



PERSONAL INFORMATION

Name / Surname	Alerta (Shtepani) BASHA
Address	Street Dardania, House Nr.35 Tirane
Cell	-
E-mail	ashtepani@ubt.edu.al alerta.basha29@gmail.com
Nationality	Albanian
Birthday	29.08.1987

WORK EXPERIENCE

Date (from – to)	2012 – 2014 (part time)
Name and address of employer	Agriculture University of Tirana, Faculty of Economy and Agribusiness
Type of work	Assistant lecturer
Duties and responsibilities	Assistant External Lecturer of Statistics and Business Statistics

Date (from – to)	2014 ongoing (full time)
Name and address of employer	Faculty of Economics and Agribusiness, Agricultural University of Tirana, Albania.
Type of work	Lecturer
Duties and responsibilities	Teaching (lectures and seminars) Statistics, Business Statistics and Demography

Date (from – to)	January 2019 – ongoing (part - time)
Name and address of employer	University of Metropolitan Tirana
Type of the firm or sector	Private University
Type of work	Lecturer
Duties and responsibilities	Lectures and seminars on the subjects: Reward Management, Entry into Entrepreneurship, Basics of Tourism Management, Economics in Tourism.

Date (from – to)	2012 - 2017
Name and type of education Institution	Agriculture University of Tirana,
Qualification	Doctoral Studies at the Faculty of Economic and Agribusiness; Department of Economics and Rural Development Policies
Theme:	Doctoral School of “Evaluation of Consumer Preferences for Dairy Products in Albania”
Duties and responsibilities	Research topic “Evaluation of UHT country milk; Imported UHT; milk Pasteurized milk; Open milk”.
Date (from – to)	2008-2010
Name and type of education institution	Agriculture University of Tirana, Faculty of Economic and Agribusiness
Qualification	Second level Diploma (Master of Science), Agriculture University of Tirana, Faculty of Economic and Agribusiness, Department of economics and Rural Development Policies
Average in two years	9.8
Date (from – to)	2005-2008
Name and type of education institution	Agriculture University of Tirana, Faculty of Economic and Agribusiness
Qualification	First level diploma; Bachelor, Agriculture University of Tirana, Faculty of Economic and Agribusiness, Department of Economics and Rural Development Policies
Average	8.5
Date (from – to)	21 September 2020 – 24 February 2021
Name and type of education institution	Wageningen Centre for Development Innovation (WC DI), Netherlands
Qualification and training	I have attended the international course “Competition of Farmer Agency for Rural Economies (FARE)” Course held online by WC DI, Wageningen, and Centre for Development Innovation (WC DI)
Contact:	training.cdi@wur.nl melike.hemmami@gmail.com
Date (from – to)	July 19 – 23/2021
Name and type of education institution	Warsaw University of Life Sciences – SGGW
Qualification and training	ERASMUS+ Training Staff Mobility, Warsaw. Poland. Participation in new in- depth training on new technologies for e-learning. Gaining knowledge and skills and establishing cooperation between the host university (SGGW) and the home university (AUT) in the field of statistics, demographics, data interpretation, correlation and regression. A combination of two main specifications such as information technology for the benefit of statistics and its data.
Contact:	luiza_ochnio@sggw.edu.pl , erasmusplus@sggw.edu.pl

PERSONAL SKILLS AND KNOWLEDGE

NATIVE LANGUAGE **ALBANIAN**

OTHER LANGUAGES

	ENGLISH
• Reading level	Very Good
• Writing level	Very Good
• Speaking level	Very Good

	ITALIAN
• Reading level	Good
• Writing level	Good
• Speaking level	Very Good

	SPANISH
• Reading level	Good
• Writing level	Good
• Speaking level	Good

WORK SKILLS AND ADAPTIONS IN GROUP

Possess good communication skills and familiarity in different working groups, thanks to diverse experiences. The goal of life; to be a successful mother and wife to my family!

ORGANIZATIVE SKILLS

Very good organizational skills, consistency between interaction and orientation". Managing and coordinating her classes. She is an ambitious and driven woman, highly organized and detail-oriented candidate.

KNOWLEDGE AND TECHNICAL SKILLS

Database
Programming in MS-DOS
Competence in programs Office (Very well)
Alpha accounting, Finance 5
Good use in the program, Statistical Software in Social Sciences SPSS, Gretel, E-Views, Minitab Self-taught and in various courses.
Hold patent class B.

My Ph.D. thesis / Technique used

In the context of the work methodology used analysis of customer preferences, for some important products agro-food, applying the method of analyzing the selection of attributes (conjoint Analysis) or otherwise the joint investigation and analysis of class latency (Latent Class Analysis, LCA).

This method is used in the analysis of consumer preferences milk as a product base and significant in the Albanian market and the assessment of the relative importance of attributes and levels of attributes of milk such as: % fat, the type of milk is and the price (see table 31,32,33). Based on these methods (CA and LCA) enable the classification of customers in classes according to their preferences and preferences assessed for each consumer group and the willingness of consumers to pay for above mentioned key attributes.

Product attributes and their levels were identified based on literature review, expert assessment and expert panel discussions. The study (the taking of the sample), has been localized in the two most populated cities in Albania, Durres and Tirana. The basis of the study was the collection of data, obtained from the realization of interviews with the Customers Milky directly. In this study, the realization of the questionnaire and data processing is carried out in the period March 2015 to February 2016. The average duration of the interview with a customer was 15 to 25 minutes.

During the interview, customer, are taken into consideration, all the questions of our questionnaire ranging from gender, age, birthplace, residence, income ... etc., through random selection of our sample. During processing and data entry into the program, it was found that 200 respondents (except one of them) to both areas of Tirana and Durrës, correctly and pleasure answered questions asked by our questionnaire.

Respondents it comes to both sexes, have responded with kindness and confidence interviews conducted. Stronghold of the interviews that have been interviewed .The any dates have been taken directly from the interviewers and at the same time were thrown in the questionnaire. Subsequently these data were thrown into Microsoft Excel program by regrouping and took the program SPSS (Statistical Program Social Science).

The data acquired from the questionnaires are processed by known program SPSS (Statistical Program Social Science). In this program was elaborated socio-demographic data of consumers interviewed.

The questionnaires were designed based on expert evaluation and focus groups, literature review, interviews with consumers. Also, the questionnaire was tested on the ground before being coded. 200 interviews were selected in total, 100 interviews of milk consumer were selected in Tirana in different neighborhoods, while 100 others of milk consumers in Durres with, again in different neighborhoods .

Graduated in General Economic Rural

Alerta (Shtepani) BASHA, born 29.08.1987, Tirana, Albania. I have completed my studies at the Agricultural University of Tirana, Department: Economics and Agrarian Policy, Bachelor and Master of Science in 2005-2010 with high results. Having always been very demanding on myself, I began my doctoral studies at the Agricultural University of Tirana in the department: "Economics and Agrarian Policy" with the topic: "*Evaluation of Consumer Preferences for Dairy Products in Albania*" The focus area of the study was: Tirana-Durres.

In 2012-2014 I worked as an Assistant External Lecturer at Agricultural University of Tirana, Department of Economics and Rural Development Policy, in the field of Business Statistics and Statistics.

In December 2014 I was appointed as an internal lecturer at Agricultural University of Tirana in the Department of "Economics and Rural Development Policy in Subjects: Statistics, Business Statistics and Demographics.

In January 2019 onwards I was appointed as an external lecturer at the University of Metropolitan Tirana" (Private University), in the Department of Business Administration as well as Tourism and Hotel Management and Events mainly in the following areas: Compensation Management, Basics of Tourism Management, and Economics of tourism.

In March 2021 I became a co-author of a text "descriptive statistics", Authors "Myslym Osmani", "Arben Kambo", "Alerta Basha (Shtepani)".

21 September 2020 – 24 February 2021: I have attend the international course “Completion of FarmerAgency for Rural Economies (FARE)” Course held online by WCDI, Wageningen Centre for Development Innovation (WCDI). Contact: training.cdi@wur.nl melike.hemmami@gmail.com

July 19 – 23/2021- ERASMUS+ TrainingStaff Mobility, Warsaw University of Life Sciences –SGGW,contact person; luiza_ochnio@sggw.edu.pl

List of publications and scientific participations

Alerta SHTEPANI, Ana KAPAJ, (first Author)”An Analysis of Household Consumption of Dairy Products” International Scientific Conference “Contemporary Development – Challenges and Perspectives” University of “Academy of Business” Tiranë, June 2013

Alerta SHTEPANI, Ana KAPAJ, (first Author) “[Dairy Products Trends in Albanian Consumption]”, ANNUAL MEETING OF INSTITUTE ALB- SHKENCA,Conference of Economic Sciences ,date 29-30 August 2013.

Alerta SHTEPANI, Ana KAPAJ, (first Author), “Milk and Yogurt products in Albania” in the 3-rd International Virtual Conference on Advanced Scientific Results-scieconf 2015 held at www.scieconf.com during May, 25-29, 2015, Slovakia/ISSBN:978-80-554-1059-3

Eralda Shore, Ana Kapaj, Henrieta Themelko, Alerta Shtepani, Alvina Coku, Olgerta Visi. “Level of bad loans and impact in bank operational efficiency” The 3 International conference on advanced scientific results, Publications may 35,29, 2015. www.scieconf.com .ISBN:978-80-554-1059-3

Alerta Basha, Ludjana Vero, Albana Bjrarnaj, Eralda Shore, Ana Kapaj “Consumer preferences for milk product in Albania”, www.gv-conference.com, April,18-22,2016

Alerta Basha, Ludjana Vero, Raimonda Ajdini, Arjola Luci, Jerina Vukaj. www.scieconf.com, June,6-10,2016

Alerta Basha, Luziana Hoxha, “Consumer behavior in the olive oil market in Albania, assessed through the method of descriptive analysis” National conference at the Agricultural University of Tirana, Faculty of Biotechnology and Food, December 2020, www.ubt.edu.al

DR.ALERTA BASHA^{1*}, PROF.DR IZTOK PODBREGAR², PROF.DR MYSLYM OSMANI³, DR.JONA KERI⁴ “Challenges and opportunities of teleworking; covid-19 in Albania, evaluated through descriptive analysis method” ICOALS III- 3rd International Conference on Agriculture and Life Sciences in Albania.

ARTICLE:

Alerta Basha, Ludjana Vero, Ana Kapaj, Arjola Luci, Jerina Vukaj,”Consumer impacts for milk production in Albania”, Volume 2/Issue/08/Pages-721-728/Aug- 2016/ISSN(e):2395-7220

Alerta Basha, Ludjana Vero, Ana Kapaj, Mamica Salaj,”The market study of UHT milk in Albania”,Volume 2/Issue/09/Pages-897-903/Sept-2016/ISSN(e): 2395-7220.

Alerta Shtepani, Ana Kapaj, “An Analysis of Household Consumption of Dairy Products”,Vol.3,No.7,2015/ISSN 2309-0405

Eralda Shore,Alvina Coku, Edmond Kadiu, Alerta Shtepani,”Competitive Advantages for Attracting FDI in Improving the Business Climate in the Agricultural Sector of the Albanian Economy”,Vol.7,No 4,July 2016/ISSN 2039-2117(online)/ISSN203-9340