

## INFORMACION PERSONAL **Vjollca HYSI PANAJOTI**

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### **EKSPERIENCA E PUNËS**

**2023- Aktualisht Pedagoge në Departamentin Marketing-Turizem**

**2012-2020 Përgjegjëse e Departamentit Marketing-Turizëm**  
Universiteti i Tiranës, Fakulteti i Ekonomisë  
Tiranë, Shqipëri.

**2015-Aktualisht Profesor**  
Universiteti i Tiranës, Fakulteti i Ekonomisë  
Tiranë, Shqipëri.  
*Baza Marketingu, Menaxhimi Markës, Menaxhimi Strategjik Markës*

**2007 - 2011 Doktor i Shkencave Ekonomike**  
Universiteti i Tiranës, Fakulteti i Ekonomisë  
Tiranë, Shqipëri.

**2001 -2003 Këshilltare ekonomike**  
Ministria e Shtetit për Integrimin European, Kryeministri  
Tiranë, Shqipëri.

**1997 -2001 Këshilltare ekonomike**  
Drejtorja e Përgjithshme, Instituti i Sigurimeve, INSIG  
Tiranë, Shqipëri.

**1996 -1997 Drejtoreshë e Përgjithshme e Drejtorisë së Politikave Tregëtare dhe Konjunkturave të Çmimit**  
Ministria e Industrisë, Tregëtisë dhe Transportit  
Tiranë, Shqipëri.

**1993 -1996 Doktor Shkencave Ekonomike**  
Universiteti i Tiranës, Fakulteti i Ekonomisë  
Tiranë, Shqipëri.

**1988 -1993 Kandidate e Shkencave Ekonomike**  
Universiteti i Tiranës, Fakulteti i Ekonomisë  
Tiranë, Shqipëri.

**1983 -1988 Pedagoge**

Universiteti i Tiranës, Fakulteti i Ekonomisë  
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**1981 -1983 Asistent Pedagoge**

Universiteti i Tiranës, Fakulteti i Ekonomisë  
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**1979 -1981 Ekonomiste**

Parku Automobilistik i Tiranës  
Tiranë, Shqipëri.

Botimet

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- Axhami, M., Hysi, V., Abazi, A. (11-13 December 2008). *Applying marketing in politics, case of Albania*. Paper prezantuar tek International Conference, Economic & social challenges and problems, Faculty of Economy, Tirana University, Albania.

- Bozdo, R., Axhami, M., Hysi, V. (June 2012). *Social Media and Marketing*. Paper prezantuar tek 3rd International Conference III, "Information systems and technology innovation - their application in Economy", Department of Mathematics, statistics and Applied Informatics, FE, UT, Albania
- Shyle, Irma., Hysi, V. (Dhjetor 2012). *The study of brand equity as a relationship between brand personality and consumer personality*. Paper prezantuar tek Economic & Social Challenges 2012 Economy & Business Doctoral Students Conference, Faculty of Economy, Tirana University, Albania.
- Shyle, Irma., Hysi, V. (24-25 May 2013). *Brand personality as important element in creating strong brand equity*. Paper prezantuar tek The 1st International Conference on "Research and Education – Challenges Towards the Future" (ICRAE2013), University of Shkodra "Luigj Gurakuqi", Albania.
- Thanasi, M., Hysi, V. (July 5-6, 2013). *Impact of the Model of Taxation on Transferring Properties in Immovable Property Market in Albania*. Paper prezantuar tek 5th Annual International Conference on Global Business Conference (ICGB2013), Global Strategic Management Incorporated, USA.
- Hysi, V., Fjerza, O. (October 2013). *The Influence Of Media In The Political Communication In Albania*. Paper prezantuar tek 2nd Annual International Conference on Regional Challenges for the Sustainable Development, Faculty of Economy, Aleksander Xhuvani University, Elbasan, Albania.
- Ramaj, A., Hysi, V. (November 2013). *E- Banking in Financial Service in Albania*. Paper prezantuar tek 2nd Annual International Conference on Business, Technology and Innovation (ICBTI), University for Business and Technology Durres, Albania
- Hysi, V., Simoni, G. (December 27-28, 2013). *Customer Relationship Management in Banking Sector: Case of Albania*. Paper prezantuar tek 6th Annual International Business Conference (IBC2013), Dearborn, Detroit Metropolitan, Michigan, Global Strategic Management Incorporated, USA.
- Hysi, V., Shyle, I. (April 10-12, 2014). *Brand Equity of Sneakers on Albanian Consumers*. Paper prezantuar tek 3rd REDETE 2014 Conference, International Scientific Conference, Economic Development and Entrepreneurship In Transition Economies: Challenges in the Business Environment, Barriers and Challenges for Economic and Business Development, Faculty of Economics, University of Banja Luka.
- Hysi, V., Shyle, I. (30-31 May 2014). *Personality Dimensions of Mobile Phone Brands and their Impact on the Brand Equity - Study of Albanian Consumers*. Paper prezantuar tek The 2nd International Conference on "Research and Education – Challenges Towards the Future" (ICRAE 2014), Universiteti "Luigj Gurakuqi", Shkodër, Albania.
- Hysi, V., Shyle, I. (Maj 2014). *Albanian consumers, loyal to the brand, service quality or price in mobile communication providers?.* Paper prezantuar tek Konferenca e 3-të Ndërkombëtare "Insights in Finance, Economics and Business research and challenges of the new millenium", Universiteti "Ismael Qemali", Vlorë, Albania.
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prezantuar tek 6th International Textile Conference, Polytechnic University of Tirana, Albania.

- Hysi, V., Axhami, M., Buhajoti, A. (December 27-28, 2014). *Evaluating customer experience for internet service providers (ISPs) in Albania*. Paper prezantuar tek 7th Annual International Business, Health and Engineering Conference (IBHEC2014), Global Strategic Management Incorporated, Las Vegas, Nevada, USA.
- Hysi, V., Shyle, I. (2 -3 April 2015). *Experience during the course and supportive learning environment- as an important element that affect in loyalty and building of capital of universities' brands*. Paper prezantuar tek The 7th International Scientific Conference, "The Role of The Balkans Toward The European Integration, Instituti për kërkime shkencore dhe zhvillim, Ulqin - Montenegro.
- Hysi, V., Shyle, I. (10-11 April 2015). *The Image and Perceived Quality of Universities as Important Dimensions for Building University Brand Equity -Case Study Involving Albanian Students*. Paper prezantuar tek 5th International Conference on Social Sciences, European Center for Science Education and Research (EUSER), Kosovë.
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- Hysi, V., Shyle, I. (25 April 2015). *Brand Identity- Case Study of Television Platform Digitalb*. Paper prezantuar tek 2nd International Scientific Conference "Scientific Challenges for Sustainable Development SCFSD15", International University of Struga, Macedonia.
- Hysi, V., Axhami, M., Zela, Loreta. (May 17 - 18, 2015). *Film Advertising in the Albanian Press before World War II*. Paper prezantuar tek 10th EIRP & 5th AGAUC International Conferences, Danubius University of Galati, The Institute for Business and Finance Research, Romania.
- Hysi, V., Axhami, M., Gurra, S. (May 26-29, 2015). *CRM Implementation and Use in Service Companies in Albania: Case Study "ALBtelecom & Eagle Mobile*. Paper prezantuar tek Global Conference On Business and Finance (GCBF), The Institute for Business and Finance Research, , San Jose, Costa Rica.
- Hysi, V., Axhami, M., Jakupi, V. (27 June 2015). *Ndikimi i bursës mbi konsumatorin e instrumentave financiarë*. Paper prezantuar tek First International Conference on: "Interdisciplinary Studies – Global Challenge" 2015" (ICIS 2015), International Institute for Private Commercial and Competition Law (IIPCC), Tirana, Albania.
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- Haxhialushi, R., Hysi, V. (23-24 June 2017). *Customer attitude toward private labels*. Paper prezantuar tek The 8th International Conference "Information Systems and Technology Innovations: Fostering the As-A-Service Economy", Proceedings Book, Tirana, Albania.
- Haxhialushi, R., Hysi, V., Manoku, E. (17-20 May, 2018) *Word of mouth as an information source for university choice*. Paper prezantuar tek 9th International Conference of International Business, Thessaloniki, Greece
- Haxhialushi, R., Hysi, V. (28-29 April, 2018). *Consumer perception of private labels*. International Congress of Management, Economy and Policy, Istanbul/Turkiye.
- Manoku, E, Panajoti, V.: June 2022: "University choice under pandemic conditions; a study with students of Faculty of Economics, University of Tirana": "Rebound, Rebuild, and Reinvent for a Sustainable and Equitable Development (3R4SED) International Scientific Conference of FEUT

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