

**Ermira Shehu PhD**

Professor Assistant/ UBT

Ermira Shehu PhD is a Professor Assistant at UBT. With a passion for entrepreneurship, project management and marketing, Mrs. Shehu has dedicated her career to providing business expertise to her students, and academic point of view to businesses.

Ermira Shehu earned her first Doctoral degree from University of Bitola – Faculty of Economy in field of Entrepreneurship and SME Management, and second doctoral studies she finished in University of Nice, France, for Business Administration.

Throughout her career, Mrs. Shehu has been actively involved in professional activities and published works in management, in journals and international conferences.

Outside of her academic pursuits, Mrs. Shehu enjoys traveling, hiking, and exploring.

ORCID: <https://orcid.org/0000-0002-1369-5951>

RESEARCH GATE: <https://www.researchgate.net/profile/Ermira-Shehu>

EMAIL: ermira.shehu@ubt-uni.net

Address: University for Business and Technology. Rexhep Krasniqi Nr. 56, 10000 Prishtina, Kosovo

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| **Scientific publications** | **DOI Number/Link:** |
| Shehu, E. & Sejfijaj. O. (2023). Processes digitalization need or necessity to enhance the innovation? *12th UBT Annual International Conference* (p. 56). Prishtina: UBT. | ISBN 978-9951-550-95-6 |
| Shehu. E & Sejfijaj, O. (2023). Business model strategy in retail industry (case study Republic of Kosovo). *12th UBT Annual International Conference.* Prishtina: UBT. | ISBN 978-9951-550-95-6 |
| Sejfijaj, O. & Shehu, E. (2023). The Linkage between Modern HR Management and Activities to Improve. *Journal of Environmental Management and Tourism*, 2587 - 2596. | [https://doi.org/10.14505/jemt.v14.6(70).09](https://doi.org/10.14505/jemt.v14.6%2870%29.09) |
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| Shehu, E., Sejfijaj, O., Memaj, F. (2022). Digital Marketing: Best way to support Circular Economy. International Conference on Circular Economy. Tirana: Faculty of Economics, University of Tirana | [UBT Conferences (ubt-uni.net)](https://conferences.ubt-uni.net/2023/conferences/management-business-and-economics/) |
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| Sejfijaj, O & Shehu, E. (2021). Entrepreneurship as a contemporary process: Leadership – innovation - changes? . 10th UBT Annual International Conference (p. 110). Prishtina: UBT | Doi: 10.33107/ubt-ic.2021.2 |
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