANCE Office
74	Friona Poçari	BA BINF	2 Months	LIST TIRANA	IT Office
75	Hatixhe Vishkulli	BA BINF	2.5 Months	Tirana Insitute of Technology	Software Development
76	Fiona Xhaferi	BA BINF	1 Month	EUROSTEP R & D	IT Office
77	Indi Kanani	BA BINF	2.5 Months	FIBANK ALBANIA	International Payments and Correspondent Banking

78	Ifigjenia Sopiqoti	BA BINF	2.5 Months	TOP SEVEN SHPK	Marketing Office
79	Griselda Rexhmati	BA BINF	3 Months	TIRANA BANK	Digital Banking
80	Gerta Rustemi	BA BINF	2 Months	INTESA SANPAOLO BANK	Fraud Prevention Office
81	Helisa Ormëni	BA BINF	2.5 Months	AGNA GROUP	IT Office/ Finance Office
82	Rubin Haxhiu	BA BINF	1.5 Months	Smartwork Shpk	IT office
83	Saeda Hoka	BA BINF	2.5 Months	Agna Group	IT office
84	Megi Kamberi	BA BINF	1 Month	Nullius in Verba	Marketing and sales for AI department
85	Romina Zeneli	BA BINF	1 Month	Nullius in Verba	Marketing and sales for AI department
86	Rigers Poleshi	BA BINF	2.5 Months	Fiber Group Shpk	Finance Department
87	Pamela Rapollari	BA BINF	1.5 Months	Almar Services Shpk	IT office
88	Milena Kazazi	BA BINF	2 Months	Tirana Bank	Digital Banking
89	Pegi Peqini	BA BINF	1.5 Months	Consulenza Shpk	Finance Department
89	Sara Hoxha	BA BINF	3 Months	Daco AL	IT office
90	Kostandina Zhupaj	BA BINF	2 Months	Spontan Creative Media	Marketing
91	Krisida Lybeshari	BA BINF	1 Month	Tosca Blu Albania	Finance Office
92	Kristiana Mullaj	BA BINF	2 Months	First Investment Bank Albania	NA
93	Livia Hazizaj	BA BINF	1.5 Months	Startrans Sh.p.k	Finance Department
94	Livja Murataj	BA BINF	1.5 Months	Reve Distribution	Finance Department

95	Loard Bejko	BA BINF	3 Months	91Life	Software Development
96	Lutjan Allko	BA BINF	1.5 Months	Ahmati Petrol	Finance Office
97	Marbi Bombaj	BA BINF	1.5 Months	Intesa San Paolo Bank	Multichannel and Digital Marketing Department
98	Marin Spaha	BA BINF	NA	NA	NA
99	Marsia Mustafa	BA BINF	2 Months	Agna Group	Information department / Finance
100	Sonja Celmeta	BA BINF	1.5 Months	Crystal System Albania	Programming
101	Sorina Hastoci	BA BINF	1 Month	Eurolab International Group	Marketing (web)
102	Stiljano Papa	BA BINF	1.5 Months	Tirana Bank	Digital Marketing
103	Sindi Berberaj	BA BINF	1.5 Months	Credins Bank	Data Analytic
104	Telia Kurti	BA BINF	1 Month	Hemingway Tirana	Financial Assistant
105	Valerian Dedaj	BA BINF	2.5 Months	Tirana Bank	ATM & POS specialist
106	Kevin Kaloshi	BA BINF	1 Month	Credins Bank	Data Analytic SE
107	Shendi Stana	BA BINF	1 Month	Autoriteti Portual Durres	IT Infrastructure
108	Sonia Sotiri	BINF	2.5 Months	Anijet e Sherbimit Detar Sh.a	Finance Department
109	Klevis Kosiqi	BINF	3 Months	Lusha-Accounting	Accounting Department
110	Erdi Ajazi	BA BUS	1.5 Months	Doppler Sh.p.k	Human Resource Department
112	Angela Bajrami	BA BUS	1 Month	Accounting Office AT&C	Accounting Department

113	Era Çobani	BA BUS	3 Months	ThinkSmart Audit & Consulting	Audit Department
114	Devis Dervishi	BA BUS	1 Month	Devidon Sh.p.k	Administration Department
115	Amarildo Elezi	BA BUS	1 Month	AlAr Food & Service	Finance Department
116	Erik Kadhe	BA BUS	1 Month	ONE Albania	Products & Propositions Department
117	Enxhi Kodragjini	BA BUS	1.5 Months	Albalight Sh.p.k	Finance Department
118	Eno Koliçi	BA BUS	1 Month	Next Studio	Web Development & Marketing
119	Petros Kuka	BA BUS	1.5 Months	Marketing & Distribution	Marketing
120	Enxhi Myshketa	BA BUS	1 Month	Sigi Sh.p.k	Human Resource Department
121	Ana Selmani	BA BUS	3 Months	Abkons	Management and Consulting
122	Daniel Taraj	BA BUS	1 Month	Zeus-Al Sh.p.k	Finance Department
123	Kejsi Tufa	BA BUS	2.5 Months	Tufa Products LTD	Finance office
124	John Musha	BA BUS	2.5 Months	Balfin Group TEG	ACREM SHPK
125	Hena Saraci	BA BUS	2.5 Months	Ministry of Finance	Economic office
126	Katerina Dedja	BA BUS	2 Months	Duef Auto Parts	Finance office
127	Luka Balla	BA BUS	3 Months	ABKONS	Managing Consulting Department
128	Fjona Karaj	BA BUS	2.5 Months	Avantive Consulting SHPK	Accounting department
129	Erika Muco	BA BUS	1.5 Months	Tire Repairs	Customer Service
130	Kamila Keta	BA BUS	1 Month	ABI Bank	Customer Service

131	Ondina Ismailati	BA BUS	2 Months	DB Wash International	Finance office
132	Krisa Tego	BA BUS	1 Month	Pelikan Products Ltd	Marketing Deaprtment
133	Nensi Beta	BA BUS	1 Month	Tirana Factoring and Lease S.A.	Credit Office
134	Martina Mesiti	BA BUS	1 Month	KMPK shpk	Head Office
135	Rilinda Korbi	BA BUS	1 Month	AT&C Albania Tax & Consulting	Accounting office
136	Lura Ismailaj	BA IML	1 Month	Spontan Creative Media	
137	Matea Hyko	BA IML	1 Month	Stefani and Co sh.a	Marketing Office
138	Riselda Veliu	BA IML	1 Month	Aris-re shpk	Marketing Office
139	Denis Gusho	BA IML	1 Month	Max Brand Textile	Marketing Office
140	Stela Gjoka	BA IML	1 Month	All-Gllas	Marketing Office
141	Mishel Hodaj	BA IML	2 Months	Teoren	Marketing Office
142	Menduh Daku	BA IML	1.5 Months	Jambo Albania	Marketing Office
143	Orkida Leka	BA IML	1 Month	Kontakt Al shpk	Marketing Office
144	Rozalina Zhuka	BA IML	1.5 Months	Amarcord Wine and Spirits Shpk	Marketing Office
145	Malko Robja	BA IML	1 Month	L'Occitane Albania	Sales Office
146	Martin Pano	BA IML	1 Month	TV Klan	Marketing Office
147	Jon Zeneli	BA IML	2 Months	Power Color shpk	Marketing Office
148	Pranvera Gjepali	BA IML	1.5 Months	Kappa Oil Sha	Logistic Office
149	Maida Bejleri	BA IML	2.5 Months	Agra Lu shpk	Marketing Office



150	Vanesa Barjamaj	BA IML	3 Months	Studio Eksperet kontabel AT&C	Finance Office
151	Anisa Murataj	BA IML	1 Month	Albanian Center for Quality Journalism	Marketing
152	Arsel Arifi	BA IML	2 Months	Aiba	Marketing
153	Enada Lasko	BA IML	1 Month	Kappa Oil	Export
154	Erb Koni	BA IML	1.5 Months	Agro Koni Shpk	Sales
155	Ester Jaupllari	BA IML	3 Months	Kid Zone Jumbo	E-commerce
156	Gerta Prenga	BA IML	2 Months	Albaseed Shpk	Marketing
157	Greis Baci	BA IML	1 Month	Meria Outlet Shpk	Marketing
158	Greta Shtjefni	BA IML	1 Month	KMY	Marketing
159	Iva Mane	BA IML	1.5 Months	Balkan Sport Shpk	Logistics
160	Izabela Biba	BA IML	1 Month	Communication Resources International Services Shpk	HR
161	Kenton Tusha	BA IML	1.5 Months	Agro Koni Shpk	Sales
162	Kejsi Hoxha	BA IML	2.5 Months	Balfin Real Estate	Marketing
163	Klein Duli	BA IML	1 Month	Vila 1928	Marketing and PR
164	Liel Dojaka	BA IML	1.5 Months	Cambridge Clinical Laboratories	Marketing

## **Participation in Academic Events**

### **HEInnovate: Exploring the Innovative Potential of HEIs**



On November 23-24 Assoc. Prof. Dr. Alba Kruja, Dean of the Faculty of Economics and Administrative Sciences, attended the HEInnovate workshop at the European Commission in Brussels. HEInnovate, an initiative of the European Commission's DG Education and Culture in partnership with the OECD, is a self-reflection tool for Higher Education Institutions to explore innovative potential through a process of

identification, prioritization, and action planning in the following eight key areas: Leadership and Governance; Organisational Capacity; Entrepreneurial Teaching and Learning; Preparing and Supporting

Entrepreneurs; Digital Transformation and Capability; Entrepreneurial Ecosystem and Networks; The Internationalised Institution; Impact of the Entrepreneurial HEI.

Discussions and synergies were raised during the workshop among the participants coming up with new perspectives, collaborations, and actions to be taken toward more innovative and entrepreneurial institutions.

More information on HEInnovate can be found in the following link: <https://www.heinnovate.eu/en> .

## **Student Best Success Stories**

### **Department of Business Administration celebrates the Class of 2024**



In June 2024, Epoka University proudly celebrated the graduation of the class of 2024. Students from the Business Administration department and other faculties came together for a momentous occasion filled with joy and pride. Among the highlights of the ceremony was the special recognition of outstanding graduates who achieved academic excellence.

Angela Bajrami and Rilinda Korbi from the Business Administration program, along with Alessia Nikëhasani, Eriksena Dinaj, and Sonia Sotiri from the Business Informatics program, were honored for graduating with a perfect GPA of 4.00, who received their certificates from Dr. Esmir Demaj, Head of the Department, and Assoc. Prof. Alba Kruja, Dean of the Faculty.

Their remarkable academic journey was celebrated not only by their peers and professors but also in the presence of distinguished guests such as the Deputy Governor of the Bank of Albania, Dr. Natasha Ahmetaj, who delivered an inspiring speech, encouraging the graduates to pursue their dreams and make a positive impact in their respective fields.

The ceremony, attended by approximately 3,000 people, including students, their families, and other guests, was expertly moderated by the renowned figure Blendi Salaj. The occasion was made even more memorable by a performance from the acclaimed artist Eneda Tarifa.

This graduation ceremony marked the beginning of a new chapter for these accomplished individuals, as they embark on their professional paths with the knowledge, skills, and determination to shape the future.

You can watch the full 2024 ceremony [here](#).

[It all starts with a tiny drop of water.](#)

### **Office Holders**

The department would like to thank the following for their valuable contribution to teaching, administration and management over the past year:

- |                        |                                       |
|------------------------|---------------------------------------|
| - Academic staff       | - Rectors Office                      |
| - Administrative staff | - Events' Organizers and Participants |
| - Students             | - All other units of Epoka University |
| - CPAO                 |                                       |
| - Finance Office       |                                       |

### **Acknowledgements**

In addition to the Office Holders listed above, the department would like to thank all the department academic and administrative staff for their valuable contribution through the academic year.

**Annexes**

Annex No.1 Summary Tables

**Department of Business Administration**

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