



PROF. DR. KLODIANA GORICA

Date of birth: 15 October 1971

Place of birth: Tirana, Albania

Marital status: Married

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WEB of Science: [Prof. Dr. Klodiana GORICA - Web of Science Researcher Profile](#)

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POSITION:

1. Full Professor, University of Tirana, Faculty of Economy, Department of Tourism and Marketing;
2. CEO and Founder of InSET (Institute for Sustainable Development, Environment and Tourism www.inset.al);
3. NCP (National Contact Point) for European Institute of Innovation and Technology (EIT);
4. Programme Committee Correspondent and Programme Committee Observer in European Commission for 'The European Innovation Council (EIC) and European Innovation ecosystems';
5. Member of Economic, Social and Juridical Commission in Sciences of Albanian Science Academy, June 2022;
6. Project Expert in the National Agency for Scientific Research and Innovation (NASRI), Albania;
7. National Expert for HEIs Accreditation close to Quality Assurance Agency in Higher Education from 2010;
8. Member of the Administration Board at University Fan. S. Noli, Korce, Albania, 2021-2026;
9. Member of the Scientific Advisory Committee, UNESCO Chair on Threats to Cultural Heritage and to Cultural Heritage related Activities (TCHER);
10. Advisor for Tourism close to Ministry of Tourism and Environment, Albania starting from September 2021;
11. Evaluator of Projects SMART Balkans;
12. Member of Women's Economic Chamber in Albania: weca.al;
13. Member of Permanent Commission on Doctorates (PhD) at the Faculty of Economy, University of Tirana.

AWARD/MEMBERSHIP:

- 2021 Award: HERO FOR TOURISM, 2021 <https://wtn.travel/klodiana-gorica-tirana-albania/>
<https://heroes.travel/2021/08/25/prof-dr-klodiana-gorica-tirana-albania/>
- August 2021 – continue: Member of African Tourism Board
<https://africantourismboard.com/?s=klodiana+gorica> <https://africantourismboard.com/institute-for-sustainable-development-environment-and-tourism-klodiana-gorica-tirana-albania/>
- "Excellence Service Award" in the International Eminent Awards on Engineering, Science, and Medicine 2022;
- "Honour of University" in recognition of extraordinary support and sustained commitment from University of Gjirokastra Egerem Cabej, Republic of Albania, June 2024;
- Award with "Certificate of Gratitude" for Certificate of gratitude for the development and growth of scientific research and quality of the university "Ismael Qemali" Vlore, Albania, November 2024;
- Award with the completion of the "Sustainable Tourism Destination Management" certification from Cornell University, within the Sustainable Tourism Asset Management Program (STAMP).

EDUCATION:

1986 - 1990: Diploma, High School of Economics, Tirana;

1990 - 1994: Diploma (B. Sc.) with high results in the University of Tirana, Faculty of Economy, Branch Merceology;

September, 1997 - January 2000: "Advanced Post Graduated Studies" (Master of Science) in Marketing and Tourism in Tirana University, Faculty of Economy;

November 2002: Ph.D. in Economy, with thesis: *"Marketing of Albanian Tourist Market – An Economic Necessity"* Decision of Commission nr 96, date 16.12.2002, UT, evaluated "very well", nr of register 4224;

December 2009: Docent in the Faculty of Economy, University of Tirana;

April 2011: Associated Professor, in the Faculty of Economy, University of Tirana, based on Decision of "Council of Professors", no 5 dates 07.04.2011 of Faculty of Economy, number of registers in KVTa 125;

February 2016: "Professor", in the Faculty of Economy, University of Tirana, nr 317, Tirane on 10.02.2016, based on Commission of Academic Titles Evaluation nr 6, 10.02.2016.

OTHER EXPERIENCE:

Sept. 94 - September 96: Head of Department of Marketing in International Manufacturing Export CO;

Sept 98 - September 99: Marketing Manager in Travel and Tours Agency;

Sept 1996 - August 2001: Head of Department of Tourism and Marketing at University "Ismael Qemali" in Vlora;

January 1998 - August 2001: Part- time Lecturer in Faculty of Economy, University of Tirana;

2010-continue: Guest professor in University of Vlora and University of Gjirokastra, Albania.

February 2012 - 2016: Vice Dean in Faculty of Economy, University of Tirana;

QUALIFICATIONS:

May 1993: A course on Market Economics and Management organized by US Agency for International Development and the University of Nebraska-Lincoln, in Tirana, Albania;

September 1997: A course in Taranto, Italy about the management and Marketing;

March, April 1998: In UK, for two months, in the Staffordshire University, Manchester for retraining and Updating research in the area of marketing and Tourism, sponsored by TEMPUS;

November 1999: Short courses in Ohrid, Macedonia about the Management Policies of Universities;

December 1999: Short Courses in Anger, France, about the politics of Professional Training through Universities;

January 2000: GMP (General Management Program), an intensive master program by Three Modules about Management organized by International Executive Development Centre Bled School of Management, Slovenia (Thesis: "Albanian Tourism Market, Marketing and its Characteristics");

March 2000: A course on Politics of Tourism, World Travel Organisation;

26 August-28 September 2000: Intensive Course in MASHAV- Ministry of Foreign Affairs and Golda Meier Mount Carmel International Training Centre (MCTC), Haifa, Israel, in: "Tourism as a tool for Incoming Generation and Job Creation for Women";

15 to 26 October 2001: Intensive Courses on "Financement du Commerce International" and "Marketing International" organized by Agency Intergovernmental de la Francophonie in Tirana, Albania;

2002 - 2003: Several Workshops organized by RESEGE (South East European Network for Management Education) in different topics:

- 1) 11- 16 November 2002: First Workshop on "Management Training and research", Organized in Sofia, Bulgaria;
- 2) 17- 21 May 2003, Second Workshop on "Restructuring of Companies and European enlargement" organized in Faculty of Economics, University of Split (Croatia);
- 3) 6 -10 October 2003, Third Workshop on "Modern Marketing", at the Faculty of Economics, University of Belgrade (Serbia);

- 4) 17-21 November 2003, Fourth Workshop on the topic "The financial markets", in Bucharest (Romania) in the National Institute of Economic Development (INDE).

31 March to 25 April 2003: Research Program on "Entrepreneurship and Management of Enterprises", Institut d'Administration des Entreprises (IAE), Bordeaux, France, support by FNEGE (Fondation National pour l'Enseignement De la Gestion Des Entreprises) and South East Européen Network for Management Education;

October 2013: Workshop on: "Planning for sustainable tourism - MedPAN South Management Capacity Building Training", Split, Croatia. Master thèses online: Applying the sustainable concept in Albania ;

April 2014: Seminars on "Natural Hazards&Environment" and "Coastal Erosion Phenomena in Albania" Novi Sad Serbia, Skopje Makedonia, and Firenze Italy, DEREL TEMPUS JEP: "Development of Environment and Resources Learning", 511001-TEMPUS-1-2010-1-IT-TEMPUS-JPCR (2010-3375-001-001)

September 2015: Intensive training on: «Design and Development of Large-Scale&National Assessment Course», Princeton, New Jersey, USA, by ETS Global Institute (having a Global Institute Scholar Certificate) ;

September 2018 : Workshop on "Advanced Project Development", delivered by Institute of Development Studies IDS, University of Sussex, UK, in Tirana, Albania;

March 2019 : Teaching Course in Granada University, Spain, Erasmus Project;

June 2019: Teaching Course in Università di Viterbo, Tuscìa Italy, Erasmus Project;

November 19-20, 2019: Workshop on Improving outcomes for Technology Transfer at the "Proof of Concept" stage' and Roundtable meeting Developing Technology Transfer activities at PROs in Albania: Towards an Action Plan, 19th and 20th November, Italian Institute of Culture Tirana, Technology transfer capacity building in the Western Balkans Project: EuropeAid/137885/DH/SER/Multi ;

December 2020 – May 2021: Completing training program 2 courses within "Digital Maritime Entrepreneurship", organised by NTNU Norway and Norwegian Foreign Ministry (Diploma with 7.5 credits and 40 hrs each course), related to Blue Economy (tourism and maritime issues) :

"Internet of Things (IoT)";

"3D Modelling in Tourism".

January 2021_January 2022: Experiential Learning Programme on "How to teach Entrepreneurship" organised by EU4Innovation Albania, awarded with certificate for a successful competition of «How to teach entrepreneurship» Experimental Learning Program, presenting platform "Teaching Entrepreneurship and Innovation through an Entrepreneurial Mindset Approach";

January April 2021: Participating in several online meeting organised by University of Dubai, related to higher education, provided through certificates;

December 2022 : Training Program by Emerald Publishing "Master Case Writing : How to write a successful teaching case study", Germany ;

February 2023: "She Leads" by Embassy of the Netherlands in Albania and Brilliant Entrepreneur Netherlands dedicated to empowering women entrepreneurs ;

June 2024 : Training of Trainers in the framework of the TRUE BLUE project - CEI support to Training and Research to *Unlock and Enhance the potential of sustainable BLUE Economy for regional coopération and EU intégration* in Trieste (Italy) and in Piran (Slovenia).

PARTICIPATION IN NATIONAL AND INTERNATIONAL PROJECTS:

Jan. 2001 – Sept. 2001: "International Local Specialist in Tourism" in a German Project, GTZ working in the "New Strategy of Tourism Development in Albania" for 2004-2012.

November 2001 – March 2002: International expert: Guide: "Vlora, Itinerary, Services, beaches, mountains, caves, mysteries, and Unknown stories, the People, and the food", UNOPS – PASARP, Italian Cooperation;

June 2001 – Sept 2001: Project Manager in GmbH German Project in Agriculture Service's marketing in the Region.

June 2005 –July 2005: Turistici locali in Albania”, UNOPS – PASARP, Italian Cooperation;

June 2007- December 2009: Researcher in the International Project Life Agreement 06TCY/AL/000202 “Capacity Building for Sustainable Tourism Development”;

2012- Supporting Partner in Alumni Engagement Innovation Fund (AEIF) project Entrepreneurship for VIPs. Project full name: Open access to the entrepreneurship lifelong learning (LLL) education for Persons with Disabilities (PwDs) adjusted for visually impaired persons (VIPs)

15.10.2010- 14. 01.2013, Researcher in DEREL TEMPUS JEP: “Development of Environment and Resources learning”, 511001-TEMPUS-1-2010-1-IT-TEMPUS-JPCR (2010-3375-001-001) (include workshops in Firenze, Novi Sad and Skopje):

12 January 2014- 28 December 2015: National Tourism Development Expert research in project: “Sustainable Economic Activities in Mediterranean Marine Protected Areas (SEA – Med) – Field Project Albania”;

15 November 2015 – 15 November 2016, National Marketing Expert on preparing the: “*Sales Strategy and product positioning on Market*”, Centre for Collaboration and Regional Development (RCDC), “Development of Agricultural Cooperative Sapa in Rural Zadrime Areas, North of Albania”;

July 2017 – October 2017, “Greece-Albania” IPA Cross-Border Programme 2007-2013, financed by EU, Key Expert on Project: “*Tourism in Synergy with Energy Efficiency: Creating Eco-Sustainable Tourism Destinations*”, responsible for the realisation of 3 projects:

- 1: “Determination of basic and optional indicators for the implementation of the European Indicator System under the Albanian perspective”;
- 2: “Improve efficiency in the implementation of the system of indicators in accordance with the needs of the Albanian market”;
- 3.” Albania’s Reform Policies in the framework of achieving European Sustainable Tourism Goals”.

January – May 2018: Project Manager on project “*Study of Economic Benefits of TAP in Albania* “. Delivering timely inception report, draft report and final report, according to contract:

- Production of a long-term macroeconomic framework for the Albania economy, the baseline scenario that does not take in consideration the construction of TAP, showing the main macroeconomic indicators, and private sector development
- Development of the framework, including TAP, to see its main impact to the long-term macroeconomic situations as the difference between the baseline and TAP framework.
- Development and implementation of different methodologies and forecasting tools, but mostly based on an Input-Output macroeconomic model (functional and behavioral relationship between different economic variables).
- Estimation in detail of the benefits that link local development that TAP affects directly, applying different approaches – micro-simulation exercises – on estimating different impacts.

October 2017 - 2018: Program "For Fundamental Research and Excellence", Executive Agency: Faculty of Economics-UT, Marketing-Tourism Department, Research group in the group (research group research leader): "Approximation of student employment according to market needs: Faculty of Economics a Public Private Partnership: The Case of Master in Tourism Management ".

August 2018 – December 2018: “100 villages Academy”, National Expert and Group Leader for 3 LOTs and representative of Faculty of Economy as Academia 100+, project between Ministry of Tourism and Faculty of Economy on developing a sustainable tourism community based on Albanian villages:

LOT 20: Zvernec, Drashovice, Kanine, Plloc, Tragjas

LOT 21: Kuc, Dhermi, Vuno, Lukove

LOT 18: Nivice, Zhulat, Dhoksat, Lazarat.

January 2019 – 2021: Coordinator for Croatian Fin Project JDOO for collaboration European public funding;

October 2018 – March 2019: National Expert close to UN Environment/Mediterranean Action Plan, Priority Actions Programme Regional Activity Centre (PAP/RAC), Kraj Sv. Ivana 11, HR-21000 Split, CROATIA, www.pap-thecoastcentre.org, for Project “Gap analysis and needs assessment of the knowledge, skills and capacities of tourism operators”, in the Buna River Velipoje Protected Landscape (BRVPL), Contract NO. 19/OP/2018, responsible for the realization of 3 projects:

1. “Trends and needs in Tourism in Europe”;
2. “Existing state of tourism activity: A Report between tourism offer and supply and An Analyse of the impacts of ongoing (and potential) tourism activities on the coastal wetlands”;
3. “Gaps in knowledge, skills and capacities of tourism operators”.

December 2018 – April 2020: European Union External Expert in service contract no 152, contract title: “External Expertise Development, Implementation and Promotion of a common Brand for the Open Tourism Network – Brand Promotion Strategy” and “Marketing Plan”, Project: “Open Tourism/Project Code. 128/order nr 139 Prot, date 03.12.2018 – 03-04.2020, for the Interreg IPA CBC Albanian-Montenegro-Italy Programme, 2014-2020 “Open Tourism”, 1st Call for Standard Project/Code.128/Order Nr. 139. Date 03.12.2018;

April 2019: Module and trainer in Project AgroInnoeco, part of Balkan Med Project for modules: Sustainability and Productivity;

6-7 June 2019: Expert in First Working Group Meeting of COST Project CA 18110: “Underground Built Heritage as catalyzer for Community Valorisation”, Ancona, Italy.

September – November 2019: Expert of evaluation European Cultural Routes, Transnational thematic itineraries between Albania and Greece, Project Reference: Interreg IPA CBC Greece-Albania Programme 2014-2020, “THEMA” / Project/Order Nr. 41, Prot. Nr. 512, Date 13.09.2018 “Thematic content delivery”;

September 2019- January 2020: Expert of EXTRO-CULT Enhancement Extroversion on Culture, Folkloric and Gastronomic Tourism, in realising the study: “Analysing the best practices and adaptation study”;

October 2019 – June 2020: Trainer and Module Concept development on “Integrated Local Product Development; increasing the capacities and promoting the local producers, handicrafts and souvenir producers” for 2 modules: Training and Workshop; located in Puka, Kukesi, Selenica, Himara and Mat, Albania. GIZ-SRD: Project processing no.: PN: 17.2192.7-001.0;

January 2020 – 2023: Coordinator for University of Tirana, Faculty of Economy for project Erasmus+ Capacity Building in Higher Education, Call EAC/A03/2018 - Selection Year 2019, Region 1 - Western Balkan: “Sustainable development of BLUE economies through higher education and innovation in Western Balkan Countries” lead partner: Norwegian University of Science and Technology NTNU”;

January – February 2020: Expert in implementing the project “MIK Project” a grant financed by Regional Cooperation Council Secretariat (RCC Secretariat), under the priority of Cultural tourism. Contract number: TAR 0020-090B-2019;

October 2020 – January 2021: Expert for “Interreg IPA CBC ITALY-ALBANIA-MONTENEGRO PROGRAMME”, Project Nautical Tourism Development and Promotion of Regional Ports- Reglports,

1. in Ministry of Tourism and Environment Albania, realizing the following reports/projects:
 - “External expertise for SWOT Analyse”
 - “External expertise for Capitalization and Networking”
2. National Coastal Agency: realizing the following report/project:

- “External expertise for Context Analyses: Study recording & assessing the current conditions of the PPs intervention area, in respect to Nautical Tourism and the related coastal and islands areas, focusing on the socio-economic tourism & environmental characteristics”;

February 2020 – February 2021: European Union External Expert, contract title: *“External Expertise Development, Implementation and Promotion of a Marketing Plan for Fier Regional Development within an Open Tourism Network”*, Project: “Open Tourism/Project Code. 128/order nr 139 Prot, date 03.12.2018 – 03-04.2020, for the Interreg IPA CBC Albanian–Montenegro-Italy Programme, 2014-2020 “Open Tourism”, 1st Call for Standard Project/Code.128/Order Nr. 139. Date 03.12.2018;

January 2021 – April 2021: European Union External Expert, Contract with Positive Development Partnership Organisation contract title: *“External expertise for the development, implementation and promotion of a common brand for the Open Tourism network - Marketing study and Brand monitoring strategy”*, beneficiary: Municipality of Fier, “Project: OPEN TOURISM – Cross-border cooperation network for an open-to-innovation tourism” Project Code. 128/, for the Interreg IPA CBC Albanian–Montenegro-Italy Programme, 2014-2020 “Open Tourism”, 1st Call for Standard Project/Code.128/Order Nr. 139. Date 03.12.2018;

December 2020 – May 2021: Expert United Nations Development Program IC No ALB-160-2020, signed on 11-Dec-2020 between the UNDP (United Nations Development Programme), from 11 December 2020 to 14 May 2021, developing 3 fiches: *“Fiches Development for Blue Economy Program in Albania”*:

- *Blue Marine Centre (BMC) for Research and Cooperation;*
- *South Albania Blue Cluster Network;*
- *Smart Transformation in the Albanian Tourism Entrepreneurship Industry.*

May 25, 2021 to November, 2021: National Expert for World Bank Group (WB) for:

1. Contract 1: compiling *“Albania: Albania Blue Economy” for mapping main stakeholders investing in knowledge in blue economy concept in Albania and operation investment for the future in Region of Vlora*, UPI Number: 582412 P.O Number: 8763629, contract nr 000582412000208;
2. Contract 2: *“Blue Economy Donor Mapping” October November 2021*, contract nr 000582412000208; UPI Number: 582412 P.O Number: 878385.

13 July 2021 to 23 July 2021: International Expert by Priority Actions Programme Regional Activity Centre (PAP/RAC), Kraj Sv. Ivana 11, 21000 Split, Croatia, PIN: 27788012253, *“Eco-tourism in protected areas”*, contract is based on the Agreement between IUCN and PAP/RAC – project number P03642;

January to July 2021: Expert for Tourism in Interreg IPA CBC Italy–Albania–Montenegro Programme, INNOUTOURCLUST - Innovative Cross Border Tourism SMEs Cluster, P.A. 1 / S.O. 1.1 - N. 68, Axis: Competitiveness of SMEs, duration: 2018 / 2020, EU Contribution: IPA co-financing 85%, Programme Priority Specific Objective: .1 Enhance the framework conditions for the development of SME's cross border market; Lead Partner: Camera di Commercio Industria Agricoltura Artigianato, Lecce (IT) - Contacts: Nadia De Santis - nadia.desantis@le.camcom.it. Project Partners: Dipartimento di Scienze dell'Economia, Università del Salento (IT), Azienda Autonoma di Soggiorno e Turismo di Termoli (IT), National Tourism Agency (AL). Nacionalna turistička organizacija Crne Gore (ME). Contracts for being responsible for projects:

- *A sustainable tourism management Plan;*
- *Digital tourism cluster Training Module.*

September 2021 to June 2022: National Key Expert in United Nations Office for Project Services (UNOPS), RFP/2021/22806 for *“Cultural Heritage Management and Business planning”* in:

- *Prepare cultural heritage management plans for identified sites to support the long-term preservation and maintenance of those sites;*
- *Prepare business plans for economic and tourism benefits arising from sustainable and responsible management of sites;*
- *Advisor for the Ministry of Culture providing technical advice for site-specific locations staff, and staff of subordinate institutions overseeing the sites in question.*

15 October 2021 – 15 June 2022: National Tourism Expert in FAO, Rural Association Support Programme for the expertise/consultancy under the FAO Project *“Services to support the development of sustainable agritourism in*

Albania" - AF2021/P10 on the implementation of the Project - output 2: *The current legal framework on agritourism is reviewed and Good Practices are identified to be capitalized for a sustainable agritourism in the selected area;*

September 2022 – September 2023: Consultancy services for “Site Management, Interpretive, Visitor Experience Plans, Design and Supervision for Kanina Castle, Borsh Castle and Spille Cave in Himara. Structural Interventions to increase cliff stability of Borsh Castle and Spille Cave” Reference REF No:/AL-ADF-245792-CS-CQS Loan No: 8656-AL. Key Expert 10 – Business Plan Expert and Key Expert 8 – Tourism Expert for Albanian Development Fund (ADF) Project for Integrated Urban and Tourism Development (PIUTD) and JV Proskene Conservation and Cultural Heritage (Spain);

September 2023 – November 2023: National Consultant for GIZ, Proseed and Centre for Competitiveness Skills for” VET Curricula revision and training of teachers on green and digital skills in the tourism sector the integration of digital and green skills in the tourism sector”;

January 2024 – June 2024: National expert for Prime minister's office, contracting by GIZ Project “EU for Innovation / ProSEED” with Project Number 20.2178.0-005.00, responsible for Developing an Action Plan for the Tourism Domain as part of the Smart Specialisation Strategy of Albania 2024;

January 2024 – June 2024: National Expert on Sustainable and diversified tourism for the study/project – ETF.97398 (ref number: OUMNI-WUPAY-998YB-UJ7U2 “Skills for Smart Specialisation in Albania” for priority domain Sustainable and Diversified Tourism for GREATVISORY (PPMI Consortium) in the execution European Training Foundation;

June 2025- 2027: Coordinator for the PTI Project: “Mapping Smart Competencies in Tourism (MASTO)”, financed by National Agency for Science and Research Albania, within universities of Tirana, Gjirokastra and Vlora, businesses: Regina Group, Harmonia and Hotel Kodra and Municipality of Vlora;

14 November 2024 - 7 July 2025: Coordinator for the project “Information and knowledge transfer among stakeholders for Sustainable Tourism Development” by Research Expertise from the Academic Diaspora (READ) Program within the Albanian American Development Foundation (AADF) through the Institute of International Education, Inc. (IIE).

January June 2026: Coordinator for the project SMILE: “Women Lead Rural Change: Empowerment through Entrepreneurial Education and Innovation in Agrotourism” (Empower a Woman!) with Credins Foundation.;

June 2025 – 2029: Coordinator for the EIT-BEST HORIZON-EIT-2024-NCP-IBA, Topic: Horizon-EIT-2024-NCP-IBA Type of Action: HORIZON-CSA (HORIZON Coordination and Support Actions) Number: 101234240.

MEMBER IN NATIONAL BOARDS AND ORGANIZATIONS:

1. Opponent (recent) of text book “Fundamental of Marketing”, 2005;
2. Opponent (recent) of Monograph “Albanian Postal Market in the viewpoint of Marketing”, 09.05.2007;
3. Opponent (recent) of text book “Marketing of Services, 2010 may;
4. Opponent (recent) of text book “Economy of Tourism”, October 2013;
5. Member of Scientific Advisor Board of Faculty of Economy, University of Tirana, from January 2008;
6. Editorial Board Member of CIT Review - Canadian Institute of Technology review, ISSN 2523-6962 (Online), <http://crj.cit.edu.al> since 2017;

MEMBER IN INTERNATIONAL BOARDS, SCIENTIFIC COMMITTEE OF CONFERENCES, JOURNALS:

1. Member of C.I.R.E.T. (Centre International de Recherche et d’Etudes Touristiques) (<http://www.ciret-tourism.com>) Academy for the Study of Tourism in France from June 2006;
2. Member and international reviewer of International Scientific Journal “Geographica Pannonica”, in University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management, Serbia;
3. International reviewer in International Scientific Journal Turizam, Faculty of Science in Novi Sad, 2010;
4. Member of International Editorial Board of Researchers in International Conference, Ulqin, Montenegro, 18, 19 January 2009;

5. Member of Editorial Advisory Board in the 3rd International Colloquium on Tourism and Leisure, Bangkok, Thailand 2009, <http://www.ictlconference.com/>
6. Member of Scientific Board of "ECONOMICA" Acta Universitatis Danubius. in Rumania, site: <http://journals.univ-danubius.ro/index.php/oeconomica/pages/view/scientificboard>
7. Member of international Editorial Board in the Journal of Information Technology and Economic Development (JITED0), <http://gsmi-jited.com>, Online Ed: ISSN 2153-9731 Print Ed: ISSN 2153-974X, 2010;
8. Member of international Editorial Board of REBE, Rumanian Economic Business Journal since 2011;
9. Member of Editorial Board of International Journal of Economics, Commerce and Management, UK (since January 2015): <http://ijecm.co.uk/editors/>
10. Member of Editorial Board of International Journal of Danubius University of Galati, Acta Universitatis Danubius. OEconomica. <http://journals.univ-danubius.ro>
11. International committee member in the ISESS-Summer 2017, International Symposium on Economics and Social Science-Summer Session, Sapporo, Hokkaido, Japan, <http://science-techs.org/isess-summer/international-committee/>
12. Member of International Scientific Board in 17th International Conference: Contemporary Trends in Tourism and Hospitality - CTTH 2017 "New Spaces in Cultural Tourism", 1-2 September Novi Sad, Serbia, <http://www.dgt.uns.ac.rs/ctth/2017/committees.php>
13. Member of Scientific Committee in International Conference "Cultural Sustainable Tourism", Macedonia Greece, 4-7 September 2017, <http://www.ierek.com>
14. Scientific editorial board in international journals of GEA College - Faculty of Entrepreneurship (Research Institute), Slovenia, Ljubljana, Dunajska 156, SI-1000, Ljubljana, Slovenia, ISSN 1855-931X, "Advances in Business related scientific research Journal (ABSRJ)", <http://www.absrc.org/publications/>
15. Scientific Committee in International Conference *Advances in Business – Related Scientific research* Conference (ABSRC), Venice, Italy, 17-20 April 2017, <http://www.absrc.org/conferences/absrc-venice-2017/>
16. Scientific Committee and reviewer in the International Conference "Cultural Sustainable Tourism (CST)" 27-29 November 2017, Thesaloniki, Greece, <https://www.ierek.com/events/cultural-sustainable-tourism/#conference-topics>
17. Editorial International Team in: International Journal of Tourism Cities, Emerald Publishing, ISSN: 2056-5607, http://www.emeraldgroupublishing.com/products/journals/editorial_team.htm?id=ijtc;
18. Scientific Committee Member of "International Conference on Tourism, Marketing and Hospitality Management" (ICMT 2018) "Trends on Tourism and Marketing for Sustainable Development" Vlora Albania 3-4 December 2018, organized by University "Ismail Qemali";
19. Scientific Committee Member of International Scientific Conferences: "Economic and Social Development", www.esd-conference.com, Croatia.
20. Scientific member of International Journal with center in Japan "Critical Tourism Studies-Asia Pacific", <http://www.criticaltourismstudies.com/members.html>;
21. Member of Editorial Board of "ECONOMIC VISION", International Scientific Journal in Economics, Finance, Business, Marketing, Management and Tourism, ISSN: 1857 - 9566 (Print) ISSN: 2545-4544 (Online), UDC: 33, Publisher: Faculty of Economics and Faculty of Business Administration, Tetova, Republic of North Macedonia;
22. Member of Scientific Committee: Underground Built Heritage Valorization: A Handbook. Proceedings of the First Underground4value Training School, ISBN hard copy: 978-88 8080 451 2; ISBN online: 978-88 8080 450 5; DOI: 10.48217/mngspc01 <https://doi.org/10.48217/mngspc01> https://www.ismed.cnr.it/publicazioni/ebook/underground_built_heritage_valorisation/underground_built_heritage_valorisation.pdf;
23. International Scientific Board Member of International Conference "Contemporary Trends in Tourism and Hospitality - CTTH" Novi Sad Serbia, 17 to 10 November 2022. ctth2022.pmf.uns.ac.rs/boards/;
24. Member of scientist board for International Conference of Albanian Academy of Sciences and Kosovo Academy of Sciences in Kosovo October 6th 2023 Economic Cooperation: Challenges and Perspectives among Kosovo, Albania and the Region;
25. Editorial Committee Member - LIMEN 2025 in the 10th and 11th International Scientific-Business Conference Leadership, Innovation, Management and Economics: Integrated Politics of Research, Zurich, Switzerland, December 10-12, 2025.

GUEST SPEAKER, PANELIST, MEMBER IN INTERNATIONAL CONFERENCE S

- 1) Guest Speaker on International Conference Cultural Diversity: The common Heritage of Humanity, Sarajevo, 18-19 October 2018, Sarajevo Bosnia and Hercegovina, organized by EU Info Centre and Sarajevo Meeting of Cultures, with support of the European Union, Ministry of Civil Affairs of Bosnia and Herzegovina, Federation BiH Ministry of Culture and Sport and the Erasmus+ "CULTURWB ", in the frame of the European Year of Cultural Heritage the European Union;
- 2) Guest speaker and organizer of: "First Conference, building public-private partnerships for Sustainable Tourism Development", 24 November 2017, by UNWTO and InSET, Institute for Sustainable Development, Environment and Tourism;
- 3) Guest speaker in the Focus Group "Meeting Western Balkans – Crossroads of Civilization", 14.11.2018, in Podgorica, Montenegro, in the mainframe of The Tourism Development and Promotion Project (the Triple P Tourism Project – www.rcc.int/tourism) organized by Regional Cooperation;
- 4) Guest Speaker on Global Entrepreneurship and Business Management Summit, April 10-11, 2019 Toronto, Ontario, Canada. Theme: Innovation and Latest Trends of Entrepreneurship, <https://entrepreneurship.global-summit.com/>
- 5) Guest speaker and creator/development of panel: "Orientation of Models and Strategies for more sustainable tourism practices" in the IX International AssMed Conference "Slow and Fast Tourism: travellers, local communities, territories, experiences" Kotor, 4-5 October 2019, organized by the Mediterranean Association for the Sociology of Tourism (AssMed) & the University of Montenegro (Faculty of Tourism and Hotel Management, Kotor; Faculty of Philosophy, Niksic) in collaboration with University of Calabria (Dip. Scienze Aziendali e Giuridiche - Centro Ricerche e Studi sul Turismo) & University of Bologna (Ce.P.C.I.T. - Centro Studi sui Problemi della Città e del Territorio);
- 6) TedQual, UNWTO Thesis, Amity Institute of Travel and Tourism, Amity University, Faculty of Hospitality & Tourism (FHT), "16th Amity International Tourism & Hospitality Conference (AITHC 2020)" to commemorate WORLD TOURISM DAY, 25th & 26th September 2020, "TOURISM: BUILDING PEACE! FOSTERING KNOWLEDGE: A STAKEHOLDERS' PERSPECTIVE", with speech: "Tourism Fostering Peace and Knowledge: Sustainable Development Practices";
- 7) Center for Scientific Exchange and Education, <https://sciedu.mk/>, First Virtual Conference of the Center for Scientific Exchange and Education, 07th October 2020, "*The emergence of entrepreneurship education in higher education as a research field*", serving as guest speaker;
- 8) The Adriatic and Ionian Forum of Chambers of Commerce, Universities and Cities, in cooperation with Adriatic and Ionian Initiative – Chairmanship of the Republic of Slovenia organize three online Side-Events within the framework of the EUSAIR Forum, 27th and 29th January 2021, with speech: "*COVID-19 Impact on Tourism sector as the most affected part of economy*";
- 9) Guest speaker in Canadian Institute of Technology: "*Latest Marketing Trends: Entrepreneurial Marketing*", 12.02.2021;
- 10) Guest speaker in International Post-Covid Tech Discussion 2021 for the academia, on March 22, 2021, organized by Business and Technology University, Georgia;
- 11) Panelist in International Conference "Shaping the future: Digital Economy and recent Technology Trends", 23 April 2021 | Tirana, Albania, organized by Canadian Institute of Technology;
- 12) Member of Consulting and Discussion Roundtables for Chapter 20 "*Enterprises and Industrial Policies*", in the framework of the European Integration Platform of Albania, close to Ministry of Finance;
- 13) Member of Consulting and Discussion Roundtables for Chapter 3 "*Right of establishment and Freedom to provide services*", in the framework of the European Integration Platform of Albania, close to Ministry of Finance;
- 14) Scientific Board Member of International Conference Rebound Rebuild Reinvent for a Sustainable and Equitable Development, Faculty of Economy, University of Tirana, 10 11 June 2022 Tirana Albania;
- 15) Guest speaker in World Entrepreneurship Summit 2022 October 28-29, 2022 | Toronto, Canada <https://entrepreneurship.widerresearchguide.com/>;
- 16) AI-NURECC PLUS Side-Event "The Blue Economy in the Adriatic-Ionian Region: the value and development of Nautical Tourism", 28 September 2022, Guest Speaking related "*Coastal tourism: the added value and the development of nautical tourism*";
- 17) Moving towards an Innovation Community on Sustainable Blue Economy in the Adriatic-Ionian region 22-24 February 2023, with speech: "Blue Economy: planning for establishing capacities for the Albanian Blue Concept";

Chairman and Moderator of Conference Conclusions and Recommendations on: Open debate on the transition from challenges and opportunities to solutions towards the blue air Innovation Community and Innovation Strategy.

- 18) Guest speaker in 9th Congress International Historic Cities Congress, Solin Croatia, March 2023, on: "A tourism and heritage management topic from Albania and Balkan Region";
- 19) Guest speaker Global Entrepreneurship Summit April 27-28, 2023, on speech *Models of Entrepreneurship Education*;
- 20) Panelist in Ministerial Conference on Green Economy, Podgorica, Montenegro, 16-17 May 2023 discussion on EU Support to the Sustainable Development of Economy Strategic approach to the sustainable development in SEE;
- 21) Panelist in Entrepreneurial Discovery Process (EDP) of priority fields of Smart specialization Strategy (S3) The role of education and training in the Tourism and Hospitality sector. Challenges and the journey towards the development of human capital in the context of an Intelligent Specialization in this sector;
- 22) Regional Economic Development Forum organized by Haxhi Zeka University in Peje, Kosovo on September 14 and 15, 2023 with discussion on "The Impact of Education on Tourism";
- 23) Moderator and organizer of Scientific Forum organized by Academy of Science Albania "Tourism 2030: Tourism challenges for quality education and digitalization ", Tirana, Albania;
- 24) Panelists in Regional Tourism event "The Tourism & Travel Show Albania - Elevating Tourism, Empowering Sustainability", Tirana on January 31 - February 1, 2024, organized by Regional Cooperation Council (RCC);
- 25) Guest Speaker in International Scientific Conference "Challenges of Sustainable Tourism Development", May 17, 2024, organized by University of Shkodra "Luigj Gurakuqi" Faculty of Economics, with topics: *Rethinking for Sustainable Tourism*;
- 26) Key Note Speaker in International Interdisciplinary Conference "The National Park of Vjosa - The dialogue of Science, Culture, and Sustainable Development", with the speech: *A critical approach to implementing sustainable tourism in Vjosa National Park*, organized by Ministry of Tourism and University of Gjirokastra, 27-28 June 2024;
- 27) Global Entrepreneurship Summit 2024, August 5 and 6, *Building entrepreneurial Systems in WBC*;
- 28) Guest Speaker in Interuniversity Scientific Conference: "Challenges and Prospects for Sustainable Tourism Development" in University of Shkodra "Luigj Gurakuqi", February 4th 2025, with topics: *Tourism towards being sustainable: A Review for Albania*;
- 29) Guest Speaker in Union for the Mediterranean UfM Conference: "The Tourism Sector Employment-related opportunities and challenges", 2-3 July 2025 in Athens, Greece;
- 30) Guest speaker at 4th International Conference on Global Entrepreneurship Summit 2025 August 19-20, 2025 | Toronto, Canada: "Entrepreneurship in Education: Models and Perspectives for Europe";
- 31) Guest speaker at the International Conference "Sustainable Coastal Tourism: Challenges for Port Cities and Coastal Communities", with speech *Rethinking Coastal Sustainable Tourism*", organized by University of Szczecin, Poland in Kulice, 13-15 May 2026.

REVIEW/PUBLICATION IN BUSINESS MAGAZINES (NONSCIENTIFIC)

1. "The tourism model, the massive does not exclude the elite", *Monitor Business Magazine Albania*, 2017, <https://www.monitor.al/modeli-turistik-masivi-nuk-e-perjashton-elitarin-2/>;
2. "Covid-19, as an opportunity and need for sustainable development", *Monitor Business Magazine Albania*, May 2020, <https://www.monitor.al/covid-19-si-mundesit-dhe-nevoje-drejt-zhvillimit-te-qendrueshem/>;
3. "What will change in the way you travel and do tourism after Covid 19?", published in nr 26, April 2021 in *Business Magazine Albania*: <https://businessmag.al/cfare-do-te-ndryshoje-ne-menyren-e-te-udhetuarit-dhe-te-berit-turizem-pas-covid-19/>;
4. "Capacity Building through Joint Projects: BLUEWBC at the University of Tirana", published in 17 May 2021, in *Business Magazine Albania*: <https://businessmag.al/capacity-building-through-joint-projects-bluewbc-at-the-university-of-tirana/>

MONOGRAPHS

"Marketing of Albanian Tourism Market - An Economic Necessity", Monograph, published in Albania, in Albanian language, November 2003, (author);

"Community based tourism - A Model that brings economic sustainability" Monograph published in Slovenia, published by IEDC -Bled School of Management, Presernova Cesta 33, in English language, author, February 2008, (author). ISBN: 978 - 961 - 6720 - 04 - 5 (English language);

"A model for Information Society Management through ICT Market Development Strategies - application in Albania and other developing countries", Monograph published in Springer Publishing House, co-authors (E.

Kordha. K. Sevrani. K. Gorica). **Online:** http://www.amazon.com/dp/331917195X/ref=cm_sw_r_fa_dp_dbFovb1ZHH1FE, ISBN-10: 331917195X, ISBN-13: 978-3319171951 Edition: 2015th (English language);

BOOKS (English language):

- "Hospitality and Leisure Industry - From Customer Experience to Sustainability Practices", Doi10.5772/intechopen.1007991, ISBN 978-1-83635-475-8, Print ISBN978-1-83635-475-8, eBook (PDF) ISBN978-1-83635-476-5, Issn2753-894X, Copyright year 2026, Coauthor, date of publishing: 1 April 2026, Link: [Hospitality and Leisure Industry - From Customer Experience to Sustainability Practices | IntechOpen](#);
- "Cultural Sustainable Tourism", Publisher: Springer International Publishing, Copyright Holder: Springer Nature Switzerland AG; Book Subtitle: A Selection of Research Papers from IEREK Conference on Cultural Sustainable Tourism (CST), Greece 2017, eBook ISBN: 978-3-030-10804-5, DOI 10.1007/978-3-030-10804-5, Hardcover ISBN 978-3-030-10803-8; Series ISSN 2522-8714; Number of Pages XVI, 231; Series Title Advances in Science, Technology & Innovation; Topics Sustainable Development; © 2019 Springer Nature Switzerland AG. Part of Springer Nature; link: <https://link.springer.com/book/10.1007%2F978-3-030-10804-5#toc>
- "Good practices in Agritourism - A guide for developing theme-based activities", a handbook published by FAO, Albania January 2023;
- The Palgrave Handbook of Globalization with Chinese Characteristics - The Case of the Belt and Road Initiative, with chapter: "A Review of China's Contribution to the Sustainable Development of the European Tourism Industry: A Case Study of Economic Effects and Sustainability Issues in Albania", Pages 411-429, http://link.springer.com/chapter/10.1007/978-981-19-6700-9_24 ISBN, 978-981-19-6699-6 EAN 9789811966996, Edition No: 1 2023, Publication date January 8, 2023, publisher Palgrave Macmillan.

BOOKS:

1. "Tourism and Tourist Operators", book published in September 1999 (Author), Tirana, 1999;
2. "The Politics of Tourism – Aspects of Planning", book published in December 2000 (Author), Emal Tirana, 2000;
3. "Tourism Product", text book published in January 2002 (Co-author, first author), Eurorilindja, Tirana, 2002;
4. "Principles of Tourism", text book published in September 2004, SHBLU, (Co-author, second author);
5. "Marketing of Tourism", text book published in January 2007, (Co-author, second author);
6. "Principles of Marketing", text book published in September 2007, (Co-author, third author);
7. "Strategy of Tourism - politics, projects, plans", text book published in November 2007, (first author);
8. "Information System in Tourism", text book published in September 2009, (Co-author, second author);
9. "Tourism Travel's Enterprises", text book published in September 2009, (Co-author, second author);
10. "Politics of Tourism", text book published in 2013, (Co-author, first author);
11. "Principles of Marketing", text book published in October 2014, (Co-author, fourth author);
12. "Sustainable Tourism Management", October 2015, (Author), republishing in 2020;
13. "Entrepreneurial Marketing", February 2017, (Author);
14. "Hospitality and Leisure Industry - From Customer Experience to Sustainability Practices", Published 01 April 2026, DOI 10.5772/intechopen.1007991, ISBN978-1-83635-474-1, Print ISBN978-1-83635-475-8, eBook (PDF) ISBN978-1-83635-476-5, Copyright year 2026, Number of pages 170, Part of the book series Business, Management and Economics, ISSN 2753-894X (co-author).

TEACHING COURSES/MODULES:

TOURISM:

1. Sustainable Tourism Management (Master level)
2. Tourism Strategy and Politics (Master level)
3. Digital Tourism (PhD level)

MARKETING:

1. Entrepreneurial Marketing (Master level)
2. Principles of Marketing (bachelor)
3. Marketing of Tourism (Master level)

FIELD OF EXPERTISE:

- tourism (marketing of tourism, sustainable tourism, tourism strategy);
- marketing and entrepreneurial marketing, digitalization;
- higher education and research;
- skills and VET, social education, social innovation and entrepreneurship;
- blue and green economy;
- culture and heritage;

COST ACTION: EUROPEAN COOPERATION IN SCIENCE AND TECHNOLOGY:

MEMBERSHIP:

1. MC Member of CA15137 "European Network for Research Evaluation in the Social Sciences and the Humanities";
2. MC Member of CA 18215 "China in Europe Research Network" (CHERN);
3. MC Member of CA18110, "Underground Built Heritage as catalyzer for Community Valorization";
4. Member for Editorial Board Peer-Review for the publication of COST Project: CA18110 - "Underground Built Heritage as catalyzer for Community Valorization" <https://underground4value.eu/editorial-board/>
5. MC Member of CA21125 "A European forum for revitalisation of marginalised mountain areas";
6. MC Member of CA22122 - Rethinking the Blue Economy: Socio-Ecological Impacts and Opportunities.

CO-PROPOSAL OF COST ACTIONS:

CO-PROPOSAL FOR COST ACTION 2019:

1. Co-proposer of COST Action OC-2019-1-23876 "Network of Intelligence and Innovation in Tourism";
2. Co-proposer of COST Project: OC-2019-1-23907 "Cultural Heritage for Inclusive Societies", repurposed in 2020 OC-2020-1-24802;
3. Co-proposer of COST Project OC-2019-1-24153 "Lighting in cultural heritage sites".

CO-PROPOSAL FOR COST ACTION 2020:

1. Co-proposer of COST Action OC-2020-1-24929 "Sustainable innovation and research management - network of excellence", Sirm-net, 2020;
2. Co-proposer of COST Action OC-2020-1-24802 "CULTURAL HERITAGE MANAGEMENT AS A DRIVER FOR INNOVATIVE COMMUNITIES" (HERITIN) to the COST Open Call OC-2020-1;
3. Co-proposer of COST Action OC-2020-1-24726 "Cultural Historical Routes for Social Cohesion and Innovation", Routes4Innovation, 2020.

CO-PROPOSAL FOR COST ACTION 2021:

1. Clusters for Green and Digital Transformation in Europe, OC-2-21-1255223;
2. Value creation and digitalization in the leisure industry, OC-2021-1-25350;
3. AdaptationXInteraction - Design Practices for Adaptivity in Industrial Transformations, OC-2024-1-27916.

CO-PROPOSAL FOR COST ACTION 2024:

1. COST Action Proposal OC-2024-1-27447 "Tourism Impacts Network (TINET)" as a Secondary Proposer;
2. Connecting Generations: Exploring Cultural Heritage in multi temporal landscapes: ReCONNECT.

CO-PROPOSAL FOR COST ACTION 2025:

1. COST Action Proposal OC-2025-1-28670 "A Holistic, Multidisciplinary Approach to 3D Digitisation and Reuse of Cultural Heritage";
2. COST Action Proposal OC-2025-1-29498 "Port Transformative Co-Creative Network for the Information Era";
3. COST Action Proposal OC-2025-1-29375 "Global Health Entrepreneurship and Innovation Initiative: Advancing Biotech and Green" GHEII.

PROPOSAL FOR COST ACTION 2025:

Main Proposal of Open Call Collection OC-2025-1, Proposal Reference OC-2025-1-29696, Acronym: RESTOUR-ON, Title: "REthinking Sustainable TOURism through Open Networks in Cultural Heritage Sites".

PUBLICATION AND ARTICLES IN INTERNATIONAL JOURNAL:

- 1) *"Sustainable Tourism in The Small and Medium Tourism Businesses in Albania"*, author, research paper published in TOURISM TODAY, 2007, scientific and research international journal, ISSN: 1450-0906;
- 2) *"Foreign direct investment and tourism industry development – some features of Albania"*, research paper published in scientific and research International Journal TOURISM TODAY, number 8, Autumn 2008, co-author; ISSN 1450-0906;
- 3) *"Global Developments: Challenges for Countries in Transition"*, author, research paper published in International Journal of Global Business (IJGB), 2 (1), 55-77, June 2009, International Standard Serial Number (ISSN) 1945-1792, USA;
- 4) *"Value as a business concept driving internet development in Albania"*, co-author, research paper published in Journal of Economic Development, Mgmt, IT, Finance, and Marketing, 1(1), 32-45, Sept 2009, in USA, Michigan, 2009, ISSN: 1947-2420 (PRINT), ISSN: 1947-2430 (online);
- 5) *"Sustainable Tourism – A dynamics methods for destination planning community approach: a case from south of Albania"*, co-authors (first author) publish in international journal Romanian Economic and Business Review – ISSN 1842-2497, Vol. 5, No. 2, June 2010;
- 6) *The Internet's Impact on the Marketing of Services: The Case of Electronics Companies in Albania"* co-author, Journal of Economic Development, Management, IT, Finance and Marketing (JEDMITFM), Global Strategic Management, Inc, Michigan, USA, 2010, ISSN: 1947-2439, http://gsmi-jedmitfm.com/Vol2_No1.aspx;
- 7) *"Information Technology Use Patterns: Evidence from Albanian Entrepreneurs,"* co-authors (4 authors), publish in international journal: Global Journal of Business Research (GJBR), USA, December 2010, ISSN: 1931-0277 (print) ISSN: 2157-0191(online);
- 8) *"Improvement of financial treasury systems Efficiencies' through information technology"*, co-authors (first author), International journal Romanian Economic and Business Review – Vol. 5, No. 3, December 2010;
- 9) *"Entrepreneurship and Human Resources as Important Forces Affecting Electronic Readiness in Building the Information Society in Albania"*, Danubius University of Galati, Acta Universitatis Danubius. OEconomica. (Vol 9, No 4 (2010), <http://journals.univ-danubius.ro/index.php/oeconomica/article/view/755/687>, December 2010;
- 10) *"E- services: Opportunities and challenges in Albania"*, co-author, Journal of Economic Development, Management, IT, Finance and Marketing (JEDMITFM), Global Strategic Management, Inc, Michigan, USA, 2011, ISSN: 1947-2439, <http://gsmi-jedmitfm.com> "Managing IT infrastructure for Information Society Development: The Albanian Case" (second author) in International Journal in Economic and Business July 2011, hard copy ISSN: 1842-2497;
- 11) *"Implications of E-Banking in Marketing Management of Entrepreneurship: Case from Albania"*, publish in International Journal China-USA Business Review and Chinese Business Review, David Publishing Company, January 2011;
- 12) *"Investing in IT: some challenges for globalization process in Albania"*, Romanian Economic and Business Review, Spring 2011, vol 6, number 1, ISSN: 1842-2497;
- 13) *"Managing IT infrastructure for information society development, The Albanian Case"*, Romanian Economic of Business Review REBE ISSN: 1842-2497, July 2011;
- 14) *"Information Systems and Information Technology as Strategic Tools– their uses in Albanian Business"*, Journal of Knowledge Management, Economics and Information Technology IJKMEIT, Volume I, Issue 6, October 2011, hard copy and online, ISSN: 2069-5934;
- 15) *"Albanian Telecommunications in comparison with SEE countries"*, International Journal of Science, Innovation and new Technology, www.ijshint.org, Vol 1, no 2, November 2011, (first author) Printed ISSN: 2223-2257, Online ISSN: 2225-0751;
- 16) *"Tourism Entrepreneurs – IT and internet impact, case of Albania"*, ICT empowering SMEs, March 2012, ISSN 0973-1261;

- 17) *"Mobile Electronic Services in the Albanian Market"*, Romanian Economic and Business Review: summer 2012, volume 7, number 2, ISSN 1842-2497;
- 18) *"The Role of Local Government in Sustainable Development"* Acta Universitatis Danubius Economica, Vol 8, No 2 (2012), Print ISSN: 2065-0175 Online ISSN: 2067-340X," , vol 8 nr (2) 2012);
- 19) *"Benefits from e-learning and opportunity for their application in Albania "*, International journal of Science, Innovation, and new technology Volume 1, November 2012, Nr.8 ISSN Print: 2223 -2257 ISSN online: 2225-0751, Tirana, Albania;
- 20) *"Green marketing as a key strategy for sustainable development: A case study of Albanian consumers"*, EuroEconomica Issue 3(32)/2013 ISSN: 1582-8859, <http://journals.univ-danubius.ro/index.php/euroeconomica/article/view/2133>;
- 21) *"Information Technology Service Management as a driver for quality services in Albanian Market"*, International Journal on ICT Education, Knowledge Society & Open Governance (ICTEA), vol 3, Tirana Albania, 2013, www.ictea.org, ISSN: 2304-5442;
- 22) *"Towards sustainable development. Relationship between HDI and GDP per capita in Albania"*, International Journal of Scientific & Engineering Research, Volume 4, Issue 12, December-2013, ISSN 2229-5518, <http://www.ijser.org/paper/Towards-sustainable-development-Relationship-between-HDI-and-GDP-per-capita-in-Albania.html>;
- 23) *The challenges for the entrepreneurial marketers - Maintaining creativity and innovation alongside a market orientation"* Asian Academic Research Associates/ Asian Academic Research Journal of Social Sciences and Humanities, Year 2014, Volume-1, Issue- 20 (February 2014), Online ISSN: 2278 – 859X
- 24) *"Use of SWOT Analyses as a planning tool in Regional Tourism Planning in Vlora Region, Albania"*, International Journal of Economics, Commerce and Management, United Kingdom, Vol 2, Issue 12, December 2014, ISSN 2348 0386, <http://www.ijecm.co.uk>;
- 25) *"The impact of e-readiness in the development of knowledge society; a case study of Albania"*, Review of Applied Socio-Economic Research (Volume 8, Issue 2/2014), pp. 116, ISSN: 2247-6172, ISSN-L: 2247-6172 URL: <http://www.reaser.eu>;
- 26) International Journal of Economics, Commerce and Management, United Kingdom, Vol. III, Issue 3, *"Economic Development and Environmental Quality in Albania: An Econometric Approach"*, <http://ijecm.co.uk/volume-iii-issue-3/>, online, ISSN 2348 0386;
- 27) International Journal of Danubius University of Galati, Acta Universitatis Danubius. Vol 12, No 2, april 2015, *"Social Media: Opening New Doors for the Domestic Tourism Industry in Albania"*, online, Online ISSN: 2067 – 340X, <http://journals.univ-danubius.ro/index.php/oeconomica/index>;
- 28) American Journal of Marketing Research, American Institute of Science (AIS), Vol.2, No.2, March 2016, *"Understanding the Application of Entrepreneurial Marketing to SMEs in Albania"*, ISSN: 2381-750X (Print); ISSN: 2381-7518 (Online);
- 29) Journal of Educational Leadership and Policy, Vol.1, No.1, Jun. 2016, *"Towards Entrepreneurial Marketing: Why there is a need for higher Education Institutions to become Entrepreneurial, a Case of Public Universities in Albania"* <http://www.aiscience.org/journal/paperInfo/jelp?paperId=2764> ;
- 30) Academic Journal of Interdisciplinary Studies, MCSER Publishing, Rome-Italy, Vol 6, No 1 (2017), March 2017, *"The Role of Internet and SEO in Branding Destinations: Case of Albania as a New Destination in Balkans"*, DOI: 10.5901/ajis.2017.v6n1p45, E-ISSN 2281-4612, ISSN 2281-3993, <http://www.mcser.org/journal/index.php/ajis/article/view/9897>
- 31) International Journal of Economics, Commerce and Management United Kingdom Vol. VI, Issue 2, February 2018 *"Challenges faced by tourism actors for a more sustainable tourism in Albania"*, Page 197 <http://ijecm.co.uk/> ISSN 2348 0386;

- 32) International Journal of Economics, Commerce and Management United Kingdom Vol. VI, Issue 6, June 2018
"Community based tourism: as an instrument for the sustainable development of rural tourism in Albania", Page 47
<http://ijecm.co.uk/> ISSN 2348 0386;
- 33) International Journal of Tourism & Hospitality, July 2020, a research article: *"China: Investing and Touristing in Europe"*, Tourism Hospitality 9:434. ISSN: 2167-0269 Volume 9, Issue 4 (2020),
<https://www.longdom.org/archive/jth-volume-9-issue-4-year-2020.html>; <https://www.longdom.org/open-access/china-investing-and-touristing-in-europe.pdf>, Citation: Gorica K (2020) China: Investing and Touristing in Europe. J Tourism Hospit 9:434. doi: 10.35248/2167-0269.20.9.434;
- 34) Administrative Sciences as part of the Special Issue "Knowledge Management & Social Entrepreneurship", indexing IF 3.554, 2.594 – 2020 IF, page 2_16, <https://www.scijournal.org/impact-factor-of-int-rev-adm-sci.shtml>
 Adm. Sci. 2021, Volume 11, Issue 4, 122 Scopus, DOI: 10.3390/admsci11040122, "New Business Education Model for Entrepreneurial HEIs: University of Tirana Social Innovation and Internationalization" Kripa, Luci, Gorica, Kordha, EISSN 2076-3387, MDPI. Link: [Administrative Sciences | Free Full-Text | New Business Education Model for Entrepreneurial HEIs: University of Tirana Social Innovation and Internationalization \(mdpi.com\)](https://www.mdpi.com/2076-3387/11/4/122/pdf)
<https://www.mdpi.com/2076-3387/11/4/122/pdf>;
- 35) CIT Review Journal, *"Air Transport Implication in tourist Destinations"*, Sotiroski Gorica, May Edition, 2022, ISSN: 2788-645X, <https://crj.cit.edu.al/cit-review-journal-may-issue-2022/>;
- 36) CIT Review Journal *"Strategic entrepreneurial responses to economic, social, political and technological environment: a literature review"* (Deshati, Gorica) November Edition, 2022, ISSN: 2788-645X;
- 37) MDPI: Journal name: Sustainability, Manuscript ID: sustainability-2440245; *"Exploring the image, perceived authenticity and perceived value of Underground Built Heritage (UBH) and its role in motivation to visit: a case study of five different countries"*, Kovačić, Pivac, Ercan, Kimic, Ivanova, Gorica, Kordha. ID: sustainability-2440245; DOI: 10.3390/su151511696, [Sustainability | Free Full-Text | Exploring the Image, Perceived Authenticity, and Perceived Value of Underground Built Heritage \(UBH\) and Its Role in Motivation to Visit: A Case Study of Five Different Countries](https://www.mdpi.com/2076-3387/11/4/122/pdf)
- 38) Vol. 1 No. 1 (2025): International Journal of Applied Mathematics & Economics (IJAME) Volume 1, Issue 1 - Special Inaugural Edition: Interdisciplinary Perspectives in Mathematics, Economics and Technology, article: *"The Evolution of Tourism in Albania: A Comparison with Balkan Nations"* link: <https://app.ijame.org/index.php/v1/article/view/3>;
- 39) *"How Green Brands Win Hearts and Influence Purchase Decisions Through Psychological Mechanisms"*, Journal Sustainable Development, <https://doi.org/10.1002/sd.70579>, Online ISSN:1099-1719; Print ISSN:0968-0802, (first author) <https://onlinelibrary.wiley.com/doi/10.1002/sd.70579>;
- 40) *"Beyond the Trap: Ecological, Socio-Economic, and Climate Vulnerabilities in Marginalized Mountain Areas"*, Sustainability Science SUST-D-26-00054 - 3b, Coauthor, February 2026, co-authors, in process;
- 41) *"Remote Sensing-Based Assessment of Forest Carbon Sequestration in Türkiye: MODIS NPP, Forest Types, and Environmental Drivers"*, co-authors, SUST-D-25-02131-Submission - [EMID:63eb0245a7ec19d3] in process;
- 48) *"Resilience through tourism in mountainous areas: community rethinking insights"*, coauthors (first author), Special Issue Sustainability Science Journal "Polytraps in European mountainous regions".

PUBLICATION AND ARTICLES IN ALBANIA:

1. *"Tourism in Transition: Hotel Chains"* (Albanian Centre for Economic Research II, Economy and Transition, Nr 2(20), 1999);
2. *"Albania in the Development Ratios of Balkan's Tourism Destinations"* (Albanian Centre for Economic Research, Economy and Transition, Number 3, 2001);
3. *"The Encouragement of Exports of Albanian Products"*, (Albanian Centre for Economic Research, Economy and Transition, Number 2, 2002);
4. *"Why it's important a New Strategy of Tourism Development in Albania?"*, (Economy and Business, Number 3(11), 2002);

5. *"Some Issues of Investment Politics in Albanian Tourism"*, (Albanian Centre for Economic Research, Economy and Transition, Number 4, 2002);
6. *"How should be managed the problems of tourism development?"*, (Albanian Centre for Economic Research, Economy and Transition, Number 3-4, 2004);
7. *"Strategies of Foreign Investment's Promotion in Albania"*, (Economy and Business, Number 1 (18), 2005);
8. *"For a sustainable development in Mediterranean Region"*, (Economy and Business, Number 2(19), 2005);
9. *"Globalisation and Tourism in South Europe – Case of Albania and Rumania"*, (Economy and Business, Number 1(20), 2007);
10. *"There is Albanian Tourism Strategy all-included one?"* (Monitor), No 11(267)-21 March 2007;
11. *"Evaluation of tourism-based community as a comparative alternative for economic sustainability achievement in Albania"*, (Albanian Centre for Economic Research, Number 4 (51), year XIII, October December 2007);
12. *"Impact of the Technology, Information and Communication Element on Marketing of Entrepreneurs"*, Economy and Transition, Albanian Centre for Economic Research, Number 2 (62), April June 2010, ISSN: 2079-407X;
13. The Albanian Journal of Economy and Business, NR 44, Volume 1, 2025, ISSN:2219-32, *"Cybersecurity Awareness as a competitive advantage in Tourism Industry"*, Daka Gorica;

INTERNATIONAL CONFERENCES:

1. International Conference in Novi sad, *"Politics of Albanian Tourism Development – Sustainable Development and Long Run Actions"*, (author) published in the proceedings *"Tourism 6 – Savremene tendencije u turizmu, 2002"* by University of Novi Sad, Republic of Montenegro and Serbia, author;
2. International Conference: *"Aspects of Economy and Laws in Tourism"*, Ohrid, Macedonia, 21 and 22 October 1999, with paper: *"The Legal Aspects of Tourism in Albania. Theory and Practices about Environment"*, author;
3. International Scientific Conference: *"Economy and Development of Society"*, 7-9 June 1999, Varna University of Economics, Bulgaria with paper: *"About Management of Albanian Tourism Market and Policies"*, author;
4. International Conference of Economy in Macedonia, 6 and 7. 12. 2000 with paper *"The main Impacts that Investments dictates to the Development"*, co-author;
5. International Scientific Conference: *"Strategies for Revitalization of East European Cities"*, in Prague, Czech Republic on September 21 and 22, 2001 participate with paper *"Tourism – A Leading Sector of Export in Albania"*, author;
6. International Conference on Systems Thinking Globally Concerned (Bertalanffy Anniversary Conference), Unity through Diversity, November 1 to 4th, 2001, University of Technology, Vienna, Austria with the paper presentation: *"Albania – from a country in transition to a Sustainable Society"*, author;
7. 3rd International Conference: Multiplicative Effects in Tourism Development in Ohrid, Macedonia, 21-24 November 2001 with the paper presentation: *"Economic and Social Effects of Tourism Development in the Albanian Economy"*, author;
8. International Conference: *"The Development and Potentials of Ecotourism on Balkan Peninsula"* in Pirot, Serbia, January 30th – February 2nd 2003, with the paper presentation: *"Management and Practical Responsible in Eco-Tourism Development"*;
9. International Conference in Novi Sad, 2004 with paper: *"Management in Albanian Tourism A path to the sustainable development – "*co-author;
10. VIII International Conference, Contemporary Trends in Tourism Industry, Macedonia, 26-27 May, 2005, University "St. Kliment Ohridski" – Bitola, Faculty of Tourism and Hospitality – Ohrid, Macedonia, with the paper: *"Tendencies of economic development through a sustainable development - Management in Business Tourism: Niches in Albanian Tourism"*, author;
11. International Mediterranean Conference in Thessalonica, Greece, 22 – 24 September 2005, organized by Mediterranean Association for the Sociology of Tourism: *"Tourism Beyond the Coastline: New Trends in Tourism and the Social Organisation of Space"*, with paper: *"The Trends of Development and impact of tourism in Albania as a Tourism Destination"* (author);

12. International Conference, Business and Employment, Kosovo, Peja, 11. 11. 2005 with paper: *"The Role of Private Sector and Foreign Investment in growth of employment level in Albania"*, author;
13. International congress, 18-19 November 2005, Belgrade, Serbia and Montenegro, with the paper: *"The impact of tourism demand evolution on tourism product structure - Albania as a tourism destination -"*, author, ISSN: 1451-5113;
14. 18th Biennial International Congress: TOURISM & HOSPITALITY INDUSTRY 2006: New Trends in Tourism and Hospitality Management. Rijeka, Croatia, with 2 papers presentation: 1. *"The role of small tourism business in Albanian Sustainable Tourism"* (co-author); 2. *"Sustainable tourism: A view from community attachment and accommodation businesses management - Opportunities and Barriers in Albania"*, (co-author);
15. 24th Euro CHRIE Conference *"In search of excellence for Tomorrow's Tourism, Travel and Hospitality"* 25-28 October 2006, Thessalonica, Greece with paper: *"Evolution of tourism electronic markets - impacts on Albanian Tourism Industry"*, (co-author);
16. 6th International Conference: Economic Integration, competition and cooperation, 18-20 April 2007, Opatija, Croatia, with *"TOURISM DESTINATION'S GLOBALIZATION Utilization of Community - Based Tourism in Albania"*, co-author;
17. International scientific meeting: *"Contemporary trends in tourism, hotel industry and gastronomy 2007"*, Novi Sad, October 11-12, 2007, organized by Univ of Novi Sad, with 2 papers: 1. *"Management of Wine Tourism Development as Niche Product for Community - The potentiality in the development in Narta, South Albania -"* (co - author); 2) *"Tourism Local Politics Adoption in Small Tourism Destination in Albania"*, (co - author);
18. The 8th International Joint World Cultural Tourism Conference 2007, World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Honam University, *"The new way of tourism management in Albanian Communities"*, Hard copy ISBN: 978-89-979403-1, South Korea, 10 July 2007 (author);
19. Euro CHRIE Leeds Conference 2007, 25th - 27th October 2007 Carriage works, Leeds, England: "25 years of Showcasing Innovation in Education, Training and Research through Tourism, Hospitality and Events" with paper: *"Online Strategies in Small and Medium Tourism Enterprises in Albania (Ways to create competitive advantage in the latest Balkan's destination)"* co-author;
20. First International Conference on Management and Economics: *"Current Issues in Emerging Economies in Global Perspective"* - (ICME 2008), held in Tirana, 28, 29 March 2008, with paper: *"Issues of European integration for tourism - Challenges of Albania as an emerge destination"*, author, ISBN:978-99956-681-2-9;
21. 19th Biennial International Congress, organized by Faculty of Tourism and Hospitality Management, *"Tourism & Hospitality Industry 2008 - New Trends in Tourism on May 07-09, 2008, Opatija, Croatia, with paper presentation: "Albanian Tourism Management in the New Era of European Tourism"*, co-author ISBN:978-953-6198-63-4;
22. 2nd International Colloquium on Tourism & Leisure, Chiang Mai, 5-8 May 2008, Thailand, with paper presentation: *"The relation between environment and sustainable tourism: Application of Albania"*, co-author, ISBN: 978-1-6-643-451-2;
23. 4th International Conference: *"An Enterprise Odyssey: Tourism - Governance and Entrepreneurship"*, University of Zagreb, Faculty of Economics and Business, Cavtat, Croatia, June 11-14, 2008, *"Competitive Advantage and Online Strategies of Tourism in Albania: A perspective from SME"* (Kordha, Gorica), ISBN 10: 953-6025-23-X, ISBN 13: 978-953-6025-23-7;
24. 1st International Conference on Tourism and Hospitality Management, June 13 to 15th 2007, Athens, author, *"The Evolution capacity of small and medium enterprises sector through Model of Sustainability"*;
25. First International Business Conference, August 7-9, 2008, Hyatt Regency, Dearborn, Detroit Metro, USA with scientific article: *"Tourism analyses and local government. A perspective from Albania"*, co-author;
26. Seventh International Conference *"Business and Employment"*, 9 - 10 October 2008, Prishtina, Kosova, with paper *"Decisive Role of State in Tourism Entrepreneurship in the view of European Integration - An assessment of Albanian Case"*, co-author;
27. International Conference ICES2006 *"Transitional Challenges of EU Integration and Globalization"*, October 9-10, 2008, Sarajevo, with paper *"The impact investment climate on tourism strategies"*, ISBN:978-9958-25-015-6, author;

28. First International Conference on Balkan Studies "Integration of the Western Balkans into Euro-Atlantic Structures - Future Challenges" - (ICBS 2008) November, Tirana, ALBANIA, with paper *"Marketing planning in supporting the performance of the rural areas - some case in Albania"* (Dika, Gorica), ISBN: 978-9956-681-3-6, organised by EPOKA University, Centre for European Studies;
29. International Tourism Conference 2008, "Cultural and Event Tourism: Issues & Debates", 5-9 November 2008, Alania, Turkey, *"Sustainable Tourism: from Ethical Statement to Planning Instruments - An Argument from Cultural Tourism"*, ISBN:978-9944-223-73-7, co - author;
30. Global International Conference on Business and Finance, Institute for Business and Finance Research, Atlantic City, New Jersey, 6-9 January 2009, ISSN: 1931-0285 on CD and ISSN 1941-9589 Online, with paper: *"An assessment of Information Technology Communication On SME' Market Share Growth and Internationalization"*, co-author;
31. International Conference, Ulcin, Montenegro, 18, 19 January 2009, with paper: *"Tourism Strategy Development and Sustainable Tourism - An Assessment of this report for Albania Case"*, author;
32. International Conference: "New challenges in Management and Finance Banking", in Tirana, 12 - 13 March 2009, with paper: *"IT, E-FINANCE AND E-GOVERNMENT IN CREATING THE MODEL OF A KNOWLEDGE-BASED ECONOMY"*, ISBN:978-99956-284-5-1, co-author (second author);
33. International Global Conference on Business and Finance, in Costa Rica, San Jose, May 27-30, 2009, organized by The Institute for Business and Finance Research, with paper: *"Effects of Information Technology on Models of Distribution and sales channels, Performance and Productivity of Businesses - Some marketing implication on e-business"*, co-author (second author), ISSN 1931-0285 on CD, Vol 4, and Number 2, and ISSN 1941-9589 online;
34. International Conference in Bangkok, November 2009, with article (co-author): *"Impact of information technology in the destination tourism marketing"*.
35. International Conference in Greece, Alexandropoulos, September 3-rd -5th, 2009: "Management of Technological Changes", with article: *"Internet as a powerful tool in implementing basic concept of marketing, case study of Albania"*, co-author, ISBN:978-960-89832-6-7, ISBN (VOL 1): 978-960-89832-7-4;
36. Hawaii Global International Conference on Business and Finance, *"E- Government and IT based Economy Model - An effective Theory? Albania ministry of Finance - case of treasury system"*, January 3-6, 2010, ISSN: 1931-0285 ne cd, dhe ISSN: 1941-9589 online;
37. Global Conference on Business and Finance, the Institute for Business and Finance Research, San Jose, Costa Rica, May 25-28, 2010, with paper: *"Effects of ICT on Albanian Entrepreneurships for Globalization Value Adding in an online setting"*, Vol 5, nr 2, ISSN 1931-0285 CD, ISSN1941-9589 On line;
38. Fifth International Conference of the School of Economics and Business in Sarajevo, Bosnie and Hercegovina: "Economic Development Perspectives of SEE Region in Global Recession Context", October 2010, with paper *"Some implication of Information Technology on the process of globalization of Albanian entrepreneurship"*;
39. International Conference, EUFT, in Tirana, Albania 8-10 May 2010, "Sustainable tourism and local development: resources, strategies and policies for Albania as a part of European Union" with paper: *"Usage of IT in sustaining of web-based communities -some managerial implication for Albania"*, co-author, and: *"Vlora in front of two alternatives: Tourism or Industry"*;
40. 6th International Conference of ASECU, "Economic Development, Tax System and income distribution in the countries of southern and eastern Europe" 21-22 May 2010, in Montenegro, Podgorica, with paper *"E-Services Model in Building an Efficient Governance Capability"*, ISSN: 987-86-80133-56-6;
41. 5th International Conference of the School of Economics and business in Sarajevo. University of Sarajevo, School of Economics and Business, Bosnia and Hercegovina, October 14-15 2010, "Economic Development Perspectives of SEE Region in the Global Recession Context": *"Marketing Implication of Information Communication Technology on the process of Globalization of Albanian Entrepreneurship"*, ISBN: 978-9958-25-046-0;
42. Global conference on business and finance, The Institute for Business and Finance Research Las Vegas, USA, IBFR 2-5 January 2011, (three authors, second author), with article: *"Towards building an information society in Albania"*, ISSN 1941-9589 (on-line), ISSN 1931-0285 CD;

43. International Conference "Information Systems and Technologies and their importance in the Economic Development", Tirana, 8-9 June 2011, with paper "*An evaluation of telecommunications market in Albania*" ISBN: 978-9995-6377-8-1;
44. International Conference: "Fostering Development of Agriculture in Albania through Improved Use of Agricultural Resources", June 16-17, 2011, Tirana, Agricultural University in Tirana, "*Sustainable Tourism Management - A comprehensive Critical View of Principles*";
45. Global conference on business and finance, The Institute for Business and Finance Research San Jose, Costa Rica, USA, IBFR May 24-27, 2011, "*The Role of Information and Communication Technology (ICT) IN Quality Services Improvement*";
46. International Conference, 9-10 December 2011, Tirana, Albania, "Economic & Social Challenges 2011- "Globalization and Sustainable Development, organized by FE, UT, with paper "*A Model for ICT Sector growth in Albania*", ISBN 978-99956-95-25-5;
47. Global conference on business and finance, The Institute for Business and Finance Research, Honolulu, Hawaii, USA, January 3-6, 2012: "*Globalization Process and the Impact of IT Growth in Albania*";
48. Global conference on business and finance, The Institute for Business and Finance Research, San Jose, Costa Rica, May 22-25, 2012: "*The Impact of ICT in a Tourism Emerge Market*";
49. 4th International Conference Information Systems and Technology Innovations: their application in Economy", Tirana, Albania, June 2012, with: "*IT and Internet as strategic tools for tourism destination marketing in North of Albania*", ISBN 978-9995-6377-8-1;
50. International Scientific Conference, 15-16 December 2012, UMSH, "Albania and the Crisis. What's next? Revisiting the Growth Model", with paper: "*ICT sector as priority for developing Information society in Albania - A focus on marketing strategies*", ISBN 978-99-28-071-22-4;
51. International Conference on Economic and Social Studies (ICESoS` 13) "Economic Crises and European Union "ICT use in Small and Medium Enterprises for development in Vlora region ", page 334-347, online <http://icesos.ibu.edu.ba/home/publications-2014.html>; ISBN 978-9958-834-23-3;
52. Global Conference on business and Finance, VOLUME 8, NUMBER 2, 2013, "*Analysing of Entrepreneurial dimensions in Albanian Banking System - Some improvement from information technology*" in USA May 2013, ISSN 2168-0612 FLASH DRIVE, ISSN 1941-9589 ONLINE;
53. 2013 International Conference "Good governance in developing countries "organized by Faculty of Economics, University of Tirana & Faculty of Economics and Agribusiness, Agriculture University of Tirana in partnership with Regional Research Promotion Programme & University of Fribourg, 5-6 December 2013, with article: "*Fostering competition of SME in the global economy in a sustainable way through better use of ICTs*";
54. International conference, "Information Systems and Technology Innovations: Towards a digital Economy", Conference of Department of Mathematics, Statistics and Applied Informatics, FEUT, 15-16 June 2013, Tirana, Albania: "*Network readiness and the role of marketing in the ICT sector, case of Albania*", ISSN: 978-9928-161-38-3, www.conference.ijsint.org;
55. 6th International Conference "The Economies of Balkan and Eastern Europe Countries in the Changed world" Eastern Macedonia and Thrace Institute of Technology (Greece), University of Nis (Serbia), May 9-10, 2014, Nis, Serbia, with article "*Towards Being Entrepreneurial: "Made in Albania" - A dimensional overview*", fq 72, <http://ebeec.teikav.edu.gr/ebeec2014/>;
56. 5th International Conference "Information Systems and Technology Innovation: projecting trends to a New Economy", Conference of Department of Statistics and Applied Informatics, FEUT June 2014, Tirana, Albania: "*Using OLS for testing EKC environmental Kuznets curve hypothesis in Albania - Measuring the relationship between the Environmental Quality and Economic Growth*", www.conference.ijsint.org, ISSN 978-9928-02-481-7;
57. 5th International Conference on Accounting and Finance in Greece, Selanik, September 2014: "*Product portfolio and marketing mix decisions, as a challenge in today's banking market*", ISSN: 1791-9010, page 13;

58. International Scientific Conference "The Financial and real economy: Towards sustainable growth", 17 October 2014, with article: "A Conceptual framework of new era marketing - Entrepreneurial marketing future perspectives", web: www.eknfak.ni.ac.rs/ISC2014;
59. International Conference 'International Economy& Business Doctoral Students Conference", 20th December 2014, with paper "Green Marketing as a way towards to sustainable development, the purchasing attitude towards eco-friendly products - A case study of Albanian Consumers";
60. 10th EIRP & 5th AGAUC International Conferences Danubius University May 17, 2015 – May 18, 2015: "Towards the Importance for Sustainable Development: Case Study of ICT Market in Albania", Online ISSN: 2067 – 340X, <http://journals.univ-danubius.ro/index.php/oeconomica/index>;
61. 6th International Conference Information Systems and Technology Innovations: Inducting modern business solutions: "Social Media and Knowledge Management in Albania - A combination of new trending technologies with information and culture for the development of domestic tourism industry in Albania", 5 June 2015, Tirana, Albania. www.conference.ijshint.org;
62. 8th International Conference on Social Sciences VIII, Sofia 4-5 March 2016, ISBN 9788890916212, "Determination of Purpose and Limits of Economic Analysis of Tourism", http://lib.euser.org/res/prc/8/8th_ICSS_2015_Proceedings_Book_ISBN_9788890916212.pdf;
63. 7th International Conference: "Information Systems and Technology Innovations: The New Paradigm for a Smarter Economy", Tirana, June 17-18, 2016, Department of Informatics and Statistics Faculty of Economy, University of Tirana, ISBN: 978-9928-148-56-8, with paper: "Managing a retail brand through social media as part of an Entrepreneurial Marketing approach";
64. 6th International Conference on Humanities and Social Sciences, 6th ICHSS 2016, 10 December, 2016, London-UK, ISBN: 978-1780896069 Doi:10.5901/ichss-2016-vol-1, "The Role of Internet and SEO in Branding New Undiscovered Destinations: Case of Albania";
65. 8th Annual International Conference "Information Systems and Technology Innovations: fostering the As-A-Service Economy", www.ijshint.org with article: "Development of electronic marketing channels in the Albanian retail industry", "Digital marketing, an incentive for the emerging demand in B2B market in Albania", 23-24 June, 2017, Tirana, Albania;
66. 2017 Global Research Symposium on Marketing and Entrepreneurship in San Francisco, CA (August 8-10, 2017), "Blue Book Series", www.entrepreneurialmarketing.biz/downloads.html, Research at the Marketing/ Entrepreneurship Interface, "Entrepreneurial Marketing in Retail Banking: Innovation for value creation and increased consumer loyalty";
67. 17th International Conference: Contemporary Trends in Tourism and Hospitality – CTTH 2017 "New Spaces in Cultural Tourism", 1-2 September 2017, Novi Sad, Serbia, with article: "Towards alternative approaches to sustainability - Community approach and role of tourism industry", <http://www.ierek.com/events/cultural-sustainable-tourism/>;
68. International conference: "Cultural Sustainable Tourism (CST)", November 2017, Aristotle University of Thessaloniki, Greece, <http://www.ierek.com/events/cultural-sustainable-tourism/> with article: "How will Albania achieve sustainability in heritage sites by using digital technologies". The article is published in April 2019 in a book Springer issues: Cultural Sustainable Tourism – 2019: A Selection of Research Papers from IEREK Conference on Cultural Sustainable Tourism (CST), Greece 2017, Chapter 9: "The Importance of Digitalization for Sustainable Cultural Heritage Sites in Albania", http://www.bookmetrix.com/detail_full/chapter/3fdf5ee2-7b26-4211-b18d-4aa73597f75e#citations, Series Print ISSN2522-8714, Online ISBN978-3-030-10804-5, Print ISBN978-3-030-10803-8, <https://doi.org/10.1007/978-3-030-10804-5>. Book is available on the site: https://www.springer.com/gp/book/9783030108038?wt_mc=ThirdParty.SpringerLink.3.EPR653>About_eBook#otherversion=9783030108045, Publisher: Springer International Publishing AG Zwiçerland;
69. International Conference Cultural Diversity: The common Heritage of Humanity, Sarajevo, 18-19 October 2018, Sarajevo, BiH, EU Info Centre and Sarajevo Meeting of Cultures, with support of the European Union, Ministry of Civil Affairs of Bosnia and Herzegovina, Federation BiH Ministry of Culture and Sport and the Erasmus+ "CULTURWB" with article: "The Western Balkans: a unique cultural heritage destination - using tourism as an instrument to

achieve sustainable development”;

70. 9th International Conference “Information Systems and Technology Innovations: Smart economy and digital transformation” organised by: University of Tirana and UBT, Kosovo, in 17 - 18 May 2019 Tirana, Albania, with article: *“The choice of digital marketing services in relation to digital marketing strategies. The case of Albanian companies”*, <http://www.conference.ijsint.org/>;
71. IX International AssMed Conference “Slow and Fast Tourism: travellers, local communities, territories, experiences” Kotor, 4-5 October 2019, organized by the Mediterranean Association for the Sociology of Tourism (AssMed) & the University of Montenegro with University of Calabria (Dip. Scienze Aziendali e Giuridiche - Centro Ricerche e Studi sul Turismo) & University of Bologna (Ce.P.CI.T. - Centro Studi Sui Problemi della Città e del Territorio), with two articles: *“PPP Models for sustainable tourism in order to achieve sustainable development goals – Role of Educational Institutions”*, and *“Principles of Sustainable Tourism development in the region - Some challenges to a good private-state partnership”*;
72. 8th International Conference on Business, Technology and Innovation 26-28 October 2019, UBT Pristina, Kosovo, with article *“Orientation of university education towards the needs of the labour market in the Balkans - The role of IT and tourism as an interdisciplinary curricula’s”*;
73. International Conference of Faculty of Economy, University of Tirana Albania, on "Challenges and Opportunities of a Contemporary Economy in the Focus of Knowledge and Science", 27 February 2020, with article: *“New digital technologies sustaining a crucial formation for future tourism education - Implications for professionals, curricula, and capabilities for HEIs”*;
74. Webinar on Healthcare and Medical Tourism “A Step towards Global Health Awareness”, Dubai UAE, 9.06. 2020, article: *“China: investing and touring in Europe”*, <https://www.longdom.com/webinars/medicaltourism> ;
75. International IFKAD 2020 Conference Knowledge in Digital Age, 15th edition of the International Forum on Knowledge Asset Dynamics, organised from University of Basilicata Matera, Italy with COST SHIINE Action 18236 “Multiply Disciplinary Innovation for Social Change”, September 9-11, 2020, <https://www.ifkad.org>, with research paper *“Towards an entrepreneurial education approach of Universities in WBC”*;
76. Global Conference on Services and Retail Management (GLOSERV), ["Proceedings of the Global Conference on Services Management: Volume 2"](https://www.usf.edu/conferences/proceedings-of-the-global-conference-on-services-management-volume-2) by Cihan Cobanoglu and Valentina Della Corte (usf.edu) DOI: 10.5038/2641-5062-v2, ISSN: 2641-5062, May 11-13, 2021, in Orlando, Florida USA, organized by the University of Naples Federico II, Naples, Italy and the University of South Florida, Tampa, Florida, USA, with a critical review/article: *“Covid -19 as an opportunity toward sustainable development A Critical approach for Public Private Albanian Leadership”*, author, page 149, <https://digitalcommons.usf.edu/cgi/viewcontent.cgi?article=1185&context=m3publishing>
77. 2021 Global Research Conference on Marketing and Entrepreneurship: “Sustainability at the Marketing/Entrepreneurship Interface, Chicago USA, 27-29 July 2021 *“Review of Entrepreneurial Marketing in the Manufacturing Industry - Case Study of Entrepreneurial Albanian HAKO Food Enterprise”*, first author;
78. 3rd International Conference on Smart & Green Technology for Shipping and Maritime Industries, Glasgow, UK, ISBN 978-1-8383226-2-5 SMATECH 2021 *“Development of New Tourism Models for Blue Economy Through IoT in Vlora Region”* (Lapa, Gorica, Proko), 21-22 October 2021;
79. 2nd International Conference iREEC2022 International Researchers of the Education for Environmental Citizen 2022, 10-11 March 2022, Cost Action ENEC – European Network for Environmental Citizenship (CA16229) supported by COST (European Cooperation in Science and Technology), ISBN: 978-84-09-16022-8, with article: *“Environmental Education in Albanian Lower Secondary Education Curricula in the light of The UNESCO Framework”* (Cinaj, Gorica);
80. International Conference "Rebound, Rebuild, and Reinvent for a Sustainable and Equitable Development (3R4SED), Faculty of Economy, University of Tirana, 10 11 June 2022 with article: *“Measuring sustainability indicators in a Blue*

81. 35th Global Research Conference on Marketing and Entrepreneurship, August 2-4, 2022, Conference theme: "Entrepreneurial Marketing: Embracing Change and Disruption in and Beyond the Classroom", article: "A methodological framework for evaluating the entrepreneurial state of the art on HAKO Food Enterprise: proactivity and innovation" (Gorica, Hako);
82. International Conference on Circular Economy Opportunities and Challenges on November 17, 2022, Tirana Albania, "Recycle, reuse and reinvent in raising circular economy and employment" Gorica, Kordha;
83. International Scientific Conference, "Challenges and perspective of Economic Co-operation Kosovo, Albania and Region", Kosovo, 6-7 October 2023, organised by Academy of Science in Albanian and Kosovo, with paper: "Strategic Tourism Approach in Albania Under Western Balkan Countries – Models for Sustainable Development";
84. International Conference on Agriculture and Life Science (ICOALS IV) organised by Agricultural University of Tirana on 1 – 3 November 2023, Tirana Albania, "Innovating education for rural and sustainable tourism ";
85. Scientific Forum organized by Academy of Science Albania "Tourism 2030: Tourism challenges for quality education and digitalization ", 24 November 2023 presenting: *Challenges of Albanian tourism in the regional context: Education, scientific research and sustainable tourism development models*;
86. International Conference Economic Restructuring for Sustainable Development. Impact of Tourism in this Process Faculty of Economy University of Tirana, Tirana Albania 15 December 2023, with article: *Restructuring Sustainable Tourism: An analytical perspective from innovation to education (first author)*;
87. 1st RethinkBlue Conference Organized by COST Action CA22122 – Rethinking the Blue Economy: Socio-Ecological Impacts and Opportunities (RethinkBlue), University of Zadar, Zadar, Croatia, 23-24 April 2024, with paper: *Digitalization in tourism industry as part of smart cities –an opportunity for local development in port cities* <https://conference.unizd.hr/rethinkblue/>.
88. International Conference on Economy, Business, Innovation and Technology: Transforming Economy and Business through Innovation and Digital Solutions - ICEBIT 2024 organised by Faculty of Economy, UT, December 13-14, 2024, in Tirana with papers: "Albania's Path in making Tourism sustainable: Integrating Smart Travel and Transportation Technologies" (Ozuni, Gorica);
89. Interuniversity Scientific Conference: "Challenges and Prospects for Sustainable Tourism Development" in University of Shkodra, February 4th 2025, with paper "Regional education for sustainable tourism" (author), also moderating the session: Advancing Sustainable Tourism: Innovation, Challenges and Opportunities in Albania;
90. University Maritime Platform Conference 2025 "Innovation in Marine & Maritime Sustainable Developments: Research and Applications", Malta, 7 May 2025, with paper: "Measurement of Sustainability for a Blue Marine Area" (coauthor, first);
91. International Scientific Conference, May 14–16, 2025, Brežice, Slovenia, "Transforming Tourism and Hospitality through Education TEDU25", with paper "Challenges of Tourism in the Blue Regional Context: Education, Scientific Research and Models of tourism development" (author);
92. International Conference from Academy of Sciences in Albania with Kosovo: Demographic Changes and Labor Dynamics", October 10 – 11, 2025 with research: "Education and the Entrepreneurial University: Analysis of the Dimensions of Entrepreneurial Marketing in Higher Education Institutions";
93. READ International Scientific Conference 2025, First Edition in Tiran 15 and 16 October 2025 with research: "Bridging the Gaps: A Stakeholder-Based Assessment of Sustainable Tourism Challenges and Knowledge Transfer in Albania", first author;
94. ICEBIT 2025, International Conference on Economy, Business, Innovation and Technology organised by Faculty of

Economy, University of Tirana, with research: *"Cybersecurity Awareness as a Competitive Advantage in Tourism Enterprises"*, December 2025;

95. International Academic Conference on Management, Economics and Marketing in Budapest 2026 (IAC-MEM 2026), Budapest, Hungary, March 27 - 28, 2026. Conference is organized by the Czech Institute of Academic Education z.s. in cooperation with the Czech Technical University in Prague., and publication in the "Proceedings of IAC 2026 in Budapest", ISBN 978-80-88203-46-9 with paper *"Developing smart competencies in tourism industry - A perspective through Stakeholders' mapping in Albania"*.