

Personal Data:

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Jonida Këllezi holds a Doctoral Degree in Marketing Management from the European University of Tirana. She finished her Postgraduate studies in Marketing, Advertising and PR and Undergraduate studies in Finance and Accounting, at the University of Sheffield.

She has worked in the Marketing and Advertising sector for different businesses in Albania, such as:

Lecturer at the European University of Tirana (2008-2015)

Head of Communication and PR Department (2012-2014)

Marketing Manager at EasyPay (2010-2011)

Marketing Specialist at AMC (2006-2008)

Her research and teaching interest include international business, international marketing, communication, research, media, etc. She has published papers in academic journals and participated in several conferences.