

# ANNUAL REPORT

1 September 2024 – 31 July 2025



# Annual Report

1 September 2024 – 31 July 2025

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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,

Florenc SKUKA, 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**

eligibility 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. Florenc SKUKA



**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. 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. Egla 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. Albana Borici
2. Assoc.Prof.Dr. Blerina Zanj
3. Dr. Rrezart Bozo
4. Dr. Elda Dollija
5. MSc. Jurgen Cama
6. MSc. Anisa Bakiu
7. MSc. Amela Dervishi
8. MSc. Amela Rahimi
9. MSc. Viola Xhafa
10. MSc. Ernaso Kërbizi
11. MSc. Erdjana Dida

**Academic Visitors (2024-2025)**

**Fall Semester 2024-2025**

PROGRAM	YEAR	ADVISERS
BA BINF	1st Year BINF A	MSc. Eglá Mansi
BA BINF	1st Year BINF B	MSc. Sidorela Meta
BA BINF	2nd Year BINF A / BINF B	MSc. Ardita Dórti
BA BINF	2nd Year BINF C	MSc. Sidorela Meta
BA BINF	3rd Year BINF A / BINF B /	Dr. Aida Bitri
BA BINF	3rd Year BINF C	MSc. Eglá Mansi
BA BUS	1st Year / 2nd Year	MSc. Saimir Mansaku
BA BUS	3rd Year	MSc. Mikaela Suslu
BA IML	1st Year,	Dr. Vilma Çekani
BA IML	2nd Year/ 3rd Year	Dr. Besjon Zenelaj
PM BUS	All Students	Prof. Dr. Osman Koroglu
M.Sc BUS	1st Year	Prof. Dr. Osman Koroglu
M.Sc BUS	2nd Year	Prof. Dr. Osman Nuri Aras

**Fall Semester 2024-2025**

PROGRAM	YEAR	ADVISERS
BA BINF	1st Year BINF A	MSc. Eglâ Mansi
BA BINF	1st Year BINF B	MSc. Sidorela Meta
BA BINF	2nd Year BINF A / BINF B	MSc. Ardita Dorti
BA BINF	2nd Year BINF C	MSc. Sidorela Meta
BA BINF	3rd Year BINF A / BINF B /	Dr. Aida Bitri
BA BINF	3rd Year BINF C	MSc. Eglâ Mansi
BA BUS	1st Year / 2nd Year	MSc. Saimir Mansaku
BA BUS	3rd Year	MSc. Mikaela Suslu
BA IML	1st Year,	Dr. Vilma Çekani
BA IML	2nd Year/ 3rd Year	Dr. Besjon Zenelaj
PM BUS	All Students	Prof. Dr. Osman Koroglu
M.Sc BUS	1st Year	Prof. Dr. Osman Koroglu
M.Sc BUS	2nd Year	Prof. Dr. Osman Nuri Aras

**Finance**

**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**



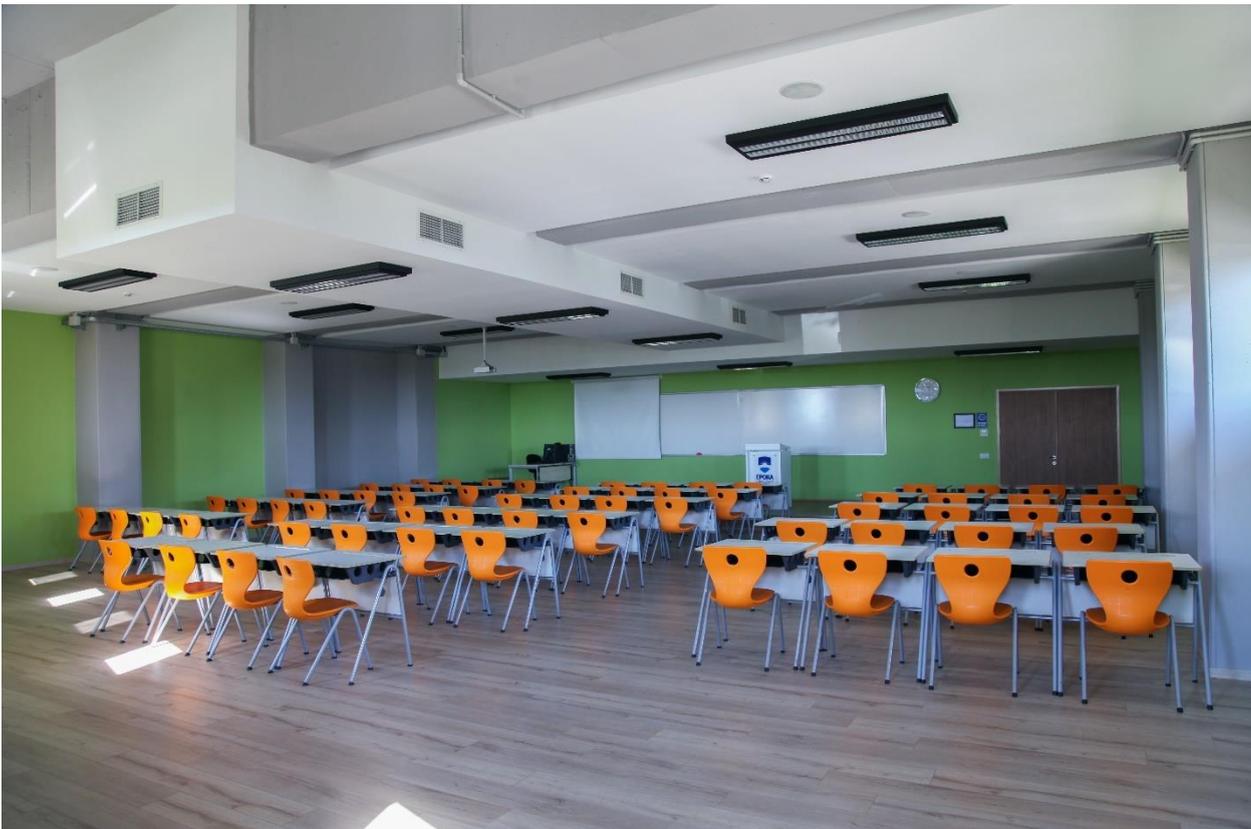
On September 2013, the construction of A-Buiding the “Cultural Social Object of Epoka University” was completed. In addition to classes, there are plenty of recreational facilities for students such as cafeterias, libraries, Wi-Fi, facilities for the Student Council and student clubs, sports facilities,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

<b>Resource</b>	<b>Patron</b>	<b>Loan period(days)</b>	<b>Maximum number of check-outs(items)</b>
<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 Distribution				Course Total	Epoka Credits	Semestral Lecture and studying hours						EC TS
Code	Course Name			Theory	Pract.	Lab.	Total			Lect.	Pract.	Lab.	Sit e W .	Oth er	Total	
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 Distribution				Course Total	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	
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 Distribution				Course Total	Epoka Credits	Semestral Lecture and studying hours					EC TS
Code	Course Name			Theory	Pract.	Lab.	Total			Lect.	Pract.	Lab.	Sit e W .	Oth er	
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 Programing	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 Distribution				Course Total	Epoka Credits	Semestral Course and studying hours					EC TS
Code	Course Name			Theory	Pract.	Lab.	Total			Lect.	Pract.	Lab.	Sit e W .	Oth er	
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 Distribution				Course	Epoka	Semestral Course and studying hours						EC TS
Code	Course Name			Theory	Pract.	Lab.	Total			Credits	Lect.	Pract.	Lab.	Sit e W .	Oth er	
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 Distribution				Course	Epoka	Semestral Course and studying hours						EC TS
Code	Course Name			Theory	Pract.	Lab.	Total			Credits	Lect.	Pract.	Lab.	Sit e W .	Oth er	
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
BINF 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 Distribution				Course Total	Epoka Credits	Semestral Lecture and studying hours						EC TS
Code	Course Name			Theory	Pract.	Lab.	Total			Lect.	Pract.	Lab.	Sit e W	Oth er	Total	
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	

Electives

COURSES		Course Type	Elective	Weekly Distribution				Course Total	Epoka Credits	Semestral Course and studying hours						EC TS
Code	Course Name			Theory	Pract.	Lab.	Total			Lect.	Pract.	Lab.	Sit e	Oth er	Total	

												W				
BINF 311	Data Analytics and Visualization	B	Elective	2	0	2	4	3	32	0	32	61	0	125	5	
BINF 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	
BINF 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 Distribution				Course Total	Epoka Credits	Semestral Course and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total			Lect.	Pract.	Lab.	Site 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	
*BINF 302 *BINF 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 Distribution				Course Total	Epok a Credits	Semestral Course and studying hours						EC TS
Code	Course Name			Theo ry	Pra ct.	La b.	Total			Lec t.	Pra ct.	La b.	Sit e W .	Oth er	Total	
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)**

<b>First YEAR</b>															
<b>First Semester</b>															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka	Semestral Lecture and studying hours					ECTS	
Code	Course Name			Th	Pra	Lab.	Tot		Cred	Lect.	Pract.	Lab.	Site W.		Other
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	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 107	Essentials of Organizational Behavior	B	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
<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>Second Semester</b>															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka	Semestral Course and studying hours					ECTS	
Code	Course Name			Th	Pra	Lab.	Tot		Cred	Lect.	Pract.	Lab.	Site W.		Other
BUS 106	Principles of Programming	A	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 112	Management and Organization	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 114	Communication Skills	C	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5

BUS 132	Introduction Accounting	To B	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 108	Business English	D	Compulsory	4	0	0	4	4	64	0	0	61	0	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>

**Second YEAR**

**Third Semester**

COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epoka Credits	Semestral Lecture and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Site W.	Other	Total	
ECO 205	Microeconomics	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 121	Marketing I	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BUS 201	Statistics I	A	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
BUS 231	Financial Accounting I	B	Compulsory	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>

**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.	Site W.	Other	Total	

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 Credits	Semestral Course and studying hours					ECTS
Code	Course Name			Theory	Pract.	Lab.	Total	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
<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>

**Elective Courses - 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.	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 Credits	Semestral Lecture and studying hours					ECTS	
Code	Course Name			Theory	Pract.	Lab.	Total		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
<b>Semestral Total</b>				<b>15</b>	<b>6</b>	<b>0</b>	<b>21</b>	<b>18</b>	<b>240</b>	<b>96</b>	<b>0</b>	<b>372</b>	<b>42</b>	<b>750</b>	<b>30</b>

<b>Elective Courses - Fifth Semester</b>															
<b>COURSES</b>		Course Type	Compulsory /Elective	Weekly Course Distribution				Epok a	Semestral Course and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total		Credits	Lect.	Pract.	Lab.	Site W.	Other	
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

<b>Sixth Semester</b>															
<b>COURSES</b>		Course Type	Compulsory /Elective	Weekly Course Distribution				Epok a	Semestral Course and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total		Credits	Lect.	Pract.	Lab.	Site W.	Other	

Cod e	Course Name			Th eo ry	Pra ct.	Lab.	Tot al	Cred its	Lect.	Pract.	Lab.	Site W.	Other	Total	
BUS 336	Managerial Accounting	B	Compulso ry	3	0	0	3	3	48	0	0	80	22	150	6
BUS 324	Operations Research	B	Compulso ry	4	0	0	4	4	64	0	0	61	25	150	6
*BUS 302 *BUS 304	Graduation Project Final Comprehensive Exam	E	Compulso ry	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	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		Cred its	Lect.	Pract.	Lab.	Site W.	Other	
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
<u>ECO 312</u>	<u>Econometrics II</u>	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 Management and 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
Code	Course Name			Theory	Pract.	Lab.	Total		Lect.	Pract.	Lab.	Site W.	Oth er	Total	
EC O 111	Introduction to Economics	A	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BU S 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	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BU S 121	Marketing I	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BU S 101	Math. for Economics and Business I	A	Compulsory	4	0	0	4	4	64	0	0	61	0	125	5
EN G 109	Developing Reading and Writing Skills	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 Semester															
COURSES		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.	Oth er	Total	
BU S 106	Principles of Programming	A	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BU S 114	Communication Skills	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BU S 132	Introduction To Accounting	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BU S 122	Marketing II	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	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	Pra ct.	La b.	Tot al		Lect.	Pra ct.	La b.	Si te W .	Oth er		Tot al
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					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
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	Semestral Course and studying hours							EC TS

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	Intercultural Understanding	B	Elective	3	0	0	3	3	48	0	0	70	7	125	5
PIR 230	Ethics and International Affairs	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BA F 222	Public Finance	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
PIR 103	Introduction to Political Sociology	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BU S 226	Management Information Systems	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BU S 204	Entrepreneurial Management	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
BA F 102	Money and Banking	C	Elective	3	0	0	3	3	48	0	0	70	7	125	5
<b>Third YEAR</b>															
<b>Fifth Semester</b>															
COURSES		Course Type	Compulsory /Elective	Weekly Course Distribution				Epo ka	Semestral Lecture and studying hours						EC TS
Co de	Course Name			Theory	Pra ct.	La b.	Tot al		Cred its	Lect.	Pra ct.	La b.	Si te W .	Oth er	
BA F 233	Fundamentals of Corporate Finance	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BU S 309	Professional Practice	D	Compulsory	0	6	0	6	3	0	96	0	22	7	125	5
BU S 353	Marketing Research	B	Compulsory	3	0	0	3	3	48	0	0	70	7	125	5
BU S 359	Supply Chain Management	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	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	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 311	Advertising and Public Relations	B	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 321	Operations Management	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 335	Human Resource Management	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 Management	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
BU S 339	Innovation and Human Consciousness	C	Elective	3	0	0	3	3	48	0	0	70	7	12 5	5
EC O 321	International 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	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 356	Strategic Logistic Management	B	Compulsory	3	0	0	3	3	48	0	0	80	22	150	6
BU S 352	International Marketing and Management of Multinational Enterprises	B	Compulsory	3	0	0	3	3	48	0	0	80	22	150	6
*I ML 302 *I ML 304	Graduation Project Final Comprehensive Exam	E	Compulsory	1	4	0	5	5	16	64	0	30	40	150	6
XX X xxx	Elective I	C	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
Semestral Total				13	4	0	17	17	208	64	0	350	128	750	30

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

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**Elective Courses - Sixth 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 314	Import and Export Management	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
BU S 324	Operations Research	C	Elective	4	0	0	4	4	64	0	0	61	25	150	6
BU S 354	Branding and Brand Management	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
BA F 338	Capital Markets and Law	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
EC O 322	International Economics II	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
BU S 336	Managerial Accounting	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6
EC O 332	Monetary Theory and Policy II	C	Elective	3	0	0	3	3	48	0	0	80	22	150	6

BU S 348	Customer Relationshi p Managemen t	C	Elective	3	0	0	3	3	48	0	0	80	22	15 0	6
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**Graduate Teaching**

<b>FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES</b>																
<b>DEPARTMENT OF BUSINESS ADMINISTRATION</b>																
<b>MASTER OF SCIENCE IN BUSINESS ADMINISTRATION (2 YEARS)</b>																
<b>FIRST YEAR</b>																
<b>First Semester</b>																
COURSES		Course Type	Compulsory /Elective	Weekly Distribution				Course Total	Epoka Credits	Semestral Lecture and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total			Lect.	Pract.	Lab.	Site Work	Other	Total	
ENG 401	Academic Reading and Writing	A	Compulsory	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
BUS 423	Small Business Management and Entrepreneurship	B	Compulsory	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
BUS 451	International Business	B	Compulsory	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	Compulsory	3	0	0	3	3	48	0	0	100	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>400</b>	<b>158</b>	<b>750</b>	<b>30</b>	
<b>Second Semester</b>																
COURSES		Course Type	Compulsory /Elective	Weekly Distribution				Course Total	Epoka Credits	Semestral Course and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total			Lect.	Pract.	Lab.	Site Work	Other	Total	
BUS 426	Strategic Management	B	Compulsory	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
BUS 434	Auditing	B	Compulsory	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
XXX xxx	Elective I	B	Elective	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>48</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>39.5</b>	<b>188</b>	<b>7.5</b>	
XXX xxx	Elective II	C	Elective	3	0	0	3	3	48	0	0	100	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>400</b>	<b>158</b>	<b>750</b>	<b>30</b>	
<b>Elective Courses - Second Semester</b>																
COURSES		Course Type	Compulsory /Elective	Weekly Distribution				Course Total	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 524	Brand Management	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
BUS 432	Advertisement Management and Creativity	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
BUS 406	Albanian Tax Law	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
BAF 432	Bank Management	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
BAF 422	Risk Management and Insurance	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
ECO 422	Development and Growth II	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
BUS 506	Social Business and Sustainability	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
BUS 508	Financial Statement Analysis for Managerial Staff	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
BUS 416	Strategic Talent and Human Resource Management	B	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
BUS 413	Technology Management and Innovation	C	Elective	3	0	0	3	3	48	0	0	100	39.5	187.5	7.5	
<b>SECOND YEAR</b>																
<b>Third Semester</b>																
COURSES		Course Type	Compulsory /Elective	Weekly Distribution				Course Total	Epoka Credits	Semestral Course and studying hours						ECTS
Code	Course Name			Theory	Pract.	Lab.	Total			Lect.	Pract.	Lab.	Sit e W	Oth er	Total	

												W			
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 Distribution				Course Total	Epoka Credits	Semestral Course and studying hours					EC TS
Code	Course Name			Theory	Pract.	La b.	Total			Lect.	Pract.	La b.	Sit e W .	Oth er	
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 Distribution				Course Total	Epo ka 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 550	Thesis	E	Compulsory	3	0	0	3	3	48	0	0	38	4	18	450	18
BUS 510	Professional Practice	D	Compulsory	0	16	0	16	8	0	240	0	60	12	300	12	
<b>Semestral Total</b>				<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>48</b>	<b>0</b>	<b>0</b>	<b>66</b>	<b>0</b>	<b>42</b>	<b>750</b>	<b>30</b>

**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 Distribution				Course Total	Epo ka 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 501	Research Methods in Business	A	Compulsory	3	0	0	3	3	48	0	0	10	39	7.5	187.5	7.5
BUS 514	Professional Practice	D	Compulsory	1	4	0	5	3	16	64	0	10	7.5	0	187.5	7.5
XXX xxx	Elective I	C/B	Elective	3	0	0	3	3	48	0	0	10	39	7.5	187.5	7.5
XXX xxx	Elective II	C/B	Elective	3	0	0	3	3	48	0	0	10	39	7.5	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>40</b>	<b>11</b>	<b>9</b>	<b>750</b>	<b>30</b>

<b>Elective Courses -First Semester</b>																
COURSES		Course Type	Compulsory /Elective	Weekly Distribution				Course Total	Epo ka 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 527	International Accounting and IFRS	C	Elective	3	0	0	3	3	48	0	0	10	39	7.5	187.5	7.5
BUS 517	Advanced Managerial Accounting	C	Elective	3	0	0	3	3	48	0	0	10	39	7.5	187.5	7.5
BUS 503	Advanced Organizational Behavior	C	Elective	3	0	0	3	3	48	0	0	10	39	7.5	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

<b>Second Semester</b>																	
COURSES		Course Type	Compulsory / Elective	Weekly Course Distribution				Epo ka Credits	Semestral Course and studying hours						EC TS		
Code	Course Name			Theor y	Prac t.	L a b.	T otal		L ect.	Prac t.	L a b.	Sit e W.	Ot her	T otal			
BUS 512	Micro Thesis* Final Comprehensive Exam*	E	Compulsory	3	0	0	3	3	4	8	0	0	10	39	7.5	18	7.5
XXX xxx	Elective I	B	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18	7.5
XXX xxx	Elective II	B	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18	7.5
XXX xxx	Elective III	B/C	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18	7.5
<b>Semestral Total</b>				<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>	<b>12</b>	<b>19</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>40</b>	<b>158</b>	<b>75</b>	<b>30</b>	
* 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																	

<b>Elective Courses -Second Semester</b>																	
COURSES		Course Type	Compulsory / Elective	Weekly Course Distribution				Epo ka Credits	Semestral Course and studying hours						EC TS		
Code	Course Name			Theor y	Prac t.	L a b.	T otal		L ect.	Prac t.	L a b.	Sit e W.	Ot her	T otal			
BUS 502	Strategy and Management	B	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18	7.5
BUS 504	Advanced Management Information System	C	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18	7.5
BUS 508	Financial Statements Analysis for Managerial Staff	B	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18	7.5
BUS 524	Brand Management	B	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	18	7.5

BUS 506	Social Business And Sustainability	<b>B</b>	Elective	3	0	0	3	3	4	8	0	0	10	39	7.5	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 Distribution				Course Credits	Semestral hours			Course and studying			ECTS	
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	25	0	10
XXX xxx	Elective I	B/C	Elective	3	0	0	3	3	48	0	0	202	0	25	0	10
XXX xxx	Elective II	B/C	Elective	3	0	0	3	3	48	0	0	202	0	25	0	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>75</b>	<b>0</b>	<b>30</b>
<b>Elective Courses -First Semester</b>																
<b>COURSES</b>		Course Type	Compulsory /Elective	Weekly Distribution				Course Credits	Semestral hours			Course and studying			ECTS	
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	25	0	10
BUS 803	Strategic Management	B	Elective	3	0	0	3	3	48	0	0	202	0	25	0	10
BUS 807	Operations Management	B	Elective	3	0	0	3	3	48	0	0	202	0	25	0	10
BUS 809	Entrepreneurship Perspectives	B	Elective	3	0	0	3	3	48	0	0	202	0	25	0	10
ECO 807	Game Theory	C	Elective	3	0	0	3	3	48	0	0	202	0	25	0	10
BAF 801	Finance Theory and Management	C	Elective	3	0	0	3	3	48	0	0	202	0	25	0	10
<b>Second Semester</b>																
<b>COURSES</b>		Course Type	Compulsory /Elective	Weekly Distribution				Course Credits	Semestral hours			Course and studying			ECTS	
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	25	0	10
XXX xxx	Elective I	B	Elective	3	0	0	3	3	48	0	0	202	0	25	0	10
XXX xxx	Elective II	B	Elective	3	0	0	3	3	48	0	0	202	0	25	0	10

<b>Semestral Total</b>		<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>9</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>606</b>	<b>0</b>	<b>75</b>	<b>30</b>		
<b>Elective Courses -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			The ory	Pra ct.	La b.	To tal		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

<b>Writing of dissertation stage</b>															
<b>COURSES</b>		Course Type	Compulsory /Elective	Weekly Course Distribution				Epo ka Credits	Semestral Course and studying hours						EC TS
Code	Course Name			The ory	Pra ct.	La b.	To tal		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
<b>Semestral Total</b>				<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>120</b>

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

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

#### **1. Name Surname:** Uesli Shkurta

**Title of Thesis:** Comparing the effectiveness of emotional appeals in advertising in Albania: a study of fear, humor, and neutral narratives.

**Thesis supervisor:** M. Sc. Mikaela Süslü

**Thesis Summary:** This research compares the efficacy of fear-based, humor-based, and neutral stories in advertising, with an emphasis on memory recall, emotional reaction, and personal relevance. A total of 108 Albanians, mostly university students, took part in an online survey distributed via Google Forms. They read three short story-based advertisements (one fear-inducing, one humorous, and one neutral) and answered questions designed to assess both factual recall and emotional perception. Data were processed via IBM SPSS version 26. Descriptive statistics were employed to encapsulate participant demographics and response distributions. An examination of many responses was performed to discern trends in memory recall across various advertising tones. Mann–Whitney U and Kruskal–Wallis H tests were utilized to evaluate variations in recollection and emotional intensity among groups. Furthermore, ordinal regression was employed to identify which particular narrative elements substantially forecasted participants' emotional assessments of scariness and humor. Research demonstrates that whereas fear-based tales generate more emotional intensity, humor-based stories are slightly more successful in facilitating correct recall and preference assessments. Personality factors, including openness and stress-coping style, shown correlations with participants' perceptions and recollections of the stories. The research offers useful information for marketers aiming to create powerful and memorable advertising.

#### **2. Name Surname:** Patrik Xhaferri

**Title of Thesis:** Machine Learning Based Transaction Fraud Detection

**Thesis supervisor:** Dr. Florenc Skuka

**Thesis Summary:** Financial fraud has become a significant problem for banks and e-commerce platforms as a result of the increase in digital transactions. Conventional rule-based algorithms often fail to identify complex and dynamic fraudulent patterns. To identify suspicious activity in a dataset, this study investigates the use of supervised algorithms and machine learning techniques for transaction fraud detection, naming: Logistic Regression, K-Nearest Neighbors (KNN), Support Vector Machines (SVM), Decision Trees, and Artificial Neural Networks (ANN). To address class imbalance, the study included standardization, feature engineering and the synthetic minority over-sampling technique (SMOTE). The results indicate that the KNN model with  $k=3$  achieved the highest ROC AUC score (0.9994) and accuracy (99.4%), yet it was time-inefficient so continuing second by ranking, ANN was the best model. The first ANN implementation showed balanced performance with perfect recall on legitimate transactions and an F1 score of 0.98 for detecting fraud. These findings demonstrate the potential of machine learning methods in improving fraud detection systems and highlight the trade-offs between different aspects of models. Keywords: machine learning, classification, preprocessing, kernels, neural network.

**3. Name Surname:** Klevis Papa

**Title of Thesis:** Performance Evaluation of YOLO Models for Car Detection, Counting, and Speed Estimation Across Diverse Conditions

**Thesis supervisor:** Dr. Florenc Skuka

**Thesis Summary:** This research investigates the comparative performance of two YOLO (You Only Look Once) models—YOLOv7-Tiny and YOLOv8-Nano—for real-time vehicle detection, counting, and speed estimation under diverse traffic and environmental conditions. Utilizing the UA-DETRAC dataset, both models were trained and evaluated using consistent configurations to ensure a fair comparison. The study integrates object tracking algorithms such as Deep SORT to enhance vehicle tracking across frames and facilitate accurate speed estimation. Evaluation metrics including precision, recall, and mean Average Precision (mAP) were employed to assess model performance. Results show that YOLOv8-Nano outperformed YOLOv7-Tiny in most metrics, particularly in overall detection accuracy and robustness under variable lighting and occlusion scenarios. The findings provide valuable insights into the trade-offs between model size, detection performance, and computational efficiency, offering practical guidance for deploying lightweight object detection models in intelligent transportation systems. Keywords: YOLO (You Only Look Once), Vehicle Detection, Object Tracking, Speed Estimation, Intelligent Transportation Systems (ITS).

**4. Name Surname:** Romina Dajko

**Title of Thesis:** The impact of AI and technology in Recruitment and Talent Management.

**Thesis supervisor:** MSc. Saimir Mansaku

**Thesis Summary:** Artificial Intelligence and innovative technologies are drastically changing the human resource management field, especially in the areas of talent management and recruitment, in the quickly changing marketplace of nowadays. Research analyzes the way technological development along with AI-powered technologies transform HR methods and raises productivity at the same time boosting candidate interactions while enabling data-based decision-making. The study emphasizes the primary fields where AI has the biggest influence, including AI-assisted interviews, engagement among employee platforms, digital application evaluation, analytical forecasting, for utilizing an in-depth review of literature and detailed examination of industry examples. As well it critically analyzes the possible limitations, such as data privacy issues, artificial biases and the possibility of degrading HR procedures. Findings demonstrate that optimization of HR tasks through AI should balance technological abilities with human judgment because both are essential for creating effective human resource management strategies. In the research we conclude that optimization of HR tasks through AI should balance technological abilities with judgment, because both are essential for creating effective human resource management strategies. A good solution would be to outline strategic AI tool applications for businesses to maintain the ethical standards while developing human-focused workplace environments. Keywords: Artificial Intelligence, Human Resources, technology, management, industry, recruitment.

**5. Name Surname:** Dea Kamolli

**Title of Thesis:** Comparison of Relational and Non-Relational Databases: Choosing the Implementation of NoSQL DBMS for Optimal Suitability and Performance

**Thesis supervisor:** MSc. Saimir Mansaku

**Thesis Summary:** In today's digital era, managing and storing large amounts of data presents new challenges for businesses and organizations. The demand for flexibility, speed and scalability has driven the development of non-relational databases (NoSQL), which offer efficient alternatives to traditional relational databases. This thesis deals with an in-depth comparison between relational and non-relational databases, focusing on choosing the optimal implementation of a NoSQL DBMS system. The theoretical issues are supported by a practical case study, where MongoDB is implemented to demonstrate the

concrete advantages of this technology in terms of performance, flexibility and management of unstructured data. My personal contribution consists in designing, building and testing a practical prototype based on MongoDB, demonstrating its efficiency in real applications.

**6. Name Surname:** Redisa Domi

**Title of Thesis:** The Impact of Inflation on Savings and Investments in Albania

**Thesis supervisor:** MSc. Saimir Mansaku

**Thesis Summary:** This thesis examines the impact of inflation on savings and investment in the context of the Albanian economy, analyzing the main components and factors that have influenced the development of these economic dynamics. In order to carry out a more complete and in-depth analysis, the study also takes into account the impact of major economic events, such as the conflict between Ukraine and Russia, the November 26 earthquake in Albania, and the COVID-19 pandemic. Through a detailed analysis of statistical and economic data, the study aims to identify the complex interactions between inflation, savings behavior, and investment patterns. It also seeks to uncover the links and causes that influence these processes, examining the monetary and fiscal policies undertaken by local authorities to manage inflation and promote savings and investment. The results of this study provide a clear overview of the economic situation in Albania and the impact of inflation on savings and investment habits. Furthermore, the study also assesses the effectiveness of measures taken by the government and monetary authorities to mitigate the negative effects of recent crises, such as the COVID-19 pandemic and the November 26 earthquake, on the domestic economy.

**7. Name Surname:** Erla Hoxha

**Title of Thesis:** Determinants of Economic Performance: A Two-Way

Fixed Effects Panel Study of Governance, Digitalization and Macroeconomic Indicators (1996-2023)

**Thesis supervisor:** MSc. Egla Mansi

**Thesis Summary:** The purpose of this thesis is to investigate the factors that influence Gross Domestic Product (GDP) per capita in different countries between 1996 and 2023, with an emphasis on macroeconomic variables, digital infrastructure, and governance indicators. The research, which uses a two-way fixed effects regression model with robust standard errors, shows that the E-Government Development Index (EGDI), regulatory quality, and corruption control all significantly improve economic performance. Corruption and Foreign Direct Investment (FDI) and education spending and E-Government Development Index (EGDI) interaction factors show conditional impacts that influence growth paths. The results highlight how digital governance and high-quality institutions may support sustained economic growth. **Keywords:** Governance Indicators, E-Government Development Index, Economic Growth, Fixed Effects Model.

**8. Name Surname:** Emela Avdiu

**Title of Thesis:** Integration of Internet of Things (IoT) in Inventory and Logistics

**Thesis supervisor:** MSc. Egla Mansi

**Thesis Summary:** The incorporation of Internet of Things (IoT) technologies into inventory and logistics systems has automated processes, enhanced visibility, and increased the effectiveness of supply chains. More traditional methodologies have to overcome obstacles pertaining to cross-referencing information, automating processes, and data accuracy. In this thesis, we analyze how IoT devices—such as RFID, GPS, and smart sensors—enable remote observation capable of intelligent action, solving these problems. We examine various IoT based solutions and describe the design and analysis of inventory

and logistics management system custom implementation. Key parameters that define the systems performance include data accuracy, efficiency, ease of integration, and others. From these results, further research scope and improvements in the application of IoT in logistics are discussed later in the paper. This study serves as a foundation for other works, including Zhou et al. (2020), with the aim of developing intelligent and integrated supply chains. Keywords: Internet of Things (IoT), Inventory Management, Logistics, Supply Chain, Real-Time Tracking, RFID, Smart Sensors, Automation, Asset Management, Data Integration.

**9. Name Surname:** Rudina Kerri

**Title of Thesis:** Managing Organizational change in Albanian corporations: Leadership strategies for a fast-growing market

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

**Thesis Summary:** The fast-paced economic development and competitive environment in Albania's emerging market require organizations to focus on effective change management as a vital challenge. This study investigates how transformational and transactional leadership styles impact successful organizational change management. A conceptual framework is developed based on leadership theory and change management models, leading to two hypotheses: Transformational leadership enhances change success while transactional leadership does not show significant positive results in change success. The literature review brings together studies from 2020 to 2024 which detail leadership approaches alongside employee reactions and changes success determinants. A quantitative survey approach is used in the research which incorporates established scales like the Multifactor Leadership Questionnaire for leadership styles and custom items for measuring change effectiveness across 260 employees from different Albanian corporations. The IBM SPSS data analysis process covered reliability testing using Cronbach's  $\alpha$  along with normality checks and descriptive statistics while applying correlation and multiple regression analysis to assess the hypotheses. The analysis reveals a strong connection between transformational leadership and changes effectiveness which persists as a meaningful predictor of change success when transactional leadership is controlled for, supporting hypograduation project H1. Research results indicate that transactional leadership shows a weak and statistically insignificant correlation with change outcomes which supports hypograduation project H2. Successful organizational change in fast-growing markets such as Albania depends on transformational leadership which provides vision and motivates employees while transactional management through rewards and enforcement fails to suffice. Keywords: Organizational change, leadership styles, transformational leadership, transactional leadership, change management, employee trust, change readiness, strategic leadership, organizational culture, change success, developing economy, Albanian corporations, employee commitment, resistance to change.

**10. Name Surname:** Elisia Bejleri

**Title of Thesis:** The effect of remote work on employee productivity and satisfaction.

**Thesis supervisor:** MSc. Saimir Mansaku

**Thesis Summary:** This study explores the effect that remote work has on the productivity and satisfaction of employees through focusing on the increasing significance of flexible work models in Albania. With the rapid development of technology, all industries have been affected and adapted to the changes. When the pandemic struck, organisations and employees had to adapt to remote work, and soon it became the new normal. Remote work introduced many benefits to workers like flexibility, reduced stress, flexibility and saving time commuting. For many, these advantages improved their work-life balance and led to an increase in productivity and job satisfaction. Although it does offer many benefits, remote work also reveals many drawbacks. Remote employees face barriers in communication, a lack of recognition and feedback, and difficulties trying to maintain work-life boundaries. This study was conducted to better understand employees' perceptions and experiences with remote working. The findings suggest that remote work does have a positive impact on the productivity and job satisfaction of

employees when it's done effectively. The data from the study also shows many difficulties that come with working remotely and that it can negatively impact employees. Both remote and hybrid work have increasingly been implemented by companies as modern and flexible alternatives of work models. The findings indicate that whilst Albania is not ready for a full shift to remote work, there is a clear orientation towards it and other hybrid models. **Keywords:** Remote work, productivity, satisfaction, flexibility, challenges, traditional workplace, hybrid, work-life balance, communication.

**11. Name Surname:** Aurora Jasiqi

**Title of Thesis:** Talent Management in Marketing Agencies: (Kosovo vs. Albania)

**Thesis supervisor:** MSc. Saimir Mansaku

**Thesis Summary:** This study examines the relationship between talent management and marketing effectiveness in marketing agencies in Kosovo and Albania, and the different factors that affect it. The main objectives of this study are to compare recruiting strategies, compare employee retention strategies, compare development opportunities for employees such as mentoring and training opportunities, compare performance evaluation system of their employees' skills, compare workplace environment, and try to identify if there are any succession planning's in place for the employees. The data collection method used in this study is mainly qualitative data collected by interviews conducted with the two marketing agencies chosen for this research, Triad Marketing Agency (Albania) and HerzWill Marketing Agency (Kosovo). The findings from these interviews will provide valuable insights in order to identify if there is a correlation between marketing effectiveness and talent management in marketing agencies. **Keywords:** Talent management, marketing agencies, recruitment & selection, employee performance, human resources, skill evaluation, employee productivity, Kosovo and Albania.

**12. Name Surname:** Jenifer Cepeli

**Title of Thesis:** The Impact of Flextime on Employee Productivity & Job Satisfaction: The Case of InterCall Albania

**Thesis supervisor:** MSc. Saimir Mansaku

**Thesis Summary:** This study investigates the effect of flextime on employee performance and job satisfaction in the context of InterCall Albania, a telecommunications firm. Flextime is a globally known tool used by organizations, which allows employees to enhance the balance between worklife responsibilities. However, although known, this concept is not practiced as much in developing countries like Albania, limiting the information available when it comes to its effective implementation in this market. Hence why, this research strives to analyze employee job satisfaction, productivity, and perceptions of flextime and its policies at InterCall Albania.

To do this, after thorough information gathered from previous literature as a background for the thesis, a cross-sectional study was implemented to better understand the feelings of employees towards flextime policies. Data was collected via an online questionnaire, in which 113 responses were gathered and later on changed into ordinal values for further analysis. Based on the normality test results, non-parametric tests were applied to look at the relationship between dependent (employee productivity, job satisfaction, and perceptions) and independent (flextime) variables. Additionally, thematic analysis was used to identify different patterns from the open-ended responses. The results showed that well communicated flextime policies were seen as important to the company and enhanced the job satisfaction which consequently improved employee wellbeing, showing a positive relationship with the variables. Demographics showed that flextime policies were perceived the same for all genders, ages, and work experience showing the perceived fairness. Qualitative analysis revealed that the employees at InterCall Albania were satisfied with the flextime policies, apart from a few challenges such as hard time balancing worklife and communication with the team which can be fixed through more efficient

monitoring tools and monthly team events for better communication. In the end, the results show that when flextime is well-implemented and clearly communicated, it improves employee satisfaction, performance, and retention. These findings offer practical HR implications for Albanian companies adopting modern work policies.

**13.Name Surname:** Ambra Dako

**Title of Thesis:** Talent Management in Fashion and Luxury Companies: A case study of Chanel

**Thesis supervisor:**

**Thesis Summary:** This study examines talent management (TM) strategies in the luxury fashion industry through a case study of Chanel, focusing on exclusivity, sustainability, and succession planning. The research followed a deductive design, using human capital theory and the resource-based view to build a conceptual framework that was based on thematic analysis of Chanel's corporate reports, disclosures on its green practices and old records. In the research, we look at how Chanel protects its brand image with exclusive TM, makes its TM sustainable, manages succession in creative direction and handles obstacles such as staff turnover, digitizing the market and rivals poaching its workers. The results indicate that picking skilled individuals and training them thoroughly at CHANEL & Moi Les Ateliers can raise the brand's status even though it could result in stress and 22% of employees say they were unhappy. By relying on 80% recycled gold and reducing turnover by 12% from 2021 to 2023, the company's practices support ethical beliefs which attracts customers and strengthens customer loyalty, although expanding remains difficult. Even with Lagerfeld's unexpected departure last year, Chanel kept its innovative energy going. Still, this depended only on a single artist and raised concerns over a long term. Chanel outperforms industry averages, allocating 6.2% of revenue to TM compared to 5.8% industry-wide, and achieves higher consumer perceptions of innovation (82% vs. 65% for Gucci). Still, finding the right talents and digital expertise for a job is often hard.

The research benefits luxury brands because it points out the problems caused by choosing exclusivity, how it affects workers and how big a business can become. It also suggests how such companies can better balance tradition with modernization by establishing wellness plans, partnerships with TRASCE and enhanced mentoring. Because studies were based on only one organization and secondary materials, future multi-case research and use of primary data should give a greater chance to generalize the findings. Key words: Talent management, luxury fashion, Chanel, brand image, employee turnover, ethical practices, exclusivity, sustainability, digitalization.

**14.Name Surname:** Erma Miçi

**Title of Thesis:** Dreams for Sale: Social Media Peer Pressure and the Pursuit of Luxury Lifestyles

**Thesis supervisor:** M. Sc. Mikaela Süslü

**Thesis Summary:** This thesis aims to dive deep into the psychological and cultural effects of social media in pushing users to achieve a comparable lifestyle, often at the expense of authenticity, financial well-being, and mental health. With a particular focus on the Western Balkans, this study will examine how regional dynamics cross with global digital trends, emphasizing the peer pressure and distorted perceptions shaping public mentality. By analyzing user behavior, curated content, and the subtle mechanisms of influence embedded within social platforms, this research seeks to highlight how comparison, consumerism, and erosion of identity are normalized and why there is an urgent need to cultivate a mindset rooted in self-awareness and a sense of self. This research examines user behaviors, curated content, and mechanisms of influence on social media. Data from 182 respondents aged 18 to 44 in Albania, Kosovo, North Macedonia, and Serbia was collected through an online survey (Google Forms) and analyzed in SPSS using descriptive statistics, cross-tabulations, correlation, chi-square tests, and regression. The goal is to understand how social media influences perceptions related to comparison,

consumerism, and identity. Key words: social media, luxury lifestyle, consumerism, digital marketing, Western Balkans, identity, influence, behavior, content.

**15.Name Surname:** Mendi Heba

**Title of Thesis:** Luxury Reimagined:The Impact of Swarovski’s Rebrand on Consumer Perception in Albania

**Thesis supervisor:** M. Sc. Mikaela Süslü

**Thesis Summary:** This study explores how the perceptions of Albanian consumers are impacted by the rebranding of the luxury crystal jewelry producer, Swarovski. The rebranding of 2021 shifted towards a more youthful and joyful brand persona, in order to stay relevant to the demands of the younger generations, whose behavior and perceptions as consumers have been greatly shaped into optimistic notes. Supported by data collected from the online survey, the study investigates the Albanian consumers’ response and purchase intentions after the new brand image and marketing strategies of Swarovski. The findings provide valuable insights into the understanding of how Swarovski successfully adapted to the contemporary market, without losing its original luxury status and craftsmanship.

Keywords: Swarovski, Albanian Consumers, Rebranding, Perceptions, Luxury Fashion.

**16.Name Surname:** : Jori Tabaku

**Title of Thesis:** From Fame to Influence: An Exploration of Generational, Cultural, and Perceptual Drivers Shaping the Effectiveness and Trustworthiness of Celebrity Endorsements in Albania

**Thesis supervisor:** M. Sc. Mikaela Süslü

**Thesis Summary:** The purpose of this research is to explore how the Albanian consumer views celebrity endorsements as a marketing strategy, focusing on the emotional experience and the influence said endorsements have on the consumer’s purchasing decisions, through the lens of generational, cultural, and perceptual determinants. This topic is particularly relevant because of its limited presence in existing academic publication hubs, especially in the Albanian context, where marketing is evolving rapidly, and deeper knowledge can lead to future improvements. Data for this study were collected through an online survey open to the general public. The responses were analyzed using descriptive statistics, illustrated through tables and graphs. Thereafter, three comparative analyses were conducted using the Chi-square Test of Independence and Chi-square Goodness-of-Fit. The first analysis examined generational differences in the perceived effectiveness of celebrity endorsements. The second explored whether the celebrity’s culture and nationality affected trustworthiness differently across generations. The third analyzed whether perceptual factors like authenticity, expertise, brand fit, fame level, fandom, and other influenced consumer trust and purchase intent. Lastly, a Spearman’s correlation analysis assessed possible shifts in the perception of celebrity endorsements before and after the pandemic. The findings indicated no statistically significant generational difference in the perceived effectiveness of celebrity endorsements, contradicting prior publications of this nature, possibly as a result of the limited sample size. Similarly, the culture and nationality of the celebrity did not significantly impact the trust of their endorsements, across generations, matching with previous studies that favored a balanced use of local and foreign celebrities. However, the six perceptual factors had a statistically significant influence on the trust and purchasing intent of the consumers, with “expertise” being the most influential. Finally, the consumer’s viewpoint towards celebrity endorsements remained generally consistent before and after the pandemic.

**17.Name Surname:** Dorisa Mataj

**Title of Thesis:** Understanding the Adoption of AI-Powered Customer Service Tools: A Case Study of Albanian Users

**Thesis supervisor:** Dr. Aida Dhima

**Thesis Summary:** This topic examines how Albanian consumers perceive and interact with Artificial Intelligence-powered customer service tools, as well as their perception compared to a human. Despite the fact that Artificial Intelligence tools are becoming increasingly widespread in various sectors of companies, and especially in Customer Relationship Management, there are still questions about how consumers perceive the usability, efficiency, and emotional responsiveness. In order to address this, we have conducted a survey with 121 Albanian participants aged 15 and above. The gathered data was focused on awareness of Albanian consumers for AI, how they rate the ease of use, efficiency, satisfaction, trust, empathy and also concerns about privacy, fairness and transparency. According to descriptive statistics and Spearman's rank correlation analyses, most users find AI tools to be convenient and time-saving for routine questions, but overall satisfaction and trust are lower than those for human service, especially when empathy or complex problem-solving are needed. These results suggest that the companies that use AI-powered customer tools should combine AI for simple and routine tasks, while for complex and emotional interaction they should provide services from employees, as well as to keep transparency and ethical policies. In this way the customer satisfaction, loyalty and retention will be high. Keywords: AI-powered customer service, chatbots, Customer Relationship Management, user experience, trust, transparency, emotional intelligence.

**18.Name Surname:** Klea Lushaj

**Title of Thesis:** Impact of Fintech on Banks' Profitability in Albania Date of Defense: June 2025

**Thesis supervisor:** Dr. Albina Hysaj

**Thesis Summary:** Digitalized banking has changed the way banks operate all around the world. Therefore, a study of Fintech's impact on profitability is important for the Albanian banking sector. This thesis focuses on the relationship between fintech and profitability in Albania. Empirical data was collected from 10 Albanian banks found in annual reports, from 2012 to 2023. This paper tests the impact of size, debt to equity, number of Point of Sales, number of ATMs, number of cards issued, mobile banking and e-commerce on bank profitability measured by return on assets and return on equity. Mobile banking and e-commerce are dummy variables, meaning their value is 1 if the bank offers the service and 0 if not. All the variables are collected in a panel data model and tested for the final regression model. The random effects model was found appropriate to use. The final results consists of bank size being statistically significant in the ROA model while showing a negative relationship. While in the ROE model size wasn't a significant variable. Debt was significant but negative, showing that higher debt lowers profitability. Number of POS was statistically significant indicating a rise in profitability when implemented. Number of ATMs showed a negative significance to profitability, possible due to high maintenance costs. While cards, mobile banking and e-commerce weren't statistically significant for both models, suggesting there's no direct impact during the analysed period. Keywords: ROA, ROE, Fintech, Bank profitability, Internal factors.

**19.Name Surname:** Klenilda Çepele

**Title of Thesis:** The Impact of Service Quality on Customer Satisfaction in the Albanian Banking Sector

**Thesis supervisor:** M.Sc. Anisa Isufi

**Thesis Summary:** In the context of the Albanian commercial banking industry, a quickly changing market influenced by digital transformation and rising customer expectations, this study investigates the relationship between service quality and customer satisfaction. Based on the SERVQUAL model created

by Parasuraman, Zeithaml, and Berry (1988), the study examines the relationship between customer satisfaction and the five aspects of service quality: tangibility, reliability, responsiveness, assurance, and empathy. 120 banking clients in Albania were given a structured survey, and the results were examined using Python-based tools for multiple linear regression, descriptive statistics, and Pearson correlation. The results show that customer satisfaction is favorably and significantly influenced by all five SERVQUAL characteristics, with responsiveness and empathy showing the largest correlations. The findings demonstrate the increasing significance of individualized care and timely issue resolution, especially in an environment where institutional trust is still developing. Additionally, it has been demonstrated that tangibility-which is sometimes disregarded in digital-first strategies- significantly customer perceptions, particularly among older or rural clientele. The study offers empirical evidence from a Southeastern European economy where such research remains limited. By identifying which service attributes matter most to Albanian consumers, this thesis provides actionable insights for bank managers seeking to enhance customer experiences and foster long-term loyalty. The findings contribute to academic literature on service quality and offer a practical framework for improving customer satisfaction in emerging financial markets. Keywords: Service Quality, Customer Satisfaction, SERVQUAL, Albanian Banking Sector, Digital Banking, Empathy, Reliability, Quantitative Research.

**20. Name Surname:** Kristjan Bushpepa

**Title of Thesis:** Impact of Quantum Computing in Business

**Thesis supervisor:** Dr. Aida Dhima

**Thesis Summary:** Quantum Computing is a rising technology that is changing the speed and effectiveness of traditional computers by working with qubits instead of regular bits. This thesis gives a clear overview of the basics of quantum computing and looks at how it works together with artificial intelligence to help change businesses. This study reviews previous research showing how qubits, superposition and entanglement provide quantum computers with new processing capabilities and also how these concepts can enhance machine learning and optimization. Additionally, in this work ten detailed case studies from the last 7-8 years in different areas like finance, logistics, healthcare, automotive, energy, cybersecurity, manufacturing, materials science, aerospace and economics are included. Each case study describes a business challenge, the quantum (and AI-assisted) solution applied or proposed, the main results, and a SWOT analysis that looks at strengths, weaknesses, opportunities and threats. These real-world cases from award winning research, industry partnerships, and corporate projects show how quantum computing can help optimize portfolios, improve traffic flow, speed up drug discovery, design advanced materials, secure communications and more. A cross-case analysis identifies common themes that highlight quantum computing's key strengths like massive speedups and improved solution quality, as well as its current limitations, including lack of development and high difficulty. This thesis ends with a summary of the SWOT analysis and talks about what businesses need to consider when planning to use quantum computing with AI for a competitive edge in the future.

**20. Name Surname:** Esra Hajdini

**Title of Thesis:** Consumer trust and perception of existing and potential digital banking services in Albania: A study on brand and loyalty

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

**Thesis Summary:** The research examines how consumers in Albania perceive digital banking services while focusing on brand image and loyalty effects in current and future digital banking services. This research examines consumer interactions with digital platforms in the rapidly digitalizing Albanian banking sector and analyses their trust and readiness to use fully digital banks like Revolut and N26,

which have not yet established a local presence. The study uses a mixed-methods approach to explore data by analyzing quantitative survey responses from 271 participants alongside qualitative insights from open-ended questions. The research team used descriptive statistics, correlation tests, non-parametric inferential analyses including Mann-Whitney U and Kruskal-Wallis tests, ordinal regression, and thematic coding. Research shows that even though digital banking services are commonly used among the educated youth population, barriers, including data security worries and limited domestic banking app features, plus the lack of official licenses for digital-only banks, prevent widespread adoption. Most survey participants indicated they used digital services on a weekly or daily basis and showed a strong preference for international digital banks because of better app usability and lower fees, alongside stronger brand presence. Consumer trust emerged as the critical determinant of digital banking engagement, which depends heavily on security perceptions, brand image, peer recommendations, and regulatory frameworks. This study demonstrates that digital banking success in Albania requires more than technological infrastructure because it hinges on establishing consumer trust through dependable platforms that deliver ease of use and are reinforced by trustworthy branding and institutional support. Keywords: Digital Banking, Consumer Trust, Consumer Perception, Brand Image, Loyalty.

**21. Name Surname:** Erjon Xhani

**Title of Thesis:** Next-Generation Software Engineering: Building a Full-Stack Web Ticket Application using AI

**Thesis supervisor:** M.Sc. Anisa Isufi

**Thesis Summary:** This thesis explores the application of AI-assisted software engineering in the development of TIXEL, a full-stack web-based ticketing platform designed to address the shortcomings of existing ticketing systems in Albania. These shortcomings include frequent system crashes, outdated interfaces, unfair queuing mechanisms, and the emergence of black-market ticket sales. The project leverages Lovable, a modern low-code development environment powered by AI, to construct the platform's frontend, backend, and database infrastructure using technologies such as React, TypeScript, Supabase, and Tailwind CSS. The study adopts a design science research approach, integrating principles of action research within a single-case methodology. Human-AI collaboration played a central role, where natural language inputs were interpreted and implemented by the AI, followed by human review and refinement. The resulting platform was evaluated in terms of usability, performance, and development efficiency. Despite limitations, such as limited user testing and the absence of fully integrated third-party payment services, Tixel demonstrated strong functional reliability, user-centered design, and architectural scalability. The findings confirm the potential of AI-powered low-code tools in accelerating software development while maintaining high standards of usability and maintainability. This work contributes to the growing body of research supporting AI-integrated development workflows and offers practical insights into deploying such methods for real-world digital services.

Keywords: AI-assisted development, low-code platforms, full-stack web application, ticketing systems, software engineering, Lovable, user interface design, React, Supabase, digital transformation, Albania.

**22. Name Surname:** Samanta Belba

**Title of Thesis:** Social Media Influence on Travel Decision-Making: A Study of Albanian Consumers

**Thesis supervisor:** M.Sc Anisa Isufi

**Thesis Summary:** This study explores how social media platforms influence travel decision-making among Albanian consumers, focusing on emotional, behavioral, and platform-specific drivers of spontaneous and planned travel behavior. While global research has established the power of user-generated content (UGC), influencer marketing, and algorithmic exposure in tourism, few studies have localized this phenomenon to emerging markets like Albania. To address this gap, the study applies quantitative analysis using survey responses from 123 Albanian social media users collected from Google Forms. The analysis examines four central hypotheses concerning the impact of social media on

destination preferences, spontaneous travel behaviour, platform-specific influence, and trust in content sources. Variables such as exposure frequency, emotional engagement, trust in UGC, platform usage, and demographic factors were operationalized and measured through closed-ended survey questions. Data analysis was conducted using Python, employing descriptive statistics, Pearson correlation, chi-square tests, and multiple linear regression to evaluate the significance and strength of relationships. Findings revealed that emotional engagement and trust in UGC are strong predictors of spontaneous travel behaviour, whereas exposure frequency also shows no significant influence. TikTok and Instagram emerged as the most influential platforms, particularly among younger users. Moreover, peer-generated content and micro-influencers are found to be significantly more trusted than official tourism boards or celebrities. The regression model confirms the statistical relevance of emotional and trust-based factors in predicting unplanned travel decisions. This study contributes to tourism and digital marketing literature by offering one of the first data-driven investigations into social media's influence on Albanian travel behavior. It provides practical insights for marketers, tourism stakeholders, and policymakers aiming to harness emotionally resonant and credible content. Future research is encouraged to integrate algorithmic exposure metrics and explore longitudinal effects of social media influence in post-pandemic travel behavior. **Keywords:** social media influence, travel decision making, Albania, spontaneous travel, user generated content (UGC), emotional engagement, platform comparison, TikTok, Instagram, trust, regression analysis, digital tourism behavior, emerging markets.

**23. Name Surname:** Ester Bleta

**Title of Thesis:** Predicting Financial Distress Using Machine Learning Techniques: A Study on Companies in the Western Balkans

**Thesis supervisor:** M.Sc Anisa Isufi

**Thesis Summary:** This study investigates the use of supervised machine learning techniques to predict financial distress among companies in the Western Balkans, a region characterized by institutional challenges, macroeconomic volatility, and limited financial transparency. Traditional statistical models such as Altman's Z-Score and Ohlson's O-Score, though widely used, often fail to capture the complex and nonlinear financial pattern common in emerging markets, especially among small and medium-sized enterprises (SMEs). To address this gap, the study applies four machine learning models - Logistic Regression, Decision Tree, Random Forest, and XGBoost - to a manually constructed dataset of financial ratios extracted from the balance sheet, income statements, and cash flow statements of 21 companies across six Western Balkan countries over the period 2016-2024. Nine financial ratios covering liquidity, leverage, profitability, and efficiency dimensions were selected based on prior literature and regional data availability. A binary classification target variable was constructed using multiple financial thresholds to identify early stage distress. Standard preprocessing techniques were applied, including z-score normalization, imputation, outlier capping, and stratified train-test splitting. Model performance was evaluated using Accuracy, Precision, Recall, F1-Score, and ROC-AUC. Empirical findings reveal that all four models achieved perfect classification results, supporting the hypothesis that financial ratios can serve highly reliable predictors of financial distress in the region. Contrary to expectations, ensemble models did not outperform traditional models, suggesting that the predictive features were well-separated. Profitability and leverage ratios, particularly ROA and Debt-to-Equity, were among the most influential variables. This study contributes to the literature by applying machine learning in a region rarely addressed in financial risk modeling research, highlighting the importance of interpretable, data-driven methods in resource-constrained settings. It provides practical implications for banks, SMEs, investors, and regulators and proposes future research directions including model expansion, integration of macroeconomic variables, and the development of the decision support system tailored for emerging markets. **Keywords:** Financial distress prediction, supervised machine learning, Western Balkans, SMEs, financial ratios, logistic regression, decision tree, random forest,

XGBoost, profitability indicators, leverage ratios, ROA, debt-to-equity ratio, binary classification, predictive analytics, emerging markets.

**24. Name Surname:** Sara Arapi

**Title of Thesis:** Fiscalization, Digitization of the Economy and its Impact on the Labor Market in Albania

**Thesis supervisor:** M.Sc Anisa Isufi

**Thesis Summary:** This thesis examines how digitization and fiscalization interact in the Albanian economy, paying special attention to how these changes affect the labor market. In order to create equitable and sustainable development strategies, it is crucial to comprehend the twin roles of the economic restructuring and digital revolution that Albania is going through. The growing use of the administration, bolstered by economic reforms spearheaded by the government and growing ICT infrastructure, is what spurred the study. Albania is actively bringing its institutional and economic frameworks into compliance with EU standards, therefore the convergence of fiscalization and digitization is not only strategically important but also opportune. Three main investigative themes serve as the framework for the study. It starts by looking at the technological and structural advancements of digitization in important industries including finance, trade, and public services. It evaluates the ways in which platforms such as e-Albania have improved administrative procedures, made government services more accessible, and increased efficiency and openness. Second, as a complete anti-evasion tool, the paper examines the execution of the Albania's fiscalization reform, which was formally introduced in 2021. The goal of this reform is to increase tax collection, legalize the private sector, and reduce the shadow economy by requiring real-time computerized reporting of economy transactions to the Generate Directorate of Taxes. Third, the thesis assesses how these reforms have affected the labor market more broadly, with a focus on changes in employment patterns, new skill requirements, and job restructuring. To achieve these objectives, the study employs a mixed-methods approach. It integrates a critical review of the existing literature, national policy documents, and comparative models from other European countries, particularly Germany, Italy, and Estonia, which have pioneered digital governance and fiscal modernization. Secondary data from INSTAT (the Albanian Institute of Statistics), the Ministry of Finance and Economy, and international institutions such as the World Bank and OECD form the quantitative foundation of the analysis. These are complemented by qualitative insights derived from reports, reform assessments, and expert commentary on digital and fiscal transitions in post-transition economies. Key findings reveal that digitization has significantly enhanced institutional performance, improved service delivery, and created new avenues for economic participation—especially in urban centers and among technologically capable firms. However, this transformation has also exposed digital divides between large and small enterprises, and between urban and rural areas, highlighting the need for greater investments in digital literacy, infrastructure, and equitable access. In terms of fiscalization, real-time invoice transmission and the requirement to utilize certified fiscal equipment have improved tax compliance and helped to curb informal transactions. However, there have been challenges in putting the change into practice. Many micro and small firms say that have had trouble adjusting due to a lack of training, budgetary constraints, and a lack of ICT knowledge. Instead of a radical transformation, the labor market is undergoing a gradual change as a result of these structural advancements. Despite early concerns about automation-related unemployment, the findings point to a more nuanced outcome. Instead of being eliminated, traditional positions are being restructured, especially in manual accounting, administrative processing, and paperbased services. At the same time, new opportunities are emerging in fields including data analysis, software development, cybersecurity, and digital compliance. Higher levels of technical proficiency, problem-solving skills, and flexibility are required for these roles, suggesting a shift in the skill set that employees need to acquire in order to stay competitive. The argument makes the case that other emerging or transitional economies can benefit from Albania's experience with fiscalization and digitization. It demonstrates how advancements in technology can

support inclusive modernization when combined with improvements to institutions and human capital. However, the research warns that these reforms may inadvertently worsen already-existing socioeconomic disparities if other steps are not taken, such as funding for ICT infrastructure, specialist training, and equitable policy implementation. By clarifying how policy, technology, and labor market dynamics interact, this study contributes to the current policy discussion on striking a balance between innovation and equity. It highlights how important it is to create rules that are both socially conscious and technically sound. The findings offer useful recommendations for international development organizations, labor analysts, policymakers, and economists working on public sector modernization and digital transformation. The thesis advocates for a development approach that place a high priority on digital inclusion. The foundation of Albania's EU integration and long-term development is its workforce preparedness and economic resilience. Keywords: digitization, fiscalization, Albanian economy, labor market, tax compliance, ICT infrastructure, employment restructuring.

**25. Name Surname:** Sara Mjeshtri

**Title of Thesis:** Green marketing and brand development: How sustainability shapes consumer perceptions and loyalty

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

**Thesis Summary:** This study examines the impact of green marketing practices on consumer behavior and brand development in Albania. By identifying successful strategies that enhance consumer loyalty, addressing what factors lead to skepticism and identifying key patterns that affect the behaviors toward green marketing, this research sheds light on how sustainability influences long term brand development. Using mostly a quantitative analysis approach, though an online survey with 272 respondents from different demographics in Albania, the study gives valuable insights into the relationship between the Albanian consumers and green marketing practices. The findings reveal generally positive attitudes towards green marketing initiatives despite a relevant awareness gap and skepticism of sustainability claims. Transparency and clear information are also revealed to be important influences in building trust and loyalty. Gender and age emerged as influential demographic variables, with women and younger consumers displaying stronger eco-conscious behaviors. Furthermore, the analysis confirms a partial intention–behavior gap where even though many consumers express strong intentions to purchase eco-friendly products, these do not always translate into action, especially when affordability or availability are at stake. Practical recommendations include prioritizing transparency with third party certifications, improving consumer education and encouraging public frameworks that help mitigate the gap between intentions and behavior towards sustainability. Keywords: Green marketing, Sustainability, Consumer perception, Transparency, Brand Development, Consumer loyalty.

**26. Name Surname:** Kristjana Zisi

**Title of Thesis:** The Implementation of Augmented Reality in Retail:  
A Case Study of a Leading Albanian Retail Company

**Thesis supervisor:** Dr. Aida Bitri

**Thesis Summary:** This thesis explores the case study of how a retail company operating in a developing country is adopting augmented reality (AR) technology. A qualitative research approach was used, including a semi-structured interview with the company's Head of IT. The gathered data was then analyzed using two main methodologies, pattern matching and explanation building. The findings of this study show that Company X's motivators were both internal goals, such as improving the customer experience and enhancing operations, as well as external goals, which included gaining a competitive advantage and standing out in a market which is digitally underdeveloped. However, the company did face challenges, which included upgrading their systems, training their staff, as well as concerns about

data privacy, which were all addressed with the help of external partnerships and internal support within the company. Adopting AR also led to changes in way the company operates, including new job roles, using data to make decisions, as well as creating tools to support AR.

Importantly, the company sees AR as an investment and the first step towards implementing other advanced technologies such as AI and VR. This thesis contributes to existing academic literature by offering insights into how AR is being implemented in developing markets. Also, it shows that AR does not only improve the customer experience, but it brings big changes inside a company. This study provides insights to understand how companies adopt new technologies, using qualitative methods, such as semi-structured interviews and case study analysis. Keywords: Augmented Reality, Retail Industry, Technology Implementation, Developing Country, Albania, Case Study, Organizational Change.

**27. Name Surname:** Kelly Hamiti

**Title of Thesis:** Fintech Adoption in Albania: A Study of Locals and Tourists

**Thesis supervisor:** Dr. Aida Bitri

**Thesis Summary:** This study explores the difference in how Albanian residents and foreign tourists perceive fintech services, with the main goal to identify the key factors that influence user intention to adopt such services. The research is grounded in the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT), focusing on core constructs such as perceived usefulness, ease of use, trust, risk, and social influence. Two structured surveys were developed, one for each group of users, with a combined total in participants of 176 (106 residents, 70 tourists). A quantitative methodology was applied, including descriptive statistics, correlation analysis, linear regression, and independent samples t-tests. The data collected were analyzed using Jamovi statistical software. The findings showed that for residents, ease of use and preference for cash significantly influenced intention to use fintech services. For tourists, digital confidence was the only significant predictor of behavioral intention. The comparative analysis conducted revealed that residents perceived Albanian fintech services as significantly more useful and easier to use than tourists did, although both groups reported similar levels of intention to use such services in the future. These results suggest that while both groups are open to adopting fintech, tourists may encounter greater usability barriers due to unfamiliarity with local platforms. The study offers practical insight for fintech developers and policymakers in tailoring digital financial tools to both domestic users and short-term international visitors. Keywords: Fintech, Albania, locals, tourists, TAM, UTAUT, trust, technology.

**28. Name Surname:** Ersild Dida

**Title of Thesis:** The impact of Artificial Intelligence in Traditional Marketing

**Thesis supervisor:**

**Thesis Summary:** In a rapidly evolving world, businesses must navigate through complexity and innovate continuously to sustain competitive advantage. The introduction of AI in our everyday lives has proven very influential in the past few years. This is visible in many fields like technology, healthcare, construction, business, etc. However, one of the greatest implications of AI has been in marketing, by completely transforming traditional marketing methods. By using AI, marketers can swiftly determine the type of content to target their customers with, as well as which channel is most suited. It has also enabled digital marketing to revolutionize the way organizations create their content for various campaigns, manage customer experience, generate leads, and personalize their content through tools like Generative AI. This is made possible by the collection of data generated by AI algorithms. To explore this concept in its entirety, the research adopts a qualitative literature-based methodology using secondary data analysis. The research focuses on how marketing practices have implemented AI and how these changes have affected organizational strategy, customer engagement, and overall

performance. This methodology also aids in identifying recurring themes, technological trends, and strategic implications across various industries. It also helps reveal how businesses are adapting to Artificial Intelligence in decision-making, marketing roles, and content generation processes. While recognizing all the positive sides of Artificial Intelligence, the study also highlights its potential threats to privacy and security, limitations, and misinformation. These challenges are critically examined through the lens of recent academic discussions and ethical frameworks. Key words: Artificial intelligence, Marketing, Customer data, Customer interaction, Generative AI, Ethical considerations.

**29. Name Surname:** Sanije Nuredini

**Title of Thesis:** Impact of Influencer Marketing on Student Engagement, Brand Affinity, and Loyalty: The Case of Epoka University Students

**Thesis supervisor:** Dr. Arjona Çela

**Thesis Summary:** This research examines the psychological factors that drive influencer marketing, with a particular focus on the impact of social comparison on students' brand engagement, emotional connection, and purchasing behavior at Epoka University. At a time when social media is an integral part of the day, influencers are a particular group, especially on such platforms as Instagram, TikTok, as well as YouTube, who are the present-day role models, most of the time articulating the lives they hope for, which find a strong echo in youngsters who are in the process of shaping their identities and self-concepts. Building on the Social Comparison Theory, the principle according to which people determine their worth and desires by comparing themselves to others, this investigation focuses on how influencer-generated content enhances inner self-evaluations and consumer behavior through digital connectedness among a group of college students. The survey combines both quantitative and qualitative methods where quantitative information is gathered from 108 students while qualitative analysis is being done on open-ended responses, as a result the findings are that a significant association arises between the belief in influencers and students' purchase intentions, and thus, the paper resulted in the fact that the increased level of trust in the influencers prompts the brand engagement to be more intense. Moreover, the data shows that the presence of authenticity and relevance in influencer content makes students more emotionally affected, and on the contrary, overly commercial or insincere promotions mitigate both interest and trust. The research emphasized how influencer marketing can greatly affect brand image and consumer loyalty, and at the same time identified the various cognitive processes through which social media comparisons influence students' self-perception and purchase behavior. The research is now able to explore hardly seen sides of the changing relationship between the voice of the digital identity, social influence, and the behavior of the youth consumer by concentrating on the academic environment and, thus, not only academic discourse but also the psychological market strategies focused on young audiences.

**30. Name Surname:** Sidita Spahija

**Title of Thesis:** The rise of digital marketing in Albania: study of challenges and opportunities for local businesses focus

**Thesis supervisor:** Dr. Vilma Çekani

**Thesis Summary:** The digital shift has gradually shaped and changed the marketing approach globally, and the Albanian country is not excluded from this transformation. This research aims to analyze the rise of digital marketing strategies in Albanian businesses, by focusing specifically on challenges and opportunities businesses provide. Albania implementing its candidacy status toward joining the European Union integration, and developing its economy conditions, businesses face the need to adapt and include the digital marketing implementation in their digital strategy. This study evaluates how companies are integrating their digital marketing approach, specifically including social media

platforms, search engine optimization and email marketing in their general operations. The methodology used in the study is a combination of a detailed literature review with primary data gathering from the online survey conducted for Albanian businesses focus. By using the analysis of both theoretical findings and practical framework, this study aims to find the key future opportunities, especially increased market reach, creating cost-effective practices, availability to international marketplaces and creating high engagement rates with customers. At the same time, there are found several challenges that businesses mainly face, which include the limited digital infrastructure, regulations compliance and limitations of resources. These elements specifically affect small and medium enterprises which result to have more limited budget than big companies. The results finally conclude that even though businesses across Albania recognize the importance of digital marketing implementation, thus the adoption levels depend on the company sector mostly. This research suggests strategic future recommendations for local businesses, educational and governmental institutions to improve their digital marketing usage while maximizing the benefits it has on the development of the economy in Albania.

**31. Name Surname:** Jessica Vata

**Title of Thesis:** Perception of Innovation and Entrepreneurship Among Albanian Students: Are They More Drawn to Traditional or Disruptive Business Models?

**Thesis supervisor:** Dr. Arjona Çela

**Thesis Summary:** This work explores how Albanian students perceive Entrepreneurship and Innovation, focusing particularly on their inclination toward traditional business models or disruptive business models. In today's Albanian economic environment and growing interest in startups together with the global technological advancements characterizing the current economic environment, understanding where Albanian youth stands is of paramount importance. Understanding students' preferences is critical in creating effective support system and reshaping the entrepreneurial environment. In this study, 112 students were asked to better understand their level of exposure to entrepreneurship, attitudes towards innovation, approaches toward different business models, and motivators and obstacles influencing their choices. Findings also suggest that Albanian students have high interest in pursuing an entrepreneurial career and that they consider innovation as crucial in Albanian's economic growth. Nonetheless, the findings also revealed the obstacles students perceive such as lack of support from the educational system, lack of funding, and bureaucratic hurdles. In addition, disruptive business models are widely embraced by Albanian students mostly due to their potential growth and reach. Despite some favoring disruptive business models, traditional business models remain valued while other students favored the hybrid models. This study contributes to a deeper understanding of youth entrepreneurship and their interaction with the current Albanian environment. It highlights the potential of Albanian students in shaping the economic future and make it a more dynamic and inclusive one. Lastly, this study provides some recommendations such as investing in both the education system and physical and digital infrastructure or fostering engagement with the Albanian diaspora among others.

**32. Name Surname:** Junus Fuga

**Title of Thesis:** Mapping Startup Ecosystem in Albanian Market

**Thesis supervisor:** Dr. Besjon Zenelaj

**Thesis Summary:** The startup ecosystem is widely acknowledged as a catalyst for job creation, economic growth, and innovation. This study intends to map the startup ecosystem in the Albanian market, so pointing up its main elements, present situation, and development prospects. The research will examine Albania's entrepreneurs, investors, support institutions, and policies using a mixed method approach, including secondary data analysis and stakeholder insights. Studies of successful startup

ecosystems around the world reveal commonalities including supportive policy frameworks, access to finance, talent and education, and an innovative culture. Though the ecosystem is still developing in Albania and lags behind regional counterparts in startup count, recent projects, government initiatives, incubators, and diaspora investment point to encouraging momentum. Mapping these developments is important since it helps to establish a baseline knowledge of the entrepreneurial scene of Albania and guides policies meant to improve the ecosystem. Keywords: startup ecosystem; entrepreneurship; innovation; Albania; incubators; venture capital.

**33. Name Surname:** Ines Hoxhaj

**Title of Thesis:** Mapping the usage of AI: Cases of Artificial Intelligence applications in HoReCa

**Thesis supervisor:** Dr. Besjon Zenelaj

**Thesis Summary:** The application and ramifications of artificial intelligence (AI) in the hospitality, restaurant, and catering (HoReCa) sector are examined in this study across a number of markets. AI technologies have emerged as key enablers of digital transformation as the HoReCa sector faces mounting pressure to improve efficiency, service quality, and personalization. The study uses a mixed-method approach, integrating semi-structured interviews with SMEs from various industry subsectors with a thorough literature review. Customer service, reservations, operations, predictive analytics, food preparation, marketing, and compliance are some of the functional domains into which AI use cases are divided. The results show that although big businesses have successfully adopted AI, SMEs are cautiously optimistic because of financial limitations, a lack of technical expertise, and a concern about losing the human element in hospitality. Additionally, the study shows that corporate and small business readiness differs, with smaller businesses needing easier access to tools, training, and funding. This research offers a systematic framework for comprehending the various functions of AI in the HoReCa sector and shows the way forward for innovation and inclusive adoption. Keywords: Artificial Intelligence (AI), Digital Transformation, HoReCa Sector, Hospitality Industry, Small and Medium Enterprises (SMEs), Large Enterprises, Corporations, Automation, Predictive Analytics, AI Implementation, Technology Adoption, Customer Service, Food Preparation, Personalized Marketing, Automated Reservations, Regulatory Compliance.

**34. Name Surname:** Viola Makishti

**Title of Thesis:** From Rules to Tumors: A Computational Approach to Cancer Dynamics Using Cellular Automata

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

**Thesis Summary:** Cancer is the most complex disease to ever exist due to its ability of replicating, mutating or adapting in unpredictable ways.[1] It is characterized by uncontrolled cell replication and complex system behaviour. This thesis will explore how artificial systems such as Cellular Automata (CA) can be used to model complex biological behaviours, such as cancer, and simulate the rise of the complexity through simple biological and stochastic CA rules. Three CA based models were developed through the use of Netlogo software: A custom CA model designed to mimic the mutation-driven cancer replication, a 2D Cellular Automata model to understand more the similarity with the cancer cells, and a tumor based model derived from Netlogo library. Based on the Stephen Wolfram's classifications of CA into four behavioural classes, we can identify patterns between tumor dynamics and computational evolution. By simulating, these dynamics through CA models, this thesis aims better to grasp how some systems can become chaotic and unpredictable, reflecting real tumors-like behaviours, emerging from initial simple conditions. However, replication alone does not capture the full complexity of cancer, therefore, concepts from Integrated Information Theory (IIT) are extracted to demonstrate how even with simple conditions or rules, cancer like patterns can resemble stages as metastasis, aggressive spread

or structured growth. Using this perspective, we can figure out if rule-based CA systems can give rise to such integration, mimicking cancer's ability to adapt, resist treatment, and evolve. This study does not aim to cure cancer, but rather to offer a conceptual understanding how replication and integration can lead to future approaches to disease modeling. The thesis bridges fields such as informatics, artificial intelligence and biology, to offer a computational perspective on complex pathological behavior, in that way to explore biological phenomena through artificial systems. **Keywords:** Cellular Automata, Asynchronous Cellular Automata, Cancer Simulation, Mutation, NetLogo, Wolfram Classes, Integrated Information Theory, Complexity.

**35. Name Surname:** Kejsi Limaçi

**Title of Thesis:** From File Systems to Databases: A Historical Overview of Data Storage and Management Evolution

**Thesis supervisor:** M.Sc. Ardita Dorti

**Thesis Summary:** The history database systems has been central to the current digital environment, playing an important role in how organizations, governments, and individuals are able to use information to maximize their decisions and organizational effectiveness. This paper presents a historical timeline of how file-based systems evolved to data architectures we find today through examining things that have influenced the development of each of these systems. With a timeline approach the paper highlights the initial birth of a file system and the issues it presented, the hierarchical model with its own set of limitations, the advent of the network model, and how the relational database made us rethink data. Additionally, the paper looked at how NoSQL and cloud-native technologies have gained traction as solutions to big data, real time analytics, and applications that are at global scale. The literature is used from both academics and industry in order to highlight how quickly fragmented history can lead to very little understanding in present day database systems. This paper is valuable for students, educators, IT professionals, and researchers by providing a historical context to the future of data management system design that helps understand the fundamental sociotechnical 'forces' behind the major technology shifts. **Keywords:** Database Evolution, File-based Systems, Hierarchical Systems, Network Databases, Relational Database Systems, NoSQL, Data Management.

**36. Name Surname:** Era Mali

**Title of Thesis:** Website- Based information system For Dental Clinic Management: Performance, Business and Service Efficiency

**Thesis supervisor:** M.Sc. Ardita Dorti

**Thesis Summary:** In order to improve its administrative effectiveness and product effectiveness, industrybased organizations like dental centers must accept digitization in the modern hectic online world. In order to enhance achievement, streamline operations, and boost service effectiveness, this final graduation research will build and install a website-based data management record over a dental facility. In order to address the present issues that a traditionally run dental clinic in Albania is facing—such as ineffective time management, lengthy patient wait times, and inadequate technological record-keeping—the research uses a case study technique. An easy-to-use and simple to adopt portal that combines patient data tracking, appointment booking, and customer feedback gathering is the proposed answer. The HTML, CSS, PHP, and MySQL design of the system enables simplicity in use by staff members and patients to access associated services and information. The effectiveness of the system will be evaluated through major performance metrics such as minimized booking clashes, faster patient processing, and enhanced customer loyalty. Now the idea of this project is to have an input in the industry of management systems of information. This will be completed by applying an implementation of a website built specially for the needs of the dental office, with the goal of bringing high end results towards

business necessities and high medical performance. By transforming the data tracking from manual data keeping, to digital database, the answer of the solution is supposed to bring big improvements while also being friendly to whoever is using the system. Keywords: Dental Clinic, Business Performance, Business Processes, Information Systems, Service Efficiency.

**37. Name Surname:** Ersa Mezuraj

**Title of Thesis:** Artificial Intelligence Across Educational Demographics In The European Union

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

**Thesis Summary:** Using survey data from respondents in the European Union, this study investigates how education level affects perceptions of artificial intelligence (AI) in the workplace across countries. Higher educated people, especially those with master's and doctoral degrees, are more likely to view AI favorably because they understand how it can increase productivity and automate tasks. In contrast, people with less education show greater skepticism, particularly when it comes to communication at work and job security. Significant variations in how AI is perceived by educational groups are confirmed by statistical analysis. Highly educated respondents raise the need for regulation because they want responsible application of AI. In order to promote informed adoption and reduce skepticism, the study emphasizes the necessity of AI educational programs. Understanding how various demographics use technology is essential for directing policy and promoting a balanced approach to AI integration as AI continues to transform workplaces.

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

### **1. Name Surname: Helga Joanidhi**

**Title of Thesis:** The Impact of Digital Marketing in the Tourism Sector in The Balkan Countries

**Thesis supervisor:** Dr. Vilma Çekani

**Thesis Summary:** This thesis explores the impact digital marketing has on the tourism sector in six countries of the Balkan region which are: “Albania, Croatia, Kosovo, Montenegro, Bosnia and Herzegovina and North Macedonia”. The approach used for this thesis is a mixed methodology, combining a qualitative data (PRISMA methodology) using a systematic literature review and a quantitative data gathering information from a survey distributed to 101 tourist accommodation businesses respondents. All the data gathered from the survey was analyzed in SPSS regarding the frequencies, correlation and ANOVA test. The results show that “Search Engine Optimization (SEO)”, “Pay-Per-Click (PPC)” and “Social Media Marketing” are the most widely used and effective digital marketing tools. These methods have proven to be successful in driving visibility, customer engagement and business performance. Majority of the respondents rated their digital marketing efforts as very effective and notice an overall improvement in their business performance. This fact is also supported by the positive statistic significant correlation of digital marketing adoption and return on investment. Even if digital marketing is revolutionizing the sector, issues with infrastructure preparation, strategy integration and measurement accuracy still exist. According to this study, in order to drive future progress, public and private sector players in the tourist sector should enhance their digital abilities, create supporting legislation, and implement more structured digital marketing strategies.

Keywords: Digital Marketing, Tourism, Balkan Countries, Influencer Marketing, ROI, Strategic Marketing, Hospitality Industry.

### **2. Name Surname: Altea Sema**

**Title of Thesis:** The Role of Digital Marketing Strategies in Enhancing Customer Experience in Albanian E-commerce.

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

**Thesis Summary:** The Albanian e-commerce sector is rapidly developing following the post-pandemic expansion of online shopping settings and the necessity to continuously improve through emerging trends in marketing. At the core of these strategies, the customer is positioned as e central focus, especially in business to consumer segments. This study aims to explore the influence of digital marketing strategies in the experiences of Albanian customers in e-commerce businesses. A quantitative analysis was adopted through an online survey completed by 320 respondents. The research was guided through relevant conceptual frameworks with the purpose to fill a gap in the Albanian literature review regarding the relationship between digital marketing and customer experience. The data

analysis was made using SPSS to provide descriptive and inferential statistics. The results proved that digital marketing strategies significantly enhance the user experience, positioning social media marketing as the predominant strategy throughout the customer journey stages. While technological developments incorporated in digital marketing tactics such as personalization and artificial intelligence had positive results in the customer experience elements, participants attributed greater importance to high-quality customer service and secure payment options. This research contributes to a more comprehensive view in understanding the role of digital marketing in shaping the online experience of Albanian customers and provides valuable guidance for practitioners and researchers.

Keywords: digital marketing, customer experience, e-commerce, social media marketing, customer satisfaction, customer loyalty, customer trust.

### **3. Name Surname:** Eridian Muça

**Title of Thesis:** Consumer perception and readiness for digital finance in Albania: Case study on e-para and the challenges of digital payment adoption

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

**Thesis Summary:** This study explored the consumer perception and willingness for digital finance in Albania, the special case having the E-Para platform. While digital finance inclusion is internationally gaining momentum, Albania continues to face certain challenges such as distrust in institutions, infrastructures not being developed on time, and socio-cultural barriers against electronic payment system adoption. The aspects under study, behavioral, institutional, and systemic, correspond to the decisions of the users themselves, using an integrated conceptual framework that merges with the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), Trust-Calibration Models, Institutional Theory, and the Financial Inclusion Framework. A convergent mixed-methods design was used with survey data from mainland Albanian users alongside qualitative interviews with fintech stakeholders. Quantitative findings confirm that perceived security and ease of use are among the determinants of digital payment adoption. Yet, in an unexplained variability, urban users declared to be more concerned about technological complexity and fraud as opposed to rural users. While E-Para excels in its core services of bill payments and transfers, users rate it inferior to regional alternatives. The study concludes that trust-building, inclusive infrastructure, and regulatory harmonization are considered imperative in increasing digital financial inclusion in Albania. Interventions focused on building community-level digital literacy, gender-sensitive outreach, and agent networks to enable a more accessible and resilient fintech ecosystem conscious of EU standards are thus recommended.

Keywords: Digital finance, E-para, Financial inclusion, Digital payment platforms, Consumer perception

**4. Name Surname:** Martina Kollarja

**Title of Thesis:** Word of Mouth Marketing in Albania: The Power of Online Reviews and Recommendations in E-commerce

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

**Thesis Summary:** This paper examines the impact of electronic word of mouth on consumers in the Albanian emerging e-commerce market. While global markets are accepting electronic word of mouth as an umbrella term for acts of purchasing behavior, Albanian consumers are still at transitional phases, with personal trust being offset by increasing exposure to digital platforms like Facebook, Instagram, Google Reviews, and TripAdvisor. A mixed-methods design, combining quantitative survey investigations (N = 303) alongside qualitative thematic analyses of reviews, seeks to inquire into Albanian consumers' judgments surrounding the trustworthiness, credibility, and authenticity of online reviews. Theories of social influence, the Information Adoption Model, and Frustration-Aggression Theory are used within the investigated setting, so culturally traumatized with collectivism, low institutional trust, and poor digital infrastructure, to illuminate eWOM adoption behaviors.

The results divulge that Albanian consumers give importance to peer networks, local influencers, and multimedia-enriched reviews rather than anonymous content or algorithm rankings. Furthermore, positive eWOM dominates negative eWOM when building trust and purchase intention, although suspicion about fake reviews is very much alive. The study infers much-needed insights from the scarcely studied literature on digital consumer behavior in the relatively less-studied Balkan economy and gives practical considerations for SMEs seeking to create online reputations via culturally sensitive eWOM strategies.

**Keywords:** Online reviews, Consumer trust, eWOM, Digital marketing, E-consumer behaviour

**5. Name Surname:** Era Vlashi

**Title of Thesis:** Innovation and entrepreneurship in non-profit sport organizations: A case study of albanian football federation (FSHF)

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

**Thesis Summary:** This thesis explores the role of innovation and entrepreneurship in non-profit sports organizations, using the Albanian Football Federation (FSHF) as a case study. As a governing body operating within a complex and resource-constrained environment, the FSHF represents a valuable context for analyzing how innovation and entrepreneurial practices are conceptualized, implemented, and institutionalized in non-profit sports governance. The study adopts a qualitative research design, utilizing semi-structured interviews with eight key informants across various departments of the FSHF. Thematic

analysis, supported by NVivo software, was conducted to identify core themes related to innovation definitions, leadership influence, organizational culture, implementation processes, challenges, and strategic alignment with entrepreneurial activities. Findings reveal that while innovation and entrepreneurship are recognized as essential for the federation's modernization and long-term sustainability, their integration into organizational processes remains partial and uneven. Leadership commitment and international partnerships emerged as enablers of change, while bureaucratic inertia, cultural resistance, and limited resources persist as key barriers. The study also highlights how the FSHF balances its non-profit mission with commercial activities through sponsorships, grassroots programs, and public-private partnerships. Moreover, a growing openness to technological tools and data-driven strategies signals the federation's readiness to engage more deeply with innovative practices.

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This study advances scholarly knowledge of innovation in non-profit sport contexts, especially in developing nations, and provides useful suggestions for boosting sport federations' entrepreneurial capacity. The results highlight how crucial leadership, strategic alignment, cultural change, and outside cooperation are to creating a long-lasting innovation ecosystem in nonprofit sports organizations.

Keywords: Innovation, Entrepreneurship, Organizational Change

## **6. Name Surname:** Meri Spiro

**Title of Thesis:** User-Generated-Content Influence on Consumer Behavior in the Albanian Beauty Industry

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

**Thesis Summary:** This study will explore the influence of three different digital content types on consumer perception and consumer behavior in Albania's beauty industry. The content type will vary on the source of production, from the user UGC, an influencer IGC or the brand BGC. This research is grounded in the Social Proof Theory, and will study the effects of authenticity, trust and emotional engagement on customers buyer behaviour. The research was based on a survey of 350 participants and was analysed using descriptive statistics. The findings depict how UGC has a significant impact on consumer. IGC and BGC on the other hand prove to play a more informative promotional role. The demographic variables that proved to be of impact are gender and age to affect content preference and behavioural intentions. The results of this thesis are what highlight the importance of UGC in the beauty industry, especially for brands operating in Albania.

Keywords: User-Generated Content, Influencer Marketing, Brand-Generated Content, Consumer Behavior, Beauty Industry, Trust, Authenticity, Digital Marketing, **Albania, Social Proof**

**7. Name Surname:** Elif Tusha

**Title of Thesis:** Marketing in the new era: cases on applying AI in the marketing mix across different tourism destinations

**Thesis supervisor:** Dr. Besjon Zenelaj

**Thesis Summary:** This study aims at understanding how the businesses operating within the tourism industry in Albania carry out their marketing processes naturally with strategic application of AI technologies. Through a qualitative multi-case study design, the implementation, as well as adoption, of many AI technologies, were examined in five tourism companies, namely Albanian Trip, VATO Group, Elite Travel Albania, Outdoor Albania, and Choose Balkans, with respect to products, prices, places, and promotion. Following TAM, UTAUT, and IAM, the study looks into certain strategies and tools as well as behavioural dispositions that influence the degree to which AI has been implemented within organizations. The study findings showed an uneven AI maturity has been found in which companies like Elite Travel Albania and Choose Balkans are at the advanced level of automation and

personalization while for others there exists a hybrid form of approach that is cautiously being adopted due to infrastructural constraints and ethical considerations involved in branding. Some of the identified uses of AI in Albanian tourism include generating itineraries, customer segmentation, content personalization, dynamic pricing, and geo-targeted promotions. The study further accentuates the mediating effect of organizational values, strategic readiness, and perceived usefulness to determine adoption depth. The cross-case thematic analysis brings to light important trends such as hybrid AI and human models, the adaptation of tools for local contexts, and increasing concerns about data ethics and depersonalization. This study contributes toward AI-driven marketing in emerging tourism economies, providing an insight into how Albanian companies localize global technology to remain authentic under digital transformation. The study's results offer practical insights for tourism practitioners, technical developers, and policymakers to pursue the responsible and competitive adoption of AI in their ecosystem.

**Key words:** Artificial intelligence, marketing mix, digital transformation, case study, hybrid strategy

**8. Name Surname:** Dea Qato

**Title of Thesis:** The Role of Mentoring in the Business Model Development of Early-Stage Start-Ups in Albania: An Exploratory Study

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

**Thesis Summary:** This study investigates the role of mentoring in the business model development of early-stage start-ups in Albania. While the literature highlights the critical importance of mentoring in entrepreneurial ecosystems (St-Jean & Audet, 2012; Hudson, 2013; Crisp & Cruz, 2009), its influence within emerging markets like Albania—characterized by

limited institutional support, access to capital, and entrepreneurial experience—remains underexplored (Dana et al., 2021; Morrison, 2019). Employing an exploratory qualitative research design, this study draws on semi-structured interviews with 8 participants, including both mentors and mentees from Albanian acceleration programs. Thematic analysis (Braun & Clarke, 2006) identified key patterns in mentoring dynamics, including the dual function of mentorship as both technical guidance (e.g., business model validation, customer segmentation) and psychosocial support (e.g., motivation, confidence-building). Findings reveal that effective mentoring relationships are marked by trust, compatibility, and iterative learning, while challenges include mismatched expectations, limited sectoral expertise, and time constraints. The study extends existing theories, such as Social Learning Theory (Bandura, 1977) and Human Capital Theory (Becker, 1993), by contextualizing them within an emerging entrepreneurial ecosystem where mentorship often compensates for structural gaps in knowledge transfer, strategic thinking, and network access. The research contributes to the growing discourse on entrepreneurship in transitional economies, offering practical recommendations for improving mentor selection, providing mentor training, and integrating long-term mentorship structures within acceleration programs.

2. The study concludes that mentorship, when effectively designed and delivered, plays a vital role in fostering business model innovation, strategic adaptability, and entrepreneurial resilience in early-stage ventures in Albania.

Keywords: Mentoring, Start-Ups, Acceleration Programs, Entrepreneurial Support, Social Learning Theory, Human Capital Theory

## 9. Name Surname: Inejda Pali

**Title of Thesis:** Strategic Management and Competitive Positioning of Tirana International Airport in the Post-COVID Balkans Aviation Market

**Thesis supervisor:** Dr. Vilma Çekani

**Thesis Summary:** This dissertation looks into how Tirana International Airport has managed its strategy and

positioned itself competitively after COVID-19, within the Balkan aviation market. The study will be made to show how TIA handled a pandemic crisis and, thus, completely outpaced its regional peers in recovery based on analysis from operational data between 2019 and 2024. It highlights that the recovery of TIA was essentially dependent on a combination of proactive infrastructure investments, alliances with low-cost carriers (LCCs), and decision-making speed. The main findings indicated that TIA's swift recovery-by 2024 it had surpassed the traffic level pre-pandemic-was driven by a strong increase in services from LCCs, the enlarged capacity of the airport, and a focused incentive policy for airlines. With the quantitative regression model, it is aimed to quote the operational impact of strategic choices; it attempts to examine, in a pertinent manner, the influence of a few key operations factors like aircraft movements, LCC share, and macro-economic indicators upon passenger traffic. These funds on the theoretical part of the work, concerning airport resilience and recovery after crises, particularly regarding smaller, resource-constrained airports; they also offer practical guidance to airport

management as it deals with future crises. Consequently, airports should be advised to pursue flexible strategies, diversify their airline partnerships, and invest in infrastructure that can strengthen both resilience and long-term competitiveness. Further research could be carried out qualitatively into decision-making processes, and long-term sustainability.

Keywords: Tirana International Airport, strategic management, competitive positioning, low-cost carriers, post-COVID recovery, airport resilience, benchmarking, Balkans aviation market, passenger growth, airline partnerships

**10. Name Surname:** Deni Velillari

**Title of Thesis:** The Efficiency of Social Media in B2B: The case study of KJENDY SH.P.K., a distribution company in Albania.

**Thesis supervisor:** Dr. Besjon Zenelaj

**Thesis Summary:** In recent years, social media has evolved from being a tool for business-to-business (B2B) sales contacts into one which B2B companies can use profitably to advertise. B2B organizations use digital platforms to develop relationships, raise brand awareness and drive business forward. In comparison, B2C corporations employ social media directly for sales and customer service. Although the focus will be on Kjendy sh.p.k., a well-known distribution company, this examination tests the acceptability of social media platforms as a means for B2B distribution businesses in Albania to advertise their products. Looking at the conventional marketing methods in contrast, this study evaluates the benefits typical of social media as well as the disadvantages and dilemmas employers face when they apply it in B2B settings. Moreover, it evaluates Kjendy sh.p.k.'s social media approach by examining what type of content is posted, how the audience responds, potential for acquiring leads and impact on overall business growth. Along with examining whether digital interactions result in actual purchases and lasting business connections, the study also looks at how social media impacts customer participation, business partnerships and brand recognition. Forming a bridge between the first point and the last the study compares ways of using social media by B2B distributors in Albania, outlines what is best practice within the sector and newest trends in digital marketing to provide a comprehensive picture. Furthermore, as the market becomes more competitive and increasingly reliant on technology the report's conclusions are designed to give Kjendy SH.P.K. Concrete guidance on how to best optimize its digital marketing strategies. This may help the company to increase their internet presence, reinforce client relationships and improve overall marketing effectiveness. To boost productivity in Albania's distribution industry the report makes proposals to overcome obstacles to digital adoption, include social media in greater marketing initiatives and employ data-driven tactics. Other keywords used: social media, B2B marketing, distribution enterprises, customer engagement, business relations, brand awareness, Albania, marketing strategies, traditional v. digital marketing.

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engagement, business relationships, brand awareness, Albania, marketing strategies, traditional vs. digital marketing.

**11. Name Surname:** Kleard Jaupi

**Title of Thesis:** The Effectiveness of Energy-Saving Systems in Aparthotels

**Thesis supervisor:** Dr. Aida Dhima

**Thesis Summary:** This study investigates the application and efficiency of the adopted energy-saving

features in studio apartments, exemplified in three properties in the Albanian coastal area, namely, ApartHotel EDA, Wave Beachfront Apartments, and Marina Luxury Suites. In a world where sustainability is becoming ever more critical for hospitality management, the research has set out not just to consider the environmental implications of P3 systems but also their financial feasibility and their impact on operations and guest experience. A mixed-methods approach to the research design was used, that is, quantitative analysis of energy consumption data and qualitative findings obtained through focus groups and guest/staff questionnaires. Results show a marked decrease of energy following deployment, saving on average 20%. Moreover, Return on Investment (ROI) analysis shows in all three scenarios a positive payback period of 2 years or less, which validates the economic viability of the considered technological dissemination measures. Findings Qualitative results shed light on the difficulties of the transition phase, such as technical adjustment and staff training but also identified examples of good practices – stakeholder involvement and good guest communication. Guests were found to be more satisfied in properties which signed their instruction on the energy system. The study adds to the literature by offering empirical evidence to demonstrate the dual advantages (environmental and financial) of energy-saving systems in the aparthotel sector. It also shares some practical recommendations for operators seeking to combine commercial and environmental success. Aparthotels in a changing hospitality industry Overall, the findings support that smart energy technologies, when strategically adopted, can improve efficiency, reduce operating costs and improve the competitive stance of aparthotels within a changing hospitality context.

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**Keywords**

Aparthotel, energy-saving technologies, sustainability, ROI, guest feedback, smart systems, hospitality management, operational efficiency, Albania

**12. Name Surname:** Mario Luadhi

**Title of Thesis:** The Role of Business Intelligence in Enhancing Organizational Decision-Making Processes

**Thesis supervisor:** Dr. Besjon Zenelaj

**Thesis Summary:** This paper discusses how business intelligence (BI) systems, specifically those enriched

through artificial intelligence (AI) and data analytics, play a role in organizational decision-making. With organizations going increasingly data-driven, the coupling of real-time dashboards,

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predictive modeling, and machine learning has transformed managerial practice. This thesis examines how BI aids decision-making processes, determines perceived benefits, and takes into account barriers to good implementation. An analytical meta-synthesis involving 35 peer-reviewed publications from 2018 through 2024 using thematic analysis centered on strategic benefits, operational effectiveness, and organizational facilitators or barriers to BI adoption was undertaken. Findings reveal BI facilitates better forecasting, real-time support for decisions, and automation of operations but is hampered by data silos, user resistance, and expense. The research discovered that BI implementation success is dependent on organizational culture, managerial mindsets, user understanding, and phased deployment approaches. Theoretical anchors comprise Rajagopal's AI-Driven Framework and Galbraith's Information Processing Theory, explicating how information processing and technology interface with decision quality and vice versa. Ultimately, the research highlights that technology is not enough; organizational capability to understand and act on intelligence is the actual source of BI value. The research presented here contributes actionable ideas for policymakers, strategists, and IT executive decision-makers who want to get the maximum out of BI.

**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 2024-2025, three students were part of the exchange program. The list of students is as follows:

<b>INCOMING STUDENTS</b>	<b>OUTGOING STUDENTS</b>
Marie Jahrmatter	Enejda Doko
	Keidi Sheqeri
	Andi Saraçi
	Stela Gabeta
	Erma Nasufi
	Xhoana Braçi
	Elsa Beqiri
	Kevi Terolli
	Drita Baho
	Ermenda Hidri
	Erald Islami
	Dea Bejleri
	Redona Kaleci

## **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. (2025). Algorithmic pedagogies in the attention economy: AIXR, employability, and the global AI arms race. Romanian Journal of Economics, 61, (2).*

*Koroglu, O. (2026). Calculated disengagement: Professional identity and algorithmic resistance on LinkedIn. In Algorithmic mediations. Palgrave Macmillan.*

*Koroglu, O. (2025, June 12–13). Algorithmic pedagogies in the attention economy: AIXR, employability, and the global AI arms race. Paper presented at the International Conference “Resilience and competitiveness of the national economies – under the sign of creativity, crisis and conflicts” (RESILNAT-3C 2025 Edition: RD&I and new entrepreneurship models for sustainable development), Bucharest, Romania.*

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

### **EPOKA University Professor Shares Expertise at Europa-Universität Flensburg During Erasmus+ Teaching Mobility**



Prof. Dr. Osman Koroglu, a distinguished faculty member from the Department of Business Administration at EPOKA University, recently completed a successful Erasmus+ teaching mobility at Europa-Universität

Flensburg (EUF) in Germany. His visit marks another step in strengthening the academic partnership between the two institutions.

During his week-long stay, Prof. Koroglu delivered engaging lectures and presentations across several disciplines, contributing to both undergraduate and postgraduate academic programs. His expertise was featured in three distinct courses at EUF, reflecting the interdisciplinary relevance of his work.

As part of his visit, Prof. Koroglu presented his research titled "The Impact of AIXR in Marketing Campaigns – Research" at the International Institute for Management and Economic Education's renowned Brown Bag Series—a postgraduate seminar designed to foster academic dialogue among researchers and students.

He also contributed to the MA Seminar "Europe in the Global Economy", where he discussed "The Future of Higher Education in Europe and the Global Economy". In the BA Seminar "Regional Economics II / Political Economy II", he addressed the critical topic of "Technological Change and the Knowledge Economy in the Light of AI Developments." His final session was held in the BA Seminar "Media Management", where he presented "The Impact of AIXR in Marketing Campaigns – Cases," offering students practical insights into the use of advanced technologies in marketing.

Throughout his visit, Prof. Koroglu collaborated with several esteemed colleagues at EUF, including Prof. Dr. Berthold H. Hass, Professor of Media Management and Marketing. He was also supported by Ms. Lara Hoeren, a researcher in the Department of Comparative Political Economy, and Dr. Dagmara Paciorek-Herrmann, Coordinator for Non-European University Cooperation, who played a key role in organizing and facilitating the visit.

This Erasmus+ teaching mobility reflects EPOKA University's ongoing commitment to internationalization, faculty development, and academic exchange. Prof. Koroglu's contributions not only enriched the educational experience of students at Europa-Universität Flensburg but also helped deepen the collaborative ties between the two universities.

## Projects

### Sell-a-Drink 2025: A Showcase of Creativity, Strategy, and Entrepreneurial Spirit



The **Sell-a-Drink 2025** project concluded with great success on **Friday, January 9, 2025**, at Epoka University.

Organized as part of the **BUS103 Introduction to Business** course by Mikaela Süslü, the project gave students a unique opportunity to transform their creative ideas into thriving mini-businesses.

This year, **15 groups** with students from the [BAF](#), [ECO](#), [BUS](#), and [IML](#) participated, bringing innovative beverage concepts to the campus community and making the event a highlight of the academic year.

**Epokall** was declared the **winner** of the competition. Their simple yet impactful idea of selling fresh **orange juice**, sourced from **local Albanian producers**, impressed the judges and customers alike. The group's emphasis on supporting local businesses, coupled with their strategic marketing and excellent execution, made them stand out.

**Sobershots** became a crowd favorite with their **healthy beverage blends** featuring ingredients like **ginger, spinach, kiwi, and apple**. Customers returned for more and brought friends to try the drinks, with one student notably introducing all her friends to their booth after a positive experience.

Other groups also showcased exceptional creativity and innovation:

- **Cuppies** served **milkshakes** alongside delicious coffee and cappuccinos, making their booth a go-to spot for sweet indulgence.
- **Citrusblast** rivaled Epokall with their exceptional citrus-based drinks, making them another strong contender.
- **Cheersy** delivered vibrant **mojito mocktails** which brought a trendy and stylish vibe to the campus.
- **Chocobliss** stood out with their beverages featuring **delicious toppings**, adding a decadent touch to their offerings.
- **Twisted Cherry** crafted a refreshing **mocktail** using a blend of **Amita juice, Sprite, and lemon slices** that was both innovative and flavorful.
- **The Click** brought **Lajthiza water** and its **new products**, including **vitamin water and premium beverages**, offering a refreshing twist.
- **Mystic Mix** intrigued everyone with **unique packaging and logo designs**, leaving customers wondering about their creative and mysterious drink.

Students had to think strategically about key business elements, including **pricing, location, advertisement, promotion, and delivery strategies**. Many groups impressed with their attention to small details, such as branding their products with custom logos, creating **brochures**, and sharing them to promote their offerings. The effective use of **Instagram** for advertising added a modern touch, boosting engagement and attracting customers to their booths.

The **Sell-a-Drink** project provided students with valuable real-world experience in business planning, teamwork, and customer engagement. It also created a vibrant atmosphere on campus, celebrating innovation and entrepreneurial spirit.

Congratulations to **Epokall** for their outstanding performance and to all the groups for their hard work, creativity, and energy.

This year's event was a true testament to the talent and dedication of Epoka University's students!

View the previous year project of [Sell-a-Drink 2024](#)

## **PMable Inspires Students at EPOKA with a Workshop on Project Management and Innovation**



On January 16, 2025, EPOKA University hosted an engaging and interactive workshop by [PMable](#) in collaboration with the Department of Business Administration and the Career Planning and Alumni Office.

The workshop explored the dynamic synergy between project management and business innovation, offering students a practical and inspiring introduction to essential skills for their careers.

The two-hour session kicked off with an energizing introduction and icebreaker activities to set a collaborative tone. Participants then tackled the creative challenge, "*Create the Business of the Future in 5 Minutes.*" Divided into teams, students developed innovative business concepts in the fields of Marketing, Logistics, and Informatics, fostering creativity and teamwork in a lively and engaging atmosphere.

The workshop delved into the P3.express methodology, a simple yet effective approach to project management. Through hands-on activities, including a Kahoot quiz and crisis simulations, students gained practical insights into applying Agile principles, using tools like Trello and Notion, and adopting sustainable and ethical practices in global projects. The session emphasized the transformative potential of project management skills, equipping participants to excel in their future careers.

The workshop was led by:

- **Eldisa Cirogu**, CEO of PMable and a visionary leader, renowned for her expertise in managing strategic departments at Commercey and fostering collaboration for growth and innovation.
- **Denisa Bajraktari**, PMable's Business Development Manager and PM Trainer, who empowers individuals and organizations through practical training and innovative leadership initiatives.
- **Antea Bega**, a third-year Business Administration student and Project Manager, experienced in building strong teams, managing impactful projects, and driving meaningful change.

Reflecting on the event, PMable shared their enthusiasm, stating: *"Yesterday's workshop at EPOKA University was an inspiring journey into the world of project management and innovation! Students actively participated in hands-on activities, explored the simplicity of the P3.express methodology, and discovered how project management can be a game-changer for their careers. We're thrilled to have connected with so many bright minds and to see their enthusiasm for learning, growing, and building a better future."*

The session concluded with key takeaways, certificates of participation, and an invitation for students to join the P3.express community. The event left a lasting impression, inspiring attendees to embrace project management as a tool for innovation and excellence.

This workshop marks another milestone in EPOKA University's commitment to providing students with valuable opportunities to connect with industry leaders and develop essential skills for their future success.

**List of Students' Internships**

<b>Department of Business Administration</b>				
<b>No.</b>	<b>Name Surname</b>	<b>Study Program me</b>	<b>Professional Practice Period (Days/Weeks/Months)</b>	<b>Professional Practice Company</b>
1	Emelia Mazniku	BA BINF	02/10/2023-15/12/2023	dev.al
2	Ilda Lama	BA BINF	25/10/2024-24/01/2025	LDA Digital Solutions
3	Era Mali	BA BINF	24/10/2024 - 6/12/2024	JEEA
4	Endrita Stojku	BA BINF	04/11/2024 - 20/12/2024	First Instance Court Diber
5	Elefteria Kolagji	BA BINF	01/07/2024 - 30/08/2024	Rumani & Co - Accounting Office, Saranda, Albania
6	Eden Cingo	BA BINF	06/11/2024-21/12/2024	Soft&Solution
7	Enklida Brakaj	BA BINF	01/07/2024-31/07/2024	Fier Public Library "Dritero Agolli"
8	Egin Faja	BA BINF	04/11/2024 - 15/01/2025	Alba Construction
9	Era Zenelaj	BA BINF	22/07/2024 - 23/08/2024	The Ministry of Economy, Culture and Innovation
10	Emela Avdiu	BA BINF	04/11/2024 - 17/01/2025	Techtanium
11	Emilia Dollani	BA BINF	26/07/2024-27/08/2024	Serfin 97
12	Elja Xhufka	BA BINF	26/08/2024-04/10/2024	Dominusoft
13	Ergita Hoxha	BA BINF	6 weeks	Digicom
14	Erjon Xhani	BA BINF	5 weeks	Mobinet Sh.P.K
15	Erla Hoxha	BA BINF	5 weeks	INSTAT
16	Ersa Mëzuraj	BA BINF	9 weeks	Tirana Bank
17	Ersild Dida	BA BINF	6 weeks	NOA.sha
18	Ester Bleta	BA BINF	7 weeks	Tetra Pro
19	Etleva Shaba	BA BINF	4 weeks	Deni Clima
20	Evi Abdi	BA BINF	6 weeks	Dominosoft
21	Fiona Myftari	BA BINF	7 weeks	Enea Aldisha
22	Fiona Sallaku	BA BINF	8 weeks	Zero I Odoo Gold Partner
23	Geraldo Çela	BA BINF	12 weeks	Alba Skela Construction
24	Gersi Hajdari	BA BINF	15 weeks	Communication Progress sh.p.k
25	Gledio Muça	BA BINF	6 weeks	Baer Consulting Shpk
26	Ivjon Subashi	BA BINF	5 weeks	The Ministry of Economy, Culture and Innovation
27	Kelly Hamiti	BA BINF	13/06/2024 - 13/09/2024	NetSapiens

28	Kejd Mucollari	BA BINF	28/10/2024 - 29/11/2024	ToGoExpress
29	Megi Bicaku	BA BINF	9.12.2024-11.02.2025	Altus Design & Print
30	Mattia Gjoka	BA BINF	13.07.2024-10.08.2024	Shift distribution
31	Nikol Decolli	BA BINF	30.10.2024 - 11.12.2024	Accounting & Consulting Studio
32	Nafije Gjuzi	BA BINF	17/07/2024– 27/08/2024	Union Bank
33	Patrik Xhaferri	BA BINF	24.06.2024-27.07.2024/ 29.07.2024-29.08.2024	Datech/ Vodafone Albania
34	Rafaela Kasneci	BA BINF	09.12.2024 – 21.01.2025	Dominusoft Education
35	Alban Didani	BA BINF	7 weeks	Alb San Shpk
36	Alban Ismajli	BA BINF	7 weeks	Hotel Sokrati
38	Albi Çobo	BA BINF	10 weeks	Elton Pata PF
39	Aleksa Janku	BA BINF	8 weeks	Tirana Bank
40	Aleksandra Myslimi	BA BINF	8 weeks	Tibo Media
41	Alesia Selenica	BA BINF	10 weeks	Holly & Endi Auditing shpk
42	Amadeo Kimça	BA BINF	10 weeks	M & E Group Albania shpk
43	Ana Koli	BA BINF	5 weeks	Operatori i Sherbimit te Transmetimit - OST
44	Andi Dedej	BA BINF	11 weeks	Premier Group
45	Andrea Zoraqi	BA BINF	4 weeks	Copy Print
46	Anja Imeraj	BA BINF	9 weeks	Sinanaj 2000
47	Arbi Allushi	BA BINF	7 weeks	Fran-Oil shpk
48	Arjel Sulollari	BA BINF	3 weeks	Sulollari Klima
49	Gledis Osmani	BA BINF	3 weeks	Osmani Seramenti
50	Helga Mali	BA BINF	6 weeks	Digicom
51	Redisa Domi	BA BINF	07/10/2024-13/11/2024	Shala Trans
52	Sara Pojaku	BA BINF	23/09/2024-25/09/2024	Drejtoria e Pergjithsme e sherbimeve te transportit rrugor
53	Sara Arapi	BA BINF	2/9/2024-04/10/2024	STAR TRANS Sh.p.k
54	Romina Dajko	BA BINF	08/07/2024-30/09/2024	Larti Sh.p.k

55	Samanta Belba	BA BINF	09/09/2024-11/10/2024	Trimi Kontabel Sh.p.k
56	Klaudia Gjergji	BA BUS	23/12/2024-17/01/2025	EMAK DIVANI
57	Klevi Bitraj	BA BUS	18/11/2024-03/12/2024	City Center Hotel
58	Odri Bregu	BA BINF	11/11/2024-18/12/2024	Muhoplus LTD
59	Redi Ballhysa	BA BINF	04/11/2024-15/01/2025	Alba Conctruction
60	Mateo Myftaraj	BA BUS	11/11/2024-07/12/2024	ONSI-PLAST Sh.p.k
61	Sanije Nuredini	BA BUS	25/11/2024-28/12/2024	Rajmonda Nuredini
62	Rudina Kerri	BA BUS	13/10/2024-24/11/2024	KERRI Sh.p.k
63	Jessica Vata	BA BUS	2/12/2024-17/01/2025	EPOKA University
64	Reshat Hatija	BA BINF	16/10/2024-20/12/2024	Skenderbeu 1933
65	Aurora Jasiqi	BA IML	15/07/2024-30/08/2024	Liridoni Distribution
66	Dionis Leka	BA BINF	30/10/2024 - 09/01/2025	Credins Bank
67	Dorisa Mataj	BA BINF	02/07/2024 - 02/08/2024	Shega Trans
68	Henri Jani	BA BINF	02/09/2024 - 18/10/2024	Communication Progress
69	Drina Skënderi	BA BINF	28/08/2023 - 27/11/2023	CDI Albania
70	Eanda Pajaj	BA BINF	04/11/2024 - 09/12/2024	Mario Hidrosanitare
71	Denis Demiraj	BA BINF	01/07/2024 - 31/07/2024	VIATECH SHPK
72	Dea Hasani	BA BINF	28/10/ 2024 - 27/12/2024	MaxOptica
73	Dea Lolaj	BA BINF	02/09/2024 - 08/10/2024	Agna Group
74	Armand Cera	BA BINF	28/10/2024-13/12/2024	Sarina 2002
75	Dea Kamolli	BA BINF	31/10/2024 - 15/01/2025	Arber Gjata PF
76	Danja Senja	BA BINF	21/09/2024-15/11/2024	A.S.C.A
77	Darsi Nanagjoka	BA BINF	07/10/2024 - 22/11/2024	Eida Petrol
78	Dion Petrela	BA BINF	14/11/2024 - 09/01/2025	Bashkia Tirane
79	Arli Cina	BA BINF	27/11/2024 - 22/01/2025	Dominusoft
80	Alessia Vora	BA BUS	4 weeks	Ministria e Ekonomise, Kultures dhe Inovacionit
81	Ambra Dako	BA BUS	4 weeks	3D Sh.P.K
82	Arisa Vladi	BA BUS	5 weeks	Gear 77
83	Blin Curaj	BA BUS	4 weeks	Hotel City Center
84	Drilon Kacani	BA BUS	4 weeks	Hotel Delta

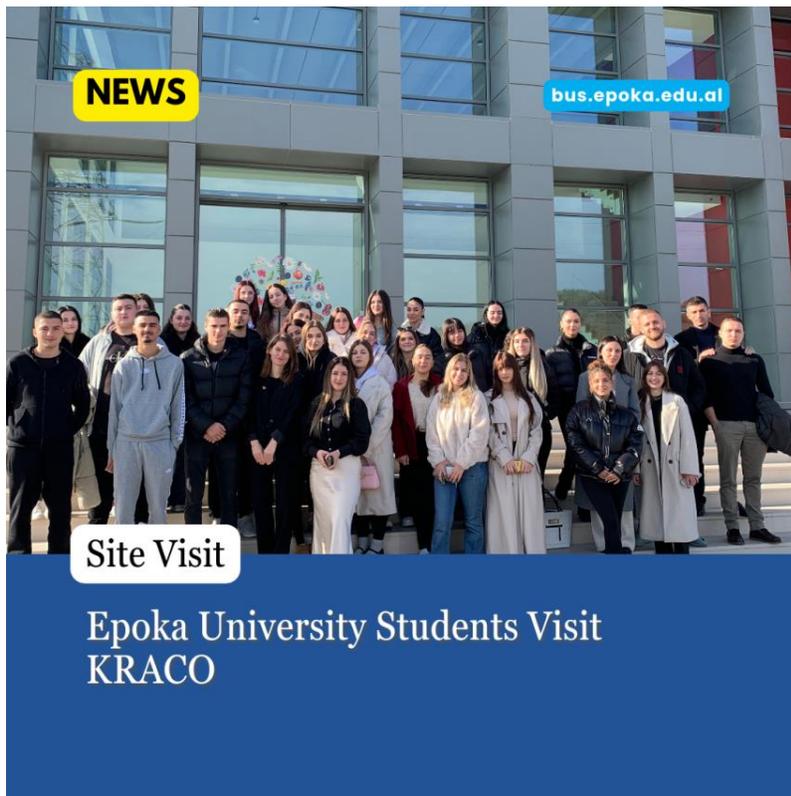
85	Elisia Bejleri	BA BUS	9 weeks	Prima SHPK
86	Enea Topi	BA BUS	4 weeks	Kevi & Juna sh.p.k
87	Enxhi Shahini	BA BUS	4 weeks	Shahini sh.p.k
88	Erjona Vreta	BA BUS	4 weeks	Vreto Construction Sh.P.K
89	Esra Hajdini	BA BUS	5 weeks	Zalo Mukaj Office
90	Florina Kaleshi	BA BUS	10 weeks	BKT(Banka Kombetare Tregetare)
91	Jenifer Çepeli	BA BUS	5 weeks	Kerri SH.P.K
92	Andiela Darsi	BA IML	5 weeks	Alo Pronto SRL
93	Angela Sharra	BA IML	9 weeks	NIV ( Nullius in Verba )
94	Anna Bannova	BA IML	4 weeks	Agia Group
95	Ardit Allaraj	BA IML	4 weeks	AEMI Sh.p.k
96	Drina Ujkashi	BA IML	4 weeks	Veneta Biskoteri
97	Eleana Kadiasi	BA IML	4 weeks	Kadiu 2005 sh.p.k
98	Era Babaramo	BA IML	4 weeks	Top Channel
99	Erma Mici	BA IML	7 weeks	Top Albania Radio
100	Frenkli Trako	BA IML	12 weeks	MCN TV
101	Ines Hoxhaj	BA IML	6 weeks	
102	Iris Lika	BA IML	4 weeks	Veneta Biskoteri
103	Jora Halili	BA IML	4 weeks	Veneta Biskoteri
104	Jori Tabaku	BA IML	8 weeks	Teoren Group
105	Keida Bajraktari	BA IML	4 weeks	Dashi Hair Fashion
106	Klea Tali	BA IML	4 weeks	Tali Event
107	Alteo Sevaj	IML	5 weeks	AERD Sh.p.k
108	Alsia Hatija	IML	8 weeks	Esal Hotel
109	Alva Ikonomi	IML	7 weeks	Facilization
110	Amber Hoxha	IML	4 weeks	Alden 2018
111	Arjola Uklala	IML	4.5 weeks	Vip Realty Albania
112	Enrik Hamzallari	IML	14 weeks	Ahead Creative
113	Marsela Kupa	IML	8 weeks	Kupa Real Estate
114	Mendi Heba	IML	4.5 weeks	CCIS - Center For Comparative and International Studies
115	Polina Zakrevska	IML	4 weeks	Gossip Girls Tirana
116	Regjina Baja	IML	5 weeks	Vip Realty Albania
117	Rezart Meta	IML	4 weeks	Stella Sh.p.k

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118	Sara Mjeshtri	IML	6 Weeks	Papushi Exchange
119	Sedna Karapici	IML	4.4 weeks	Coin Center
120	Sidita Spahija	IML	4 weeks	Dream Coffee Albania
121	Suhaib Bizan	IML	5 weeks	Kadiu 2005

## Participation in Academic Events

### Epoka University Students Visit KRACO: A Day of Learning and Insight into Albania's Food Industry Pioneer



**Tirana, 27 November 2024** – The Business Administration Department, in collaboration with the [Career Planning and Alumni Office](#) at Epoka University, organized a site visit to **KRACO**, Albania’s leader in food production. This visit allowed students to connect theoretical knowledge with practical insights in a real-world business environment.

**KRACO**, a leader in the production of teas, herbal infusions, instant drinks, and more, is a brand recognized not only across Albania but internationally, with products distributed in countries such as Spain, France, Italy, and Saudi Arabia. Established in 1997 with its first product being packed sugar, KRACO has grown exponentially, offering over 130 different types or variations of products. Nearly 600,000 KRACO products are consumed in the Albanian and European markets.

Epoka first-year students from Banking and Finance, and Economics Department were warmly welcomed by the KRACO team. Anxhela, the HR Specialist, shared insights into the company’s operations while

guiding through various departments, including logistics, marketing, HR, finance, IT, and production. Sofia, the Quality Control Specialist, explained the production processes for tea, infusions, and cacao.

The site visit underscored the value of experiential learning, bridging the gap between theory and practice for students in the Introduction to Business course (by Assistant Lecturer Mikaela Süslü) as it provided a firsthand look at business concepts discussed in class, including entrepreneurship, company history, corporate strategy, operation and quality management, supply chain management, and the role of technology in ensuring efficiency and quality.

The production tour highlighted KRACO's commitment to excellence, with quality checks implemented at every stage—from raw materials to the final product. This dedication to high standards has earned the company several quality certifications, making it a respected name in the industry.

The day concluded on a sweet note as KRACO gifted the group samples of its products, including teas, infusions, cocoa, and cappuccino.

Epoka University extends its gratitude to KRACO for their hospitality and commitment to supporting education. Visits like these are crucial in shaping well-rounded graduates prepared for the dynamic and demanding world of business.

**Epoka University Hosts Cyber Security Expert in Guest Lecture**



On November 15, 2024, third-year Business Informatics students at Epoka University had the opportunity to participate in an engaging session as part of their Cyber Security Management

course by [Dr. Aida Bitri](#). The guest speaker for the event was [Mr. Orinaldo Naqellari](#), a renowned expert in the field of cybersecurity.

Mr. Naqellari has extensive professional experience, having held various roles in one of Albania's second-tier banks, particularly in areas related to cybersecurity. His responsibilities included leadership in the IT Security and Card Fraud Sector. Currently, he serves as the Senior Information Security Specialist at [BALFIN Group](#), one of the largest private investment groups in Albania and the region.

During the lecture, Mr. Naqellari shared his expertise on Information Systems Security Planning and Management, with a particular focus on Risk Identification, Management, and Treatment. The session provided students with invaluable insights into managing cybersecurity challenges in today's rapidly evolving technological landscape.

### **Open Lecture: A Beginner's Guide to the Stock Market**



Today, April 23, 2025, the YEN Student Club organized StockTalk at Epoka University, bringing together students, banking professionals, and financial experts for a focused dialogue on capital markets and the state of Albania's banking sector.

The event commenced with opening remarks by Mr. Spiro Brumbulli, Secretary General of the Albanian Association of Banks, who stressed the imperative of youth engagement in the financial sector and

underscored how Albanian banks “speak with one voice” to foster economic growth and financial literacy among the next generation. In a comprehensive sector overview, Mr. Brumbulli presented Albania’s banking landscape and highlighted that digital payments per capita jumped from 2015 to 2024 and financial inclusion climbed to 78% over the same period. His review also covered profitability and infrastructure metrics, and detailed digital transformation initiatives—Open Banking, SEPA Instant Payments, the national Credit Bureau, SME financing schemes, and strategic collaborations with Mastercard

Next, Mr. Artan Gjergji, Senior Expert for Capital Markets & Financial Services at DSIK Albania, led an immersive workshop on the Stock Market Learning (SML) virtual trading platform. He covered the theoretical underpinnings of capital markets—defining issuers, investors, intermediaries, primary versus secondary markets—and demonstrated the end-to-end investment process from order placement through post-trade clearing. Participants explored key trading strategies (scalping, day trading, swing trading, position trading) and practiced risk-management techniques such as stop-loss orders, portfolio diversification, and technical analysis of support and resistance levels.

The closing session featured the winning team from ProCredit Bank, champions of the Stock Market Simulation. They shared practical tips on building robust trading plans, mastering the SML platform’s tools, managing emotional biases, and leveraging team collaboration—advice designed to give Epoka students an edge in the forthcoming Europe-wide tournament.

### **EPOKA University Students Gain Real-World Business Insights at Vodafone Albania**



On April 9, 2025, students from the Economics and Business Administration program at EPOKA University participated in a site visit to Vodafone Albania, as part of their Management and Organization course. The visit was led by lecturer Mikaela Suslu in collaboration with the Career Planning and Alumni Office, and provided students with an invaluable opportunity to connect academic learning with practical industry experience.

The day began with a coffee and networking session, followed by a welcome from Erald Hysa, HR Director at Vodafone Albania, who emphasized the importance of lifelong learning and professional trustworthiness.

Students then attended sessions led by Deborah Hatellari and Fatma Ibrahim, who explained Vodafone Albania's internal structure, outlining the function of each department and the career opportunities available to students and graduates.

Another session highlighted Vodafone's commitment to employee development through continuous learning, training, and cross-functional opportunities. Students gained perspective on how career growth at Vodafone is shaped by adaptability, curiosity, and a drive to acquire new skills—regardless of one's academic background.

The visit also included personal career journeys from Ada Taho and Evi Hoxha, both Vodafone professionals who encouraged students to follow their passion, embrace challenges, and stay open to change and collaboration throughout their careers.

A highlight of the day was the participation of two EPOKA alumni, Irista and Dejvi, who joined Vodafone through the Discover Graduate Program. They spoke about Vodafone's inclusive and supportive work environment and the valuable experiences the program provided through cross-departmental rotations.

The visit concluded with a tour of Vodafone's offices, offering a closer look at the company's operations and culture.

EPOKA University extends its sincere thanks to Vodafone Albania for its hospitality, insightful sessions, and ongoing commitment to empowering future professionals.

**Bridging Theory and Practice: A Visit to AGNA Group by Our IML Students**



Our International Marketing and Logistics students had the incredible opportunity to visit AGNA Group’s headquarters as part of their research project on Managerial Practices and Challenges in Import-Export Companies in Albania.

This visit provided valuable insights into real-world business operations, strategic management, and the complexities of international trade. A big thank you to AGNA Group for their warm welcome and for sharing their expertise with our students!

### **EPOKA University Hosts Guest Lecture on Cybersecurity and Financial Awareness**



The Department of Business Administration at EPOKA UNIVERSITY recently held a guest lecture on Cybersecurity and Financial Awareness, as part of the Ethics and Social Issues in Information Systems course led by Dr. Vilma Çekani. The session addressed the growing dangers of online fraud and the critical role of cybersecurity in financial transactions.

Guest speaker Fatjon Muça, Head of the Information Security Department at Fibank Albania and member of the Cyber Security Committee at AAB, provided expert insights into modern cyber threats, fraud prevention, and secure banking practices. He introduced the Defense in Depth strategy, a multi-layered security approach, and traced the evolution of cyber threats to help students understand how hacking techniques have developed over time.

One of the most striking revelations was that Albania experiences a cyberattack every 22 seconds. Muça outlined various types of cyber risks, including phishing, social engineering, zero-day attacks, and malware, illustrating real-world scams—such as deceptive emails and fraudulent SMS messages impersonating Albanian Post to trick recipients into revealing personal data.

The speaker demonstrated a virus simulation to give students a more tangible understanding of cyber threats, showcasing how malware can infiltrate systems and cause significant damage. This eye-opening demonstration underscored the importance of proactive security measures in an increasingly digital world.

A key takeaway was the responsibility to raise awareness, particularly among parents and the elderly, who are often more susceptible to online fraud. The discussion also covered data protection strategies, the impact of global cyber warfare, and the rising demand for cybersecurity professionals—a field offering high demand and competitive salaries.

The interactive session sparked engaged discussions, with students posing insightful questions about digital banking security and cyber defense strategies. By equipping students with practical knowledge, the lecture empowered them to navigate the digital landscape more securely and responsibly.

Stay vigilant, stay safe online!

### **Guest Lecture: Digital Campaign Strategies with Arlind Zoto**



March 26, 2025, EPOKA University had the pleasure of hosting Arlind Zoto, a digital marketing expert with over 14 years of experience and the founder of Digital Brand Agency and Digital Academy Albania.

During the session, he shared innovative strategies on content marketing, social media, SEO, email marketing, and digital campaigns, all essential for building a strong online presence. From engaging video

content to interactive websites and virtual events, Arlind provided key insights into what it takes to stand out in the digital landscape.

With over 55 businesses supported and 1,500+ individuals trained, he brings extensive expertise to the field.

### **Qendistari Agia Kicks Off Industry Days at EPOKA University**



Today, we had the pleasure of welcoming Qendistari Agia as the first business to participate in Industry Days at Epoka University!

During this insightful session, we discussed the secrets of business success, the impact of marketing and advertising on growth, and the strategies behind expanding operations internationally.

It was an inspiring opportunity for students to learn directly from industry professionals and gain valuable real-world insights.

And this is just the beginning! More companies will be joining us in the coming weeks as we continue to strengthen the connection between academia and industry.

## **Unlocking the Power of Non-Verbal Communication: EPOKA University's Body Language Training Session**



On Thursday, March 13, 2025, EPOKA University's Career Planning and Alumni Office and the Department of Business Administration, in collaboration with the Institute of Body Language Albania, hosted an exclusive training session led by the institute's founder, Ksenofon Ilia. The event aimed to provide participants with valuable insights into the significance of non-verbal communication and how it can enhance their personal and professional interactions.

### **Key Takeaways from the Training:**

1. **The Dominance of Non-Verbal Communication:** Studies reveal that 93% of interpersonal communication is influenced by body language and voice, while only 7% depends on the words spoken. Mr. Ilia emphasized that body language reflects what the unconscious mind knows, making it a more trustworthy indicator of true emotions and intentions.
2. **Strategic Positioning in Conversations:** One of the notable strategies shared was the importance of positioning in group discussions. Research indicates that people naturally tend to look to their left. Therefore, sitting on the right side of the main speaker may result in being overlooked.

Understanding this dynamic can help individuals position themselves more effectively.

3. **The Power of Handshakes:** Handshakes convey power and authority. Mr. Ilia stressed the importance of maintaining a firm but respectful handshake to project confidence and establish dominance in professional settings.
4. **Handling Group Interviews:** Group interviews can be intimidating as multiple interviewers pose questions. The best approach, according to Mr. Ilia, is to directly address the person who asked the question while maintaining eye contact with others to demonstrate engagement and confidence.
5. **Gender Differences in Communication:** Men and women communicate and interpret body language differently. Understanding these distinctions can enhance interactions and prevent misunderstandings in both professional and personal environments.
6. **Building Trust and Authority:** Using non-verbal cues effectively can help establish trust and authority. Maintaining good posture, making eye contact, and using open gestures were among the techniques highlighted to build rapport and credibility.
7. **Mastering Eye Contact:** Maintaining appropriate eye contact can convey confidence and attentiveness. However, balancing it is key, as too much can seem aggressive, while too little can indicate insecurity. Mr. Ilia suggested that a helpful strategy is to look at the direction of the speaker's right ear to maintain natural and confident eye contact.
8. **The Role of Personal Space:** Understanding the concept of proxemics, or personal space, is vital in different cultural contexts. Respecting personal space can enhance comfort and trust in interactions.
9. **The Impact of Facial Expressions:** Facial expressions can convey emotions and intentions more effectively than words. Being mindful of expressions can help communicate empathy and sincerity.
10. **Using Gestures to Emphasize Points:** Purposeful gestures can enhance verbal communication by reinforcing key points and making the message more memorable.

This training session provided attendees with practical tools to enhance their communication skills and gain a deeper understanding of the subconscious signals conveyed through body language. By mastering these techniques, participants can improve their professional presence and navigate social interactions with greater confidence.

### **Dr. Florenc Skuka Attends ROAR-NET Working Group and MC Meetings in Sarajevo**

Dr. Florenc Skuka, Head of the Department of Business Administration, participated in the Second General Meeting of COST Action CA22137 – Randomised Optimisation Algorithms Research Network (ROAR-NET), held on 18–19 February 2025 in Sarajevo, Bosnia & Herzegovina.

The two-day event brought together researchers from across Europe to share updates, present ongoing work, and coordinate future directions in optimisation research. The meeting featured Working Group discussions on topics such as:

- Problem modelling and user experience
- Mixed continuous and discrete optimisation
- Single- and multiobjective optimisation
- Optimisation under uncertainty
- Algorithm selection and configuration
- Benchmarking
- 

The event concluded with a Management Committee meeting to review progress and plan upcoming activities within the Action.

Dr. Skuka's participation highlights EPOKA University's continued contribution to European collaborative research efforts in artificial intelligence and optimisation.

### **Open Forum: Technology-Enhanced Storytelling in Marketing Strategies**



Epoka University students from the International Marketing and Logistics Management program had the opportunity to attend an insightful open forum hosted by Prof. Dr. Osman Koroglu, lecturer of Digital Marketing, on December 18, 2024.

The guest speaker, Judoris Merkaj, an Epoka alumna and Communications Officer at the Regional Youth Cooperation Office (RYCO), shared her expertise on the power of storytelling in marketing.

Merkaj, who has also co-founded the creative agency Sfera Studios, discussed how companies like Apple, Toms, and AirBNB leverage storytelling to connect with audiences on a deeper level. She also explored how emerging technologies, such as virtual reality (VR) and augmented reality (AR), are being used to enhance storytelling and create immersive experiences that engage customers in new ways. Her examples highlighted the evolving nature of marketing and the potential for these technologies to transform brand communication.

A significant part of Merkaj’s message was the importance of gaining clarity about one’s career direction before pursuing a master's degree. She advocated for taking a gap year to explore personal interests and passions. According to Merkaj, this period of self-reflection is essential for identifying what truly motivates you and making more informed decisions about your academic and professional future.

Merkaj also encouraged students to explore internship opportunities during this time. She highlighted how real-world experience, like that offered through RYCO’s youth-centered projects, can provide

valuable insights into career paths and help students build skills that are directly applicable in the marketing industry.

### **Student Best Success Stories**

#### **EPOKA University Celebrates the Graduation Ceremony of the Class of 2025**



An unforgettable evening marking academic achievement, inspiration, and new beginnings

TIRANA, June 27, 2025 — EPOKA University proudly held its Graduation Ceremony for the Class of 2025, honoring the academic journey and success of over 530 graduates across its three faculties. The campus was filled with excitement, pride, and emotion, as over 2,500 guests — including family members, faculty, ambassadors, rectors from Albanian and international universities, and notable business representatives — gathered to celebrate this major milestone in the lives of the students.

The event was moderated by the esteemed presenter Blendi Salaj, whose presence added a warm and professional tone to the ceremony.

The ceremony opened with a heartfelt speech by the Rector of EPOKA University, Prof. Dr. Ahmet Öztaş, who congratulated the graduates and emphasized the importance of resilience, integrity, and empathy in shaping tomorrow's leaders.

“You didn't just make it through classes and exams,” Prof. Dr. Öztaş noted. “You navigated challenges, grew through adversity, and proved that you are ready to face the world with curiosity and courage.”

A highlight of the evening was the moving speech delivered by special guest Grida Duma, who shared personal reflections and encouraged students to stay grounded in humility and connection:

“Ju keni marrë një nga edukimet më të mira... binduni që njerëzit më të arrirë nuk janë ata që ju lënë vetëm — sepse asgjë nuk arrihet vetëm.”

Her words resonated deeply, reminding graduates that achievement is built through collective effort, not isolation.

The ceremony also featured a motivational address by Mr. Bledar Mankollari, Executive Director of DIHA Albania, who encouraged students to be adaptable in a rapidly evolving global landscape and to lead with vision and values.

EPOKA University proudly recognized top-achieving students from the Class of 2025:

Artela Roshi

Erjon Xhani

Katerina Çela

Laert Mema

Sara Mjeshtri

These students were awarded for their exceptional academic performance and unwavering commitment to excellence.

The celebratory spirit was amplified by a special live performance from renowned Albanian artist Renis Gjoka and his band, who energized the audience with beloved musical hits, creating a festive and unforgettable atmosphere.

As the sun set on the EPOKA campus and caps were joyfully tossed into the sky, the ceremony concluded with cheers, embraces, and promises for the future. The university once again reaffirmed its dedication to supporting students beyond graduation and being part of their continued journey.

EPOKA University extends its warmest congratulations to the Class of 2025 and wishes each graduate a future filled with purpose, impact, and lifelong learning.

**Business Administration Master Thesis Defense Students, – Supervised by Assoc.Prof.Dr. Alba Kruja**



**Successful Jury Defense Showcases Innovative Research by MSc in Business Administration Students at Epoka University**

On June 19, the final thesis defenses of Master of Science in Business Administration students Era Vlashi and Dea Qato were successfully held at Epoka University. The theses were supervised by Assoc. Prof. Dr. Alba Kruja and evaluated by esteemed jury members Dr. Besjon Zenelaj and Dr. Vilma Cekani.

Era Vlashi presented her thesis titled "Innovation and Entrepreneurship in Sport Organizations: The Case of the Albanian Football Federation." Her study delved into the integration of innovation and entrepreneurial practices within the Albanian Football Federation (FSHF). By utilizing a qualitative approach, including semi-structured interviews with FSHF staff and thematic analysis through NVivo software, Vlashi identified both the opportunities and the barriers to fostering an innovative culture within the federation. Her findings revealed a strong recognition of innovation's role in ensuring long-term

sustainability, yet highlighted challenges such as structural, cultural, and financial constraints. The study emphasized the importance of leadership commitment and international collaborations as key enablers of change. Furthermore, it showcased FSHF's efforts to balance its social mission with commercial strategies through digitalization, partnerships, and grassroots development programs. Vlashi concluded with practical recommendations aimed at strengthening innovation and entrepreneurship in non-profit sports organizations, particularly in developing countries like Albania.

Dea Qato defended her thesis entitled "The Power of Mentoring in Start-Up Growth in Albania: An Exploratory Study." Qato's research explored the pivotal role of mentoring in shaping the growth of early-stage start-ups in Albania. Through in-depth qualitative interviews with mentors and mentees from local acceleration programs, she uncovered how mentorship goes beyond technical business guidance to build confidence, clarity, and resilience among young entrepreneurs. Her findings illustrated that effective mentoring helps start-up founders refine crucial aspects of their business models—including value propositions, customer segmentation, and revenue strategies—while also providing essential emotional support. Qato emphasized that trust, compatibility, and continuous learning are foundational to successful mentorship, particularly in Albania's evolving entrepreneurial ecosystem. Her work offers valuable insights into how well-structured mentoring programs can drive innovation, strategic growth, and sustained success in start-ups.

Both defenses were met with high praise from the jury for their originality, methodological rigor, and relevance to the Albanian and broader regional context. The event highlighted Epoka University's continued commitment to supporting research that addresses real-world challenges and promotes entrepreneurial and innovative mindsets among its students.

**Business Administration Master Thesis Defense Students, – Supervised by Prof.Dr. Osman Nuri Aras**





Master's students in Business Administration successfully defended their theses with outstanding performance.

Congratulations to:

Meri Spiro: "User-Generated Content: Influence on Consumer Behavior in the Albanian Beauty Industry"

Altea Sema: "The Role of Digital Marketing Strategies in Enhancing Customer Experience in Albanian E-Commerce"

Their dedication, critical thinking, and academic integrity throughout the year have been truly inspiring. It was a pleasure to guide them on this journey.

I would also like to express my sincere thanks to the professors who served on the defense committees for their valuable feedback and support.

- Martina Kollarja: "Word of Mouth Marketing in Albania: The Power of Online Reviews and Recommendations in E-Commerce"

- Eridian Muça: "Consumer Perception and Readiness for Digital Finance in Albania: Case Study on E-Para and the Challenges of Digital Payment Adoption"

They have now officially earned their Master's degrees, and wish them continued success in their future careers.

Congratulations to our successful Master graduates!

#EpokaUniversity

**Business Administration Master Thesis Defense Student, – Supervised by Prof.Dr. Osman Koroglu**



Next-gen leadership in Albania: A deep dive into its impact.

Ms. Rea Godo successfully defended her M.Sc. thesis, "Next-Gen Leadership: The Role of Young CEOs in Shaping Female Employee Experience and Corporate Culture." This groundbreaking research, supervised by Prof. Dr. Osman Koroglu, uncovers the direct link between young leadership and enhanced employee well-being, corporate culture, and job satisfaction—specifically within the Albanian business landscape.

Ms. Godo's work provides crucial insights for academics and entrepreneurs alike, urging a strategic rethink of leadership approaches. Prioritizing employee well-being isn't just ethical; it's a direct path to business success and innovation.

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

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## **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

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