



## Elvira Fetahu

Nationality: Albanian Date of birth: 20/05/1987

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### EDUCATION

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#### 2024 Academic Rank Professor

*Agricultural University of Tirana*

#### 2017 Postdoctoral

*University of Bologna, Italy*

#### 2016 Academic Rank Associate Professor

*University "Aleksandër Moisiu" Durrës*

#### 2015 PhD Degree in Marketing

*University "Aleksandër Moisiu" Durrës*

#### 2013 PhD Fellow

*Doctoral School in Social, Economic and Political Sciences, University of Milan, Italy*

#### 2012 PhD Fellow

*European Centre for Minority Issues (ECMI), Flensburg, Germany*

#### 2009 Double Bachelor's Degree in Finance

*University of New York Tirana and State University of New York- Empire State College, USA*

### TRAINING

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#### MaY 2024

##### "Universities' third mission: Partnering for social and economic development"

*Seminar organized by SPHERE and Erasmus+ HERE at the International University of Tourism and Cultural Heritage, Samarkand, Uzbekistan*

#### November 2020

##### "Exploring micro-credentials: Why, how and which way forward"

*Seminar organized by SPHERE and Erasmus+ HERE*

#### October 2018

##### "Joint degrees: strategic and operational implementation: one size does not fit all"

*Study visit organized by SPHERE and Erasmus+ HERE to the University of Coimbra, Portugal*

#### May 2018

##### "Research-based teaching and learning: from national and institutional policies to practice"

*Seminar organized by SPHERE and Erasmus+ HERE, University of Podgorica, Montenegro*

## **December 2016**

### **"HERE and their mission: Contributing to higher education reform"**

*Seminar organized by SPHERE and Erasmus+ HERE, University of Barcelona, Spain*

## **October 2015**

### **"ICT based learning: opportunities for higher education learning and teaching"**

*Seminar organized by SPHERE and Erasmus+ HERE, AI-Hussein bin Talal University, Petra, Jordan*

## **May 2015**

### **"Erasmus+ HERE seminar on Higher Education and Vocational Education & Training"**

*Seminar organized by SPHERE and Erasmus+ HERE, Istanbul University, Turkey*

## **May 2014**

### **"Joint study programmes- facilitator for university internationalization in the EU/EEA countries and the Western Balkans"**

*Seminar organized by SPHERE and Erasmus+ HERE, The Hague, Netherlands*

## **June 2014**

### **"Implementing Quality Assurance within Higher Education Institution in the Tempus Partner Countries"**

*Seminar organized by SPHERE and Erasmus+ HERE, University of Zagreb, Croatia*

## **WORK EXPERIENCE**

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### **2024 Rector of the University**

*University of Elbasan "Aleksandër Xhuvani"*

### **2020 Vice-Rector for Scientific Research**

*University of Elbasan "Aleksandër Xhuvani"*

### **2016-2017 Lecturer**

*Department of Economics, University of Bologna, Italy*

### **2015 Executive Director and Founder**

*Institute for Scientific Research and Policy in Higher Education, Rr. "Durrësit", Tirana, Albania*

### **2009 Lecturer**

*University of Elbasan "Aleksandër Xhuvani", Faculty of Economics, Department of Marketing Engineering*

### **2009-2015 Import and Marketing Manager**

*"EL" Company, sh.p.k, Export-Import, Elbasan, Albania*

### **2008-2009 Specialist**

*Raiffeisen Bank Albania, Sales Department*

## **MEMBERSHIP**

Higher Education Reform Expert (HERE), Erasmus+ since 2013

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

Editor-in-Chief of the Scientific Bulletin of the University of Elbasan "Aleksandër Xhuvani"

<https://uniel.edu.al/kerkimi-shkencor/buletini-shkencor>

## PERSONAL SKILLS

### Language Skills

#### English

LISTENING C1 READING C1 WRITING C1

SPOKEN INTERACTION C1 SPOKEN PRODUCTION C1

#### Italian

LISTENING C1 READING C1 WRITING C1

SPOKEN INTERACTION C1 SPOKEN PRODUCTION C1

## COMMUNICATION SKILLS

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Consolidated experience in leadership, negotiation, and strategic institutional communication. Advanced skills in public representation, relationship building, and collaboration with academic, institutional, and national and international partners. Effective use of communication channels and digital platforms to enhance institutional visibility and engagement. Well-developed abilities in active listening, articulating ideas, and managing professional dialogue in multicultural environments.

## ORGANISATIONAL / MANAGERIAL SKILLS

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- Management and coordination of academic activities, including national and international scientific conferences
- Management and supervision of national and international research projects
- Strategic and organizational leadership of academic structures
- Planning, organization, and development of research and scientific activities
- Development and implementation of academic policies and institutional strategies
- Building and strengthening inter-institutional and international collaborations
- Strategic decision-making and management of complex institutional processes

## JOB-RELATED SKILLS

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Consolidated experience in delivering presentations and public speeches to diverse academic and institutional audiences, including national and international conferences and symposia. Advanced ability to work independently and collaboratively, with a strong focus on achieving institutional objectives. Extensive experience in leading and coordinating multidisciplinary teams, as well as in fostering a collaborative, efficient, and productive working environment.

## PUBLICATIONS

[Dismantling the concept of classroom management, elaboration of practices leading to T-S \(teacher-student\) success](#)

Lekli L, Fetahu E, Multidisciplinary Science Journal, 2024, 6(7), e2024101

[Developing Soft Skills, the Intangible Qualities Empowering Competitiveness and Success in the Labor Market, Case Study, Elbasan, Albania](#)

Fetahu E, Lekli L, WSEAS Transactions on Business and Economics., 2023, 20, pp. 965–976

[The 'Soft' Gap: Educational Policy Making vs. Labour Market Requirements](#)

Fetahu E, Lekli L, Journal of Educational and Social Research., 2023, 13(4), pp. 166–177

[Reintegration Patterns of Return migrants in the Albanian Labor Market](#)

[2022] Fetahu. E, Xhaho A, WSEAS Transactions on Business and Economics., 2022, 19, pp. 1901–1913

**A Journey Back Home, Factors shaping returnees' patterns of reintegration in the Albania labour market**

[2021] Instituti për Demokraci dhe Ndërmjetësim (IDM)

**Youth and work in the Municipality of Elbasan. A perspective on the world of entrepreneurship to understand in which direction young people should be trained**

[2021] Sanzeno

**Network survival strategies of migrant entrepreneurs in large cities: analysis of Albanian firms in Milan,**

Entrepreneurship and Regional Development., [2020] Volumi 32, 2020 - Issue 9-10

**Local Dialogue Roundtables for Skills Development: Elbasan Region**

[2020] Swiss Contact

**Immigrant entrepreneurship for internationalization of native economy. Albanian immigrants in the Province of Milan, Italy**

[2015] Monografi, Scholars' Press

**Social marketing and the increased awareness influence among the public healthcare**

[2015] Proceeding i Konferencës së 7-të Ndërkombëtare Multidisiplinare për Specialitetet Mjekësore, ISBN 9789928114617

**Spatial statistical methods in the analysis of the public health data**

[2015] Proceeding i Konferencës së 7-të Ndërkombëtare Multidisiplinare për Specialitetet Mjekësore , ISBN 9789928114617

**Applied Econometrics. Analysis of econometric models and program manual**

[2014] ISBN 9789928174031. Milenium, Tiranë, Shqipëri

**"Does marketing relate to finance? – Marketing is finance? Theoretical perception",**

[2014] Revista Evropiane e Biznesit dhe Ekonomisë, Vol 9, No 3, Print ISSN 1804-5839, Online ISSN 1804-9699

**"Trade integration between Albania and European Union. A gravity model based analysis"**

[2014] Revista Shkencore Europiane, Vol.10, No.7 ISSN: 1857 – 7881 (Print), e -ISSN 1857- 7431, 2014.

## **NATIONAL AND INTERNATIONAL PROJECTS**

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**2025**

***"HEGenAI" Generative AI in Assessment and Feedback Activities of Higher Education Courses  
Funded by National Danish Agency for Higher Education. KA 220-HED-Cooperation partnerships in higher  
education***

***Project coordinator***

**2024**

***Study to explore and identify the main factors of vulnerability among children part of case management  
Funded by World Vision Albania***

***Project coordinator***

**2023-2024**

***"Hartëzimi i zonave të ndotura (hot spots) në qytetin e Elbasanit dhe identifikimi i metodave të rikuperimit të  
gjelbërt (green recovery)"***

***Funded by Agjencia Kombëtare e Kërkimit Shkencor dhe Inovacionit***

***Project coordinator***

**2023-2026**

***EduGame is a capacity building project, which consists of an effort to reformat curricula at bachelor and master  
levels, integrating elements of games, digital storytelling and the latest technologies such as GAI and XR into  
education. This project comes as a collaboration of nine universities spanning the Baltic region, the Mediterranean,  
the Western Balkans and North Africa.***

***Project coordinator***

**2023-2026**

**LAIA - "Artificial Intelligence Laboratories in Albania and Kosovo.** This project, funded by the Erasmus+ KA2 CBHE Programme of the European Union, aims to create master's level curricula in the field of artificial intelligence in the region, enabling the training of artificial intelligence experts. It is coordinated by Piraeus University in Greece and the partners are the "Ukshin Hoti" University of Prizren, the University of Agriculture in Tirana, the University of Southern Denmark, the Polytechnic University of Tirana, the Mediterranean University of Tirana and Universum College.

**Project coordinator**

**2023-2026**

**SHAPE - "Sport, health and the people".** This project funded by the Erasmus+ KA2 CBHE Programme of the European Union aims to build a university network for sport in the Western Balkans and to design joint actions, in line with the European context and EU recommendations, to promote an active lifestyle and contribute to community life and sustainable development in the region. SHAPE collaborates with the Sustainable Development Solutions Network (SDSN) in Germany and the global research initiative The World in 2050 (TWI2050).

**Project coordinator**

**2023**

Active youth for the Elbasan region

Funded by United Nations Development Programme (UNDP)

The project aims to raise awareness among young people about the importance of environmental protection and inform them about procedures related to waste reuse.

**Project coordinator**

**2022-2024**

Food lab: from the ground to the plate

A project coordinated by the Municipality of Salceda de Caselas (Spain) in partnership with ASPEA (Portugal), ASEMADI (Spain) APLM (Tunisia) University of Sousse (Tunisia) and UNIEL (Albania)

**Working Group Member**

**2022**

**"Ringjallja e zanateve tradicionale përmes brezit të ri"**

Funded by Agjencia Kombëtare e Rinisë (AKR)

**Expert and trainer for start-ups.**

**2021-2022**

**"Oferta aktuale akademike përkunder kërkesave të bizneseve mbi aftësitë dhe kompetencat e burimeve njerëzore"**

Funded by National Agency for Scientific Research and Innovation (AKKSHI)

**Project coordinator**

**2021**

**Regional Programme on Local Democracy in Western Balkans (ReLOaD)**

Funded by nga Bashkia Elbasan

**Expert for drafting the youth communication plan with the Youth Consultative Council**

**2020**

Project Skills for Jobs (S4J), actively promotes modern teaching and learning practices by encouraging work-based and blended learning, using digitalization as an instrument.

Funded by Swiss Agency for Development and Cooperation (SDC)

**Expert in drafting regional contextual analysis for skills development**

**2020-2023**

Virtual Albanian European Universities Exchange - VALEU-X

Implemented and carried out by a consortium consisting of 9 institutions from Albania and Europe. It supports the internationalization of Albanian universities by introducing Virtual Blended Mobility as an internationalization tool and is co-financed by the Erasmus+ program of the European Union.

**Working Group Member**

**2019-2022**

**BKSTONE- The Enterprise Platform for promoting, modernizing, and fostering sustainable growth in the natural stone industry in the Western Balkans, co-financed by the Erasmus+ program of the European Union, with partners from 15 universities in Albania and Europe.**

**Working Group Member**

**2019**

**"Sustainable Economic and regional development, employment promotion and Vocational Education and Training"**

Funded by ProSEED

**Expert in promoting project modalities, identifying trainees, and referring them to support measures in collaboration with the official operators of Elbasan Municipality.**

**2018-2020**

***"CBC Krushevo and Elbasan – acknowledged CB tourism destination" Within the framework of the Cross-Border Cooperation Program between the Republic of North Macedonia and the Republic of Albania (IPA II) for 2018–2020.***

***Expert responsible for preparing a unique and comprehensive analysis of the CBC program and the Strategy for Marketing, Promotion & Branding of a unique tourism package for Krusevo/Elbasan.***

**2018**

***"Return Migration and reintegration in Elbasan region"***

***Funded by GIZ Albania***

***Expert for conducting training for information advisors of the municipalities of Elbasan and Librazhdi on the registration process for returnees.***

**2017-2018**

***"RE-FRESH - improving the social inclusion and labour integration of women and young people from the Municipality of Elbasan who live in vulnerable condition)"***

***Funded by Sanzeno Italy Foundation***

***Expert in developing a study on youth employment in the Elbasan region***

**2016**

***"Designing Social inclusion strategy of Elbasan municipality" funded by UNDP, Implemented by the association Tjetër Vizion.***

***Expert in developing the action plan for social inclusion.***