



Dr. Leida Matja
Lecturer



CONTACT

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EDUCATION

- **Dec 2009 – Oct 2014** PhD in Marketing, University “Aleksander Moisiu” Durrës, Albania
- **Oct 2001 – July 2002** Master in Business Administration (MBA), University of Nebraska, Lincoln, USA in conjunction with University of Tirana
- **1989 – 1993** Bachelor, University of Tirana, Faculty of Economics, Marketing Branch
- Membership of professional bodies: Vice Board Chair of Professional and Business; Women Association of Albania; Former President Albanian Tourism Association; Business Consultant with Biznes Albania

RESEARCH AREA

Marketing, Business Administration, Strategic Analysis

PROFESSIONAL EXPERIENCE

- **March 201 – ongoing** Commissioner, Albanian Competition Authority, Tirana, Albania
- **Oct 2018 – July 2020** Local Expert, Chamber of Commerce and Industry of Tirana, Tirana, Albania
- **March 2019 –** VET Country Expert, Nov 2019 SAS INOMER, Tirana, Albania
- **July 2017 – May 2019** Project Manager/TL, Municipality of Vlora and Biznes Albania
- **Sept 2017 – March 2019** Entrepreneurship Expert, Chamber of Commerce and Industry of Tirana, Tirana, Albania
- **March 2017 – ongoing** Senior Lecturer (part-time), University “Aleksander Moisiu”, Durrës, Albania
- **Jan 2017 – ongoing** STE, Albanian Center for Business Research and Training (Chamber of Commerce and Industry of Tirana)

- **April 2015 – April 2017** Project Manager/TL, Ministry of Social Welfare and Youth of Albania in conjunction with Marche Region, Italy,
- **Dec 2008 – March 2017** Chair of Tourism Department / Senior Lecturer, University “Aleksander Moisiu, Durres, Albania
- **Sep 2016 – Dec 2016** Key Expert, Biznes Albania, Tirana, Durres, Pogradec, Albania
- **June 2014 – Jan 2016** STE, Risi Albania in conjunction with Biznes Albania
- **Jan 2014 – Oct 2015** Tourism Marketing STE, Biznes Albania, Shkodra, Albania
- **Sept 2012 – Jan 2013** STE, Professional, Business and Handcrafters Women Association, Albania
- **Sept 2012 – Dec 2012** HRD Consultant, ACE Consultants
- **June 2011– Jan 2012** VET Consultant, Hydea Tanácsadó Kft. Budapest, Tirana,
- **May 2011 – May 2012** VET Expert and Trainer, Kultur Kontakt, Austria,
- **May 2010– June 2011** Representative for Albania / Consultant, DRN – Development Reasearchers Network, Tirana, Albania
- **Jan 2005 – present** Executive Director, Corporate Training and Enterprise Management Institute, Tirana, Albania
- **May 2009 – June 2009** Labour Market Analysis and VET Expert, ALBVET, Swisscontact, Tirana, Albania
- **Sep 2008 – Apr 2010** Social Partnership Expert, GOPA, Tirana, Albania
- **Oct 2008 – Dec 2008** SME Development Consultant, EBRD, Tirana, Albania
- **Sept 2006 – Dec 2007** National Qualifications Framework Vet – Consultant Tirana, GOPA, Tirana, Albania
- **Sept 2006 – March 2007** Consultant, OECD / Eurecna, Tirana, Albania
- **Sept – Oct 2006** Programme Analyst, UNDP, Tirana, Albania
- **March 2004** Consultant, SEED (World Bank), Tirana, Albania
- **Jan 1998 – Jan 2005** Executive Director, Foundation for Economic Education of Youth / Albanian Junior Achievement, Tirana, Albania
- **Oct 1998 – Oct 2004** Lecturer, University of Tirana, Faculty of Economy, Albania
- **Aug 2001 – Jan 2002** Consultant, Kreditanstalt fuer Wiederaufbau KfW (German Bank for Reconstruction), Tirana, Albania
- **March 1996 – Jan 2000** Collaborator, Albanian Center for Economic Research, Tirana, Albania
- **Sept 1994 – Jan 1998** Local Coordinator, HYDROPLAN Ingenieur Gesellschaft mbh, Tirana, Albania

OTHER CONTRIBUTIONS

Trainings:

- 2009 – Trainer of 350 Middle Management and Upper Management Staff of two Banks “Banka Popullore / Societe Generale” and Pro Credit Bank for “Communication and HR Development”
- I have personally trained more than 350 businesses on Writing Business Reports, Marketing, Management etc. Trainings are implemented from Albanian Junior Achievement with funds from USAID, SEED– World Bank, American Chamber of Commerce, etc.
- I have personally trained more than 1000 civil society members, teachers and students on marketing, management, economics, ethics, entrepreneurship, leadership, from high schools all over the country, CARDS and IPA. Trainings are implemented from Albanian Junior Achievement with USAID funds and Corporate Training and Enterprise Management Institute with SOROS, and United States Information Services Funds.
- I have managed the organization of more than 52 training events per year under the Project “Preparation of future workforce” (Junior Achievement projects and other entrepreneurship and capacity building projects) funded from USAID

Conferences:

- ASECU International Conference, Tourism and Employment – Is there a correlation? Matja L, Licaj B.
- 4-th International Scientific Conference Integration of Eastern Europe on EU, Tiranë, Shqipëri, Women entrepreneurs and their concerns in doing business in Albania. Evidence of Shkodra Women Handcraft Entrepreneurs dealing with foreign visitors
- Matja L, Licaj, B., Taraku, E (2015), ISBN 978-608-4743-06-4
- 5-th International Conference on Humanities and Social Sciences (25-26 Sept, 2015), Mediterranean Center of Social and Educational Research in cooperation with the Gregorian University, Roma Eventi and Italian Academy of Science and Education, Tourism Impact on Albanian Economy and its role in expansion of economic opportunities, Matja L, Kocaqi E. ISBN:978-88-909163-28
- 4-th International Multidisciplinary Conference Integrating Science in new Global challenges, Forecasting Tourism Demand as a tool in Improving the Efficiency of Marketing Techniques, Matja L, Licaj B., ISBN: 978-9928-4221-5-6, Volume 3
- 4-th International Multidisciplinary Conference Integrating Science in new Global challenges, Destination Websites Performance. A comparative evaluation of services offer in Adriatic Area, Matja L, Licaj B., ISBN: 978-9928-4221-5-6, Volume 3
- Economic Policy and EU Integration Conference (International Conference organized primarily by University Aleksander Moisiu Durres, Albania) (November 2009) Co-referee with the theme: Sustainable Tourism In Albania/ Present and Future Challenges toward a sustainable economy
- Economic Policy and EU Integration (International Conference organized primarily by University Aleksander Moisiu Durres, Albania) (November 2009) Co-referee with the theme: Critical Success Factors in Destination Marketing
- Regional HR Conference (International Conference organized by Genesis Group, Israel and Albanian Center for Managerial Services) (October 2009) – Referee of the theme – Recovery through People – The case of Albanian Tourism
- Business and Law (March 2004). Co-referee in the conference with the theme: “Contractual freedom and Contemporary Phenomenon of Contracts; Standard Condition Contracts”.
- The Conference is organized by the Foundation for Economic Education of Youth/Albanian Junior Achievement funded from USAID and Open Society for Albania-Soros.
- Business and Law (April 2003). Co-referee in the conference with the theme: “Law in front of Contemporary Business Phenomena”. The Conference is organized from the Foundation for Economic Education of Youth/ Albanian Junior Achievement funded from USAID.
- Conference on Economic Education for East and Central East European Countries held in Russia (Year 2000). Coauthor of the paper: Challenges of Economic Education in Albania. Conference is organized from National Council on Economic Education, USA.