


1. PERSONAL DATA			
Name	:		Xhiliola Agaraj (Shehu)
Nationality	:		Albanian
Researcher ID	:		
Author ID	:		
ORCID	:		0000-0001-9893-7544
Current Position	:		Professor of Marketing, Business Department, Faculty of Economy, University "Ismaïl Qemali" of Vlora, Albania
Qualifications	:		Associate Professor, PhD in Economy (Marketing-Tourism)
Field of specialization	:		Marketing, Tourism, Business
Cell (office) /HP	:	++355 69 72 92 504	
email	:	xhiliola.agaraj@gmail.com ; xhiliola.agaraj@univlora.edu.al	
2. CURRENT RESEARCHS AND PAST RELATED RESEARCHS:			
Research on tourism field. Evaluation of touristic destination, Development of Local Action Plan, Benchmarking analyses of tourist destinations			
Research on academic field. Labor market study to adapt university degrees to the needs of the labor market			
Research on marketing field. The importance of applying marketing policies to nonprofit organizations			
3. RESEARCH PUBLICATIONS:			
CONFERENCE PARTICIPATION			
1	1st International Conference on Marketing, Tourism and Hospitality Management, ICMT 2018, Conference Theme " Trends in Tourism and Marketing for sustainable development" with article "The needs assessment for education of young people in tourism" ISBN 978-9928-4525-1-1 Book of Abstract, Vlore, Albania, Xh. Agaraj (Shehu)		
2	1st International Conference on Marketing, Tourism and Hospitality Management, ICMT 2018, Conference Theme " Trends in Tourism and Marketing for sustainable development" with article "E-Marketing a possibility to influence purchasing decision in Albania Reality" ISBN 978-9928-4525-1-1 Book of Abstract, ISBN 978-9928-4525-1-2 Proceedings Book , p129, Vlore, Albania, Xh. Agaraj (Shehu), Sh.Sinanaj, E.Pjero		
3	2nd International Scientific Conference on Innovative Marketing –ISCOIM, Conference Theme "Communication and Digital Marketing Management" Author with article "Digital Marketing and tourism industry" ISBN 978-9928-208-53-8 Book of Abstracts, Durres, Shqiperi, Xh.Agaraj (Shehu)		

4	The 6th International Multidisciplinary Conference, New Advanced Methodologies and Techniques in Scientific Research, "Exploration of Small Business Failure Definition and Bankruptcy", ISBN: 978-9928-4374-7-1, Proceeding, Ioannina, Greece Lipi, R & Lipi, I & Agaraj, Xh (2017)
5	Shtator 25-26, 2015 Rome-Itali, 5 th International Conference on Humanities and Social Sciences, 5 th ICHSS 2015 . Paper "Application of Marketing Tools in Nonprofit Sector in Albania, Conference proceeding", Book of Abstract ISBN:978-88-909163-28 Vol No 1 pp70, Book of Proceedings, ISBN 978-88-909163-6-6 Vol No 1 pp145 Prof.As.Dr Xhiliola Agaraj (Shehu) http://www.mcser.org/ichss2015/ http://www.mcser.org/images/booksproceedings/pdf/Book_of_Proceedings_ICHSS_2015_Online_full_Papers.pdf
6	3 rd International Scientific Conference "Insights in Finance, Economics and Business Research and the Challenges of the New Millennium" Vlore, Albania, with article "The Importance of the Marketing mix to Achieve Target Market" Proceedings ne Process. Xh.Agaraj (Shehu), E.Pjero, I.Lipi, Sh. Sinanaj
7	2 nd International M-Sphere Conference for Multidisciplinary in Business & Science Organized by M-Sphere: "Association for Multidisciplinary in Business and Society" Dubrovnik, Croatia. Article "Characteristics of Beneficiaries Served by Nonprofit Organizations in Albania" Book of Abstract online ISBN 978-953-7930-01-1 pp49 , Proceedings online ISBN 978-953-7930-03-5 pp 271 Xh. Agaraj (Shehu) http://www.m-sphere.com.hr/ http://issuu.com/tvrances/docs/book_of_proceedings_2013_m-sphere_d?e=0/7025894
8	3 rd International Conference on Human & Social Sciences ICHSS 2013 Sapienza University of Rome and MCSER, Italy. Article "Application of Direct Marketing Tools in Nonprofit Sector. The Albanian Case" Print Proceedings ISBN 978-88-34664-61-2 pp 340 Xh. Agaraj (Shehu) http://www.mcser.org/images/stories/4_conferences/ICHSS2013_Rome-Italy/proceedings%20ICHSS%202013%20volume%202.pdf
9	"ICMBE 2012 International Conference- Management, Business and Economics" Pristina, Kosovo. Article "The Importance of Advertising to Attract Volunteers and Beneficiaries in Nonprofit Sector in Albania" Ne process Proceedings electronic ISSN 66488 Pristina, Kosovo Xh.Agaraj (Shehu), E.Pjero, I.Lipi
10	International Conference "Economic & Social Challenges 2011- "Globalization and Sustainable Development" University of Tirana, Faculty of Economy, Tirana, Albania. "The Importance of Sales Promotion in the Nonprofit Sector. Case Study Albania " Proceedings Book Print, ISBN 978-99956-95-26-2 pp 208-212 Xh.Agaraj (Shehu)
11	"ICEBMM 2011: International Conference on Economics, Business Management and Marketing" Paris, France. "Application's Aspects of Public Relations by Nonprofit Organization. Case study Albania". Print ISSN 2010-376X; Electronic ISSN 2010-3778 pp 2390-2399 Paris, France. Xh.Agaraj (Shehu), M.Murati, V.Gjini

PUBLICATIONS	
1	<p>“Application Of marketing tools in Nonprofit Sector in Albania” Vol. 4, No.3, S.1, pp97, Rome, Italy, ISSN 2281 -3993 (print); ISSN 2281 -4612 Online, Academic Journal of Interdisciplinary Studies, Global Impact Factor Year 2012 0.608, Index Copernicus Year 2012; Xhiliola Agaraj (Shehu), http://www.mcser.org/journal/index.php/ajis/issue/view/191</p>
2	<p>“Application of Direct Marketing Tools in Nonprofit Sector” Vol 2 No 8 October pp 340, Rome, Italy, ISSN 2281-4612 online; ISSN 2281-3993 print, Academic Journal of Interdisciplinary Studies, Global Impact Factor 0.682 Copernicus Index Xh. Agaraj (Shehu),</p>
3	<p>“What Offers Albanian Reality in Organizational Communication”, Volume 2, Issue 2, fq 33-38, ISSN: 2278-3369, “International Journal of Advances in Management and Economics” (IJAME), E.Pjero, Xh.Agaraj, Sh. Sinanaj, www.managementjournal.info, http://www.managementjournal.info/current_article.php</p>
4	<p>“Nonprofit Organizations; The impact of Advertising in Fundraising” Vol 4 No 1 January, pp 323-330, Rome, Italy, ISSN 2039-2117 online; ISSN 2039-2117 print, Mediterranean Journal of Social Sciences, Impact Factor 3.77 Copernicus Index, Xh.Agaraj (Shehu), E.Pjero, Y.Sokoli, A.Ramaj, http://www.mcser.org/index.php?option=com_content&view=category&layout=blog&id=50&Itemid=135</p>
5	<p>:Acta Universitatis Danubius. Œconomica, Impact Factor 0.02 Vol 8, issue no. 6/2012.pp 13-25 , Galati, Rumania. Article “Development of Nonprofit Sector in Albania” Print ISSN: 2065-0175; Online ISSN: 2067 – 340X Xh.Agaraj Shehu, E.Pjero, K.Guga http://journals.univ-danubius.ro/index.php/oeconomica</p>
6	<p>“International Journal of Advances in Management and Economics” (IJAME), Volume 1, Nr 6, pp 172- 176, Nentor -Dhjetor 2012 . Article “Individual Donation and Competition in Albania Nonprofit Sector” E- ISSN 2278- 3369 Xh.Agaraj (Shehu), E.Pjero</p>
7	<p>“Nonprofit and Business Sector Collaboration in Albania” Vol.2 No.8, pp 99-10, USA, ISSN 2162-139X (Print) ISSN 2162- 142X (Online) ”American International Journal of Contemporary Research (AIJCR) Center for Promoting Ideas, Xh.Agaraj Shehu, E. Pjero http://www.aijcrnet.com/index.php/current.html www.managementjournal.info</p>
8	<p>“Application’s Aspects of Public Relations by Nonprofit Organization. Case study Albania”. Issues 0053,pp 690 Print ISSN 2010-376X; E- ISSN 2010-3778 Paris, France, World academy of science, engineering and technology. An International Journal of Science, Engineering and Technology. Online Special International Journal Issues http://www.waset.org/journals/waset/v53/v53-127.pdf</p>
PROJECTS	
1	<p>Project Coordinator of Transnational pArks aNd Gardens Resources in Adriatic and ionian tourist Marketplace TANGRAM, Interreg Adriatiko – Jonian 2014-2020 (ADRION) The project aims to build and promote ADRION brand name in tourism by promoting a sustainable valorization and integration into the tourism offer of Parks as hidden resources by an innovative</p>

	governance system based on the collaboration between public and private.	
2	External Expert in “ Transnational Education Network for young people ” (Trans-Edu.Net), project, under the programme Interreg Balkan Mediterranean 2014-2020 Overall Objective: To encourage cooperation and networking between business entities, policy makers and training and education institutions to develop innovative learning system, increase skills and foster entrepreneurial learning in the field of tourism.	
3	Researcher in Project: Integrated Sustainable Development of the Southern Coastal Region, Contract no. 83204047, Funded by: German Development Cooperation, GIZ Office Albania,	
4.	ACHIEVEMENTS	
	On going grants	:
	Completed grants	:
	Postgraduate under supervision	:
	Patents/ Copyrights/ Filing	:
	Achievements/Awards / Recognitions	: