

	Dr. Gentjan Çera Lektor për Analizën financiare, Financë, Bazat e punës kërkimore Departamenti Financë-Kontabilitet Fakulteti i Ekonomisë dhe Agrobiznesit Univeristeti Bujqësor i Tiranës Tel: E-mail: gcera@ubt.edu.al
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Field Code Changed

Karriera / Arsimi

2022 – now Lektor
2017 – 2022 Studimet e doktoraturës PhD
2014 – now Konsulent për Bankën Botërore, UNDP, FAO etc.
2013 – 2022 Assistant profesori
2011 – 2013 Master i shkencave (MSc)
2008 – 2011 Studimet Bachelor

Shërbimi në Organizata Profesionale

Since 2023 Anëtar Bordi të [Journal of Business Sectors](#)
2013 – 2017 Organizator i Konferencave Studentore tek Universiteti Bujqësor i Tiranës

Fokusi i Kërkimit Shkencor

Sjellja financiare, Analiza financiare, Vlerësime të Impaktit Socio-Ekonomike, Adaptimi i teknologjisë në nivel ferme

Fokusi në Mësimdhënie

Finacial analysis, Finance, Basics of scientific work

Publikime.

Numri total i publikimeve:

 Google Scholar: 63
 ResearchGate: 62
 ORCID iD: [0000-0002-9324-181X](https://orcid.org/0000-0002-9324-181X)

10 nga publikimet më të rëndësishme

Murrja, A., & Cera, G. (2025). Exploring the role of five key risks for apple farmers: An explanatory and inferential analysis. *South East European Journal of Economics and Business*, 20(1), 53-67.
DOI: [10.2478/jeb-2025-0005](https://doi.org/10.2478/jeb-2025-0005) Scopus Q3, Web of Science, $if_{2023}=1.2$ (Q4)

- Çera, G. & Khan, K.A. (2024) Mobile Banking Intention: Nexus Between Innovation, Tech Adoption, and Gamification. *Journal of East-West Business*, 30(4), 1-17. DOI: [10.1080/10669868.2024.2347165](https://doi.org/10.1080/10669868.2024.2347165), Scopus Q2, Web of Science, if₂₀₂₀=1.2 (Q2)
- Çera, G. and Ndou, V. (2024) The role of innovation and social media in explaining corporate social responsibility–business sustainability nexus in entrepreneurial SMEs, *European Journal of Innovation Management*, Vol. & No. ahead-of-print. <https://doi.org/10.1108/EJIM-01-2024-0062>, Web of Science, if₂₀₂₀=5.10 (Q1)
- Cera, E., Cera, G. & Elezi, E. (2024) Commitment-based HRM and inbound open innovation in SMEs: the role of organizational trust and developmental culture. *Journal of Organizational Effectiveness: People and Performance*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JOEPP-05-2023-0203> Scopus Q2.
- Lushi, I., Çera, G., Murrija, A. & Ujkani, S. (2023). Linking farmers' bargaining power in trade to their plans for future economic activities. *South East European Journal of Economics and Business*. 18(2), 173-185. DOI: [10.2478/jeb-2023-0026](https://doi.org/10.2478/jeb-2023-0026) Scopus (Q2)
- Çera, G., Khan, A.K., Lashi, F. & Maloku, S. (2022) The role of generational cohorts in mobile banking adoption: Evidence from South-Eastern Europe. *International Journal of Services Technology and Management*, 28(1/2), 24-45. DOI: [10.1504/IJSTM.2022.123503](https://doi.org/10.1504/IJSTM.2022.123503) Scopus (Q4)
- Khan, K. A., Çera, G., & Alves, S. R. P. (2022). Financial Capability as a Function of Financial Literacy, Financial Advice, and Financial Satisfaction. *E&M Economics and Management*, 25(1), 143-160. <https://doi.org/10.15240/tul/001/2022-1-009> Web of Science, if₂₀₂₀=1.446 (Q3)
- Çera, G., Khan, K. A., Rowland, Z., & Ribeiro, H. N. R. (2021). Financial Advice, Literacy, Inclusion and Risk Tolerance: The Moderating Effect of Uncertainty Avoidance. *E&M Economics and Management*, 24(4), 105-123. Web of Science, if₂₀₂₀=1.446 (Q3) <https://doi.org/10.15240/tul/001/2021-4-007>
- Lushi, I., Çera, G., Halilaj, S., & Çera, E. (2021). Exploring the association between trust and contracting in agribusiness sector: Evidence from Albania. *Economics and Sociology*, 14(4), 304-316. doi:10.14254/2071-789X.2021/14-4/17 Scopus (Q2)
- Çera, G., Çera, E., Ribeiro, H. N. R., & Maloku, S. (2021). The role of trust in government and institutional environment in future business climate. *International Journal of Entrepreneurial Venturing*, 13(5), 425-442. DOI: [10.1504/IJEV.2021.119143](https://doi.org/10.1504/IJEV.2021.119143) Scopus (Q2)
- Belas, J., Çera, G., Dvorský, J. & Čepel, M. (2020). Corporate social responsibility and sustainability issues of small- and medium-sized enterprises. *Corporate Social Responsibility and Environmental Management*. Early view, 1–10. <https://doi.org/10.1002/csr.2083> Web of Science, if₂₀₁₉=4.542 (Q1)