



FIORALBA VELA

Curriculum Vitae

Phone number: 00355672035075

Email address: fiorivela@yahoo.it

## **EDUCATION**

2012 **PhD.** Doctor of Science in Management, Faculty of Economy, Department of Management, University of Tirana.

### **Dissertation:**

“Infrastructure Management in Albania.”

2004 **M.A.** Master postgraduate studies in “Management, Economy and Law of Government in the EU Territory”, Scientific Research Center for the Development of Territory CERST, “LIUC” Castellanza University, Varese, Italy and the Department of the Public Law and Economic European Studies at the Economic Faculty, University of Bari, Italy.

### **Dissertation:**

“The role of local governance in public local transportation. Case of Bari County.”

2000 B.S. Bachelor of Science in Tourism Management, Faculty of Economy, University of Vlora.

## **PROFESSIONAL EXPERIENCE**

2020-to now Visiting Professor, Aleksander Mojsiu University, Durrës, Albania

2016 - now Associate Professor, Business Dept, Univ. of Vlora

2012 - 2016 Assistant Professor, Business Dept, Univ. of Vlora

2005 – 2012 Research Associate, Business Dept, Univ. of Vlora

2004 – 2005 Lecturer, Business Dept, Univ. of Vlora

## **PROFESSIONAL OVERVIEW**

My main research interest is in tourism, infrastructure and territorial development management related to strategies designing for development and decision making process in developing countries, in private and public organizations, and also in crucial sectors for economic development.

Science research in analysing tourism market growth and policies to be implemented for development, measuring quality in territorial governance including private and public services.

Able to understand business needs and objectives, develop strategies for effective data analysis and reporting, define company-wide metrics and relevant data sources, selecting, configuring and implementing analytics solutions, leading and developing a team of data analysts.

In relation to this research efforts, I am interested in teaching topics related to management in addition to quality methods implementation in business and public governance. Excellent skills in MS Office, Powerpoint, Word and Excel, SPSS and other tools of data analytics.

### **INTERNATIONAL PROJECTS, FELLOWSHIP AND AWARDS**

2005 Scientific and Financial Project Leader of the project **“The evidence of the Hospitality Patrimony of Vlora Region”**, financed by the Ministry of Education and Science.

2007 Scientific and Financial Project Leader of the project untitled **“ Social and Cultural Perceptions – of the Sustainable Tourism Development in Southern Albania”** in collaboration with the

2008 Science Academy of Slovenia, financed by the Ministry of Education of Albania and the Ministry of Education of Slovenia.

Scientific and Financial Project Leader: SITRUS Interreg Project **“Sistema innovativo GIS per il turismo. Nuove Technologie”**, EU project in collaboration with the National Scientific Council, Roma, Italy, financed by EU funds.

2009 Project **“Tourism Consultancy services activity in Albanian territory”**, data analyst, financed by nongoevrnmental organization, SNV, Netherlands.

2011 Project **“ICT Human capital abilitation in tourism”**, data analyst, financed by the Fund of Excellence, Ministry of Education and Science,

2012 Project : **“Consultancy services and their impact on tourism quality improvement in developing countries, as Albania”** , project designer and data analyst financed by the Fund of Excellence, MAS.

2014 **Local expert** in the project: **“Zonation of nature protected areas, Vlora Region, Albania. Efforts for sustainable tourism development strategy design.”** , financed by **Institute for Nature Conservation, Albania.**  
[http://d2ouvy59p0dg6k.cloudfront.net/downloads/assessment\\_of\\_nature\\_based\\_tourism\\_business\\_and\\_tourist\\_demand\\_albania.pdf](http://d2ouvy59p0dg6k.cloudfront.net/downloads/assessment_of_nature_based_tourism_business_and_tourist_demand_albania.pdf)

2015 Local ecpert and data analyst “Inventory of natural, cultural and economic tourist resources in the region of Vlora” Inventarizimi i burimeve turistike të Qarkut të Vlorës”, financed by Qarku Vlorë County and The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

2019 Scientific expert in the project “ ADRINET” Adriatic Network for Marine Eco-system, financed by EU, a cooperation between Montenegro, Italy and Albania public governance institutions and universities.

2023- **Academic Coordiantor - Bilateral Inter Institutional Agreement**  
2027

1. University of Bari "Aldo Moro", Italy
2. Isparta University of Applied Sciences, Turkey
3. Academy of Business Studies, Bucharest, Romania
4. Powislanski University, Gdansk, Poland

2023- **COST ACTION EXPERT**  
2027 CA20115(WG4)

CA20138(WG4)  
CA21118(WG4)  
CA21118(WG5)  
CA21166(WG4)  
CA21166(WG5)

2022-2025 National Project Coordinator of the Erasmus +, CBHE project : 101082938 — SMART — ERASMUS-EDU-2022-CBHE: “SMART Innovation Centers for the Development of Innovative and Entrepreneurial Thinking to Facilitate the Development of Sustainable Smart Solutions in the Western Balkans”.

2024 Project Manager, INTERREG IPA South Adriatic project : “ILOFORDIGITAL” – Industrial Liaison Offices for digitalization”, in collaboration with University “Aldo Moro”, Bari, Italy.

## **TEACHING EXPERIENCE**

### **CHANGE MANAGEMENT (POSTGRADUATE LEVEL)**

After completing this course, students should be able to:

### **TOTAL QUALITY MANAGEMENT (graduate and postgraduate level)**

After completing this course, students should be able to:

- Identify and explain the basic concepts in Total Quality Management (TQM)
- Differentiate between product quality characteristics and service quality characteristics
- List the key steps in the control of quality
- Distinguish between quality of design and quality of conformance to design
- Explain the process of planning for quality
- Explain the system of documentation, implementation and assessment of quality
- Identify and explain specific tools and techniques for quality improvement
- Explain the role of external and internal customers in setting quality parameters

### **ORGANIZATIONAL BEHAVIOUR(graduate and postgraduate level)**

- To introduce students to psychology theories and research at individual, group and organisational levels;
- To help students understand organisational behaviour and management practices by examining psychological principles;
- To facilitate a critical evaluation of organisational practices and their impact on work behaviours, attitudes and performance.

### **PUBLIC INSTITUTIONS MANAGEMENT ( postgraduate level)**

Through the material in this course the students will be able to:

- To lead and manage in public governance
- To analyze, synthesize, think critically, solve problems and make decisions
- To articulate and apply a public service perspective
- To communicate and interact productively with a diverse and changing workforce and citizenry

### **TOURISM PRINCIPLES (graduate level)**

- To acquire a basic understanding of tourism from a perspective of phenomenon, what are factors contributes to its growth and development in the world, and how to manage to achieve sustainable development.
- To acquire an understanding of tourism from a perspective of industry, what are the practices of various tourism sectors, including tour operators, hotels, tourist attractions, transportation companies.
- To acquire an increased international understanding about management related travel and tourism.

### **TOURISM POLICY AND STRATEGY DESIGN(graduate level)**

The students will be able to:

- To identify and evaluate the critical, social, cultural, political, environmental and economic impacts of tourism policy planning and development
- To identify tourism development policies and practices in both developed and developing countries
- To identify principles, processes and techniques for preparing local, regional and national tourism plans.
- To understand the importance of community participation in tourism planning.
- To explore the roles of different stakeholders in tourism development.

### **Management of tourism enterprises (graduate level)**

The students will be able to:

- understand basic concepts, characteristics and functions of entrepreneurship and need of tourism entrepreneurship.
- know about various types of entrepreneurship, various factors that affect growth of entrepreneurship.
- understand various governmental and non-governmental organisations working for entrepreneurship.
- introduce start-ups, venture promoting, idea generation for prosperous business.
- have an empirical knowledge of project development and detailed knowledge about projects, understand project management techniques like PERT, CPM, SWOT analysis.

## **PUBLICATIONS**

### **Books: Books**

2007 - Strategy of Tourism (Co-author), Pegi publishing, Tirana, Albania

2009 – Management of tourism enterprises , Europrint publishing, Vlore, Albania

### **Peer-Reviewed Journal Articles**

May 2024 – Annals of Economy Series, Issue 1/2024, ISSN 2344 – 3685/ISSN – L 1844 – 7007, “Analyzing use and involvement of Business Intelligence in Albanian companies and its impact on decision making process”.

March 2024 – Mediterranean Journal of Social Sciences, “Digital Marketing and its Importance in Tourism Promotion: Case of Southern Albania”, Mediterranean Journal of Social Sciences 15(2):2039-2117 DOI:[10.36941/mjss-2024-0009](https://doi.org/10.36941/mjss-2024-0009)

July 2023 - Theoretical and Practical Research in Economic, ASERS Publishing, Scopus Indexed - **The impact of increasing performance and productivity in the management of human resources in Albanian enterprises.** DOI: [https://doi.org/10.14505/tpref.v14.1\(27\).08](https://doi.org/10.14505/tpref.v14.1(27).08)

**January 2023** - Review of Economics and Finance - Scopus Indexed Journal - **The Difficulties that Exist for Start-Up and Managing an Agricultural Business in Albania;** DOI: <https://doi.org/10.55365/1923.x2022.20.142>

July 2023 - Review of Economics and Finance - Scopus Indexed Journal - **Gender, Emotional Intelligence and Job Performance** - DOI:[10.55365/1923.x2023.21.97](https://doi.org/10.55365/1923.x2023.21.97)

2017 - International Journal of Business and Management Studies: **Potentiality of Developing Tourism Based Activities in Albania: Bay of Vlora Case**, 1–10; ISSN: 2158-1479 2017, VOLUME 06, NUMBER 02, USA

**January, 2013** – Author of "**Government Role in Infrastructure Development in Albania: Efforts for Sustainability**" submitted in the Mediterranean Journal of Social Sciences, publication in the Special Edition Vol 4 No 4 March 2013.

**January, 2013** – Author of "**Complexity of decisionmaking in infrastructure investments**" published in Mediterranean Journal of Social Sciences, publication in ,Vol 4 No 4 MAY 2013.

**May 2013** – Author of "**Analysing e – government development in Albania. Problems and conditions.**" JEL Classification: O38; R58, ACTAS Danubius Universitatis edition, Vol. 9/Nr.4, 2013

**May 2013** – Author of « **Strategic Management in transport infrastructure development** », published in Acta Universitatis Danubius. Œconomica, Vol 9, No 2 (2013)

**April, 2008** - Author of the following research paper "**Strategic management of urban tourism development in albanian territory**", paper published in the international tourism journal "**Tourism Journal – studies and research**", volume 6, issue 6, Rumania, ISSN: 1844-2994

**2009** – Author of the research paper : "**Accessibility in transport policy**" published in the scientific research journal "**Economy and transition**" recognized by Ministry of Science and Education of Albania.

**April 2008** – Author of the research paper :"**Management of transport infrastructure in Albanian territory**", paper published in the scientific journal "**Economy and business**" of Economic Faculty of Tirana University, 2008.

## **GRANTS AND FELLOWSHIPS**

2024 – Scholarship, Erasmus+ staff mobility for teaching and training, financed by EU, hosting institution : IUAS – Isparta, Turkey (travel + living, aprox 1350 US dollars)

2023 - Scholarship, Erasmus+ staff mobility for teaching and training, financed by EU, hosting institution : ISCAP - Porto, Portugal (travel + living, aprox 1500 US dollars)

2022 - Scholarship, Erasmus+ staff mobility for teaching and training, financed by EU, hosting institution : ISCAP - Porto, Portugal (travel + living, aprox 1500 US dollars)

2022 - Scholarship, Erasmus+ staff mobility for teaching and training, financed by EU, hosting institution : Faculty of Economy, University of Sancty Cyrili and Methodious, Veliko Ternovo, Bulgaria (travel + living, aprox 1100 US dollars)

2021- Scholarship, Erasmus+ staff mobility for teaching and training, financed by EU, hosting institution : Faculty of Economy, University of Stefan cel Mare, Suceava, Romania (travel + living, aprox 1250 US dollars)

2017 – Scholarship, Erasmus+ staff mobility for teaching and training, financed by EU, hosting institution : University of Tourism and Ecology, Sucha Besdiska, Poland (travel + living, aprox 1300 US dollars)

2003 - 2004 – Master studies, Association of industrialists, Bari, Italy (7720 US dollars)

## **INVITED TALKS**

2023 – MARUF : Marmara Urban Forum, Speaker in the panel entitled: Antifragility and De-Risking in the face of climate change challenges: A collaborative action.

2019 – “Assessment of nature based tourism activities in Albania. Case of Vlora Region.” Faculty of Economy, University of Leon, Spain.

2015 – “Strategic Management of Public Administration in Albania”, School of Public Policy and Law, University of Memphis, Tennessee, USA

2005 - “Management of tourism enterprises in Albania” Department of Tourism. Sandhills Community College. November, 2005.

2004 - “Strategis of tourism development in Albania” Department of Tourism. Sandhills Community College. November, 2004.

## **CONFERENCES**

### **Papers Presented**

April 2024 – 2024 WEI International Academic Conference Proceedings – West East Institute Business Conference: “Implementing Innovation as a Strategic tool for tourism development. Case of Southern Albania”, p:5-17, ISSN 2167-3179 (online) USA.

April 2023 - International Conference - Hradec Economic Days - **Emotional Intelligence and Job Performance: Evidence from Albania Context** : doi: 10.36689/uhk/hed/2023-01-016

April 2022 - The 2022 WEI International Academic Conference Proceedings - Factors of Work Life Balance and its Influence on Job Satisfaction: Study of Employees in Vlore city, Albania : ISSN 2167-3179 (online) USA

July 2018 - The Seventh International Multidisciplinary Conference on Knowledge & Human Resources Management for a Sustainable Development - **Cultural/Heritage Tourism Strategic Planning in Albania, 257-272** ISBN: 978-93-5335-024-6; DOI No.: <https://doi.org/10.22271/ed.book133>

December 2018 - Eight International Multidisciplinary Conference ICTEA 8 - Malta : **Improving Public Service In Albania, As An Eeffort For Eu Integration Process. Role of TQM Methods Application** : ISBN 978-88-923547-3-9

July 2018 - The Seventh International Multidisciplinary Conference on Knowledge & Human Resources Management for a Sustainable Development - **Sustainable Tourism Development and Destination Management: Case of Albania**, 369-385 ISBN: 978-93-5335-024-6; DOI No.: <https://doi.org/10.22271/ed.book133>

October 2018 - UBT International Conference: "**Tourism Capacity Building Market Growth in Albania. Efforts for Quality**": ISBN 978-9951-437-54-7; DOI 10.33107/ubt-ic.2017.263

October 2018 - UBT International Conference: **Migration Characterlstics In Albania And Its Impact On Social Economic Life**: ISBN 978-9951-437-54-7; DOI 10.33107/ubt-ic.2017.263

**January 2004** – Author of the research paper "**Regional Politics and the Provence Role in the Transport Politics**", the case of Bari, Italy, represented in the CERST, University of "LIUC", Castellanza, Varese, Italy.

**November 2003** – Co-author in the research paper "**Management of European Union Funds and the Realization of the European Union Initiatives**", represented in CERST, University of "LIUC", Castellanza, Varese, Italy.

**September 2005** – Participant in the V<sup>th</sup> Mediterranean Conference : "**Tourism Beyond the Coastline: New Trends in Tourism and the Social Organisation of Space**", Selanik, Greece, organized by Mediterranean Association For the Sociology of Tourism with the research paper untitled : "**Management of Urban Tourism Development in the Albanian Territory.**"

**June 2006** – Participant in the International Conference "**Trends,Impacts and Policies on Tourism Development**", organized by Hellenic Open University,Crete,Greece, with the research paper untitled : "**Management of Cultural Diversity in the Hospitality Industry – The Role of Eastern European Workers in the Hospitality Sector in Western European Countries.**"

**October 2007** – Participant in the International Scientific Meeting "**Contemporary Trends in Tourism, Hotel Industry, and Gastronomy 2007**", held in Novi Sad with the research paper "**Management of Wine Tourism Development as Niche Product for Community – The Potentiality in the Development of Narta, South Albania –**"

**June 2008** – Author and participant in the **IV th International Strategic Management Conference held in Bosnia**, with the following research paper: "**ICT adoption for strategic management of the Albanian Tourism Industry**" ISBN: 978-975-01397-0-3

**November 2008** – Author and participant in the International Conference “**Event and Cultural Tourism**”, **Alanya, Turkey** with the following research paper : “**Cultural Tourism and Socio – Economic development in Albania**” **ISBN: 978-9944-223-73-7**

**June, 2011** – Author and participator in the International Conference IFEBR 2011, Vlore, Albania with the paper: “**Analyzing infrastructure development in Albania – Problems, Condition, Policy**”. **ISBN : 978-9928-105-87-5.**

**December, 2011** – Author and participator in the International Conference of Economic Faculty, Tirana University, Albania with the paper: “**Sustainable transport development in Albania**”, **published in the proceedings book of the conference, ISBN: 978-99956-95-25-5**

**Nenator 2012** – Author and participator in the International Conference ICMBE 2012 - International Conference - Management, Business and Economics, University UBT of Prishtina and the University of Vlora with the paper: “**Analysing tourism consultancy services market in Albania**”. **ISSN – 66488.**

**November, 2012** – Author and participator in the International Conference ECOTREND 2012: “Exit from the crisis and revival of sustainable”, Romania with the paper: “**Strategic management of energy infrastructure development in Albania**”, **ISSN 2248 – 0889.**

**November, 2012** – Coauthor and participator in the International Conference ECOTREND 2012 : “Exit from the crisis and revival of sustainable”, Romania, with the paper “**Development of public sector in Albania. A comparative analysis**”, **ISSN 2248 – 0889.**

**2013 - ICT use in SMEs for development in Vlora region.** International Conference on Economics and social studies, Bosnia 2013.

### **CERTIFICATION AND TRAININGS**

**2015 - CHE**, Certified Hospitality Educator, AHLEI, USA

May 2003 – October 2003 – Participant in various workshops organized by the “LIUC” University, Varese, Italy and the University of Bari with the following subjects :

- Territorial Marketing
- Public Communication
- Environmental Law

**2020 – Business Analytics Specialization by Wharton School of Business, University of Pennsylvania**

- Customer Analytics Certification
- People Analytics Certification
- Accounting Analytics Certification
- Operations Analytics Certification

### **SERVICE TO THE DEPARTMENT & UNIVERSITY**

2024 – Director of SMART CITY HUB, innovation center funded by the funds of European Union Erasmus Capacity Building Project “SMART”



2022 – Coordinator of the dual degree program in Master of Science : Planning and Management of Tourism and Cultural Systems” in cooperation with the University of “Aldo Moro”, Bari, Italy.  
2019 – Member of University Academic Senate University “Ismaïl Qemali”, Vlora, Albania.  
September 2020, - Head of Business Department, Faculty of Economy, University of Vlora, Albania  
2016 – September, 2020 Vice Dean . Faculty of Economy. University “Ismaïl Qemali”, Vlora, Albania.  
2008 – 2012 Member of Scientific and Academic Board of the Faculty of Economy, University “Ismaïl Qemali”, Vlora, Albania  
2009 – Head of Election Committee, University “Ismaïl Qemali”, Vlora, Albania.  
2007 – 2009 Head of Tourism Department, Faculty of Economy. University “Ismaïl Qemali”, Vlora, Albania.

#### **LANGUAGES SPOKEN AND WRITTEN**

**ALBANIAN - mother language**

**ENGLISH – excellent**

**ITALIAN - excellent**