



SEMIHA LOCA

ASSOCIATED PROFESSOR

CAREER OVERVIEW

Semiha Loca is an Associate Professor in the Department of Economics, Entrepreneurship and Finance and Zv. Rector for Academic Affairs

FIELDS OF EXPERTISE

- Marketing, Microfinance, Consumer Behavior

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BIO

Semiha Loca is an Associated Professor in the Department of Economics, Entrepreneurship and Finance Department at Barleti University, where she has been since 2007.

She is also the Vice Rector for Academic Affairs. She received her Ph.D. in Marketing from Tirana University in 2005. Her research interests are in the areas of Marketing, Microfinance, Consumer Behavior.

She has published her work in research publications and has participated in many national and international conferences. Associated Professor Loca is author of many textbooks for students.