



UNIVERSITETI - UNIVERSITY - UNIVERZITET
"HAXHI ZEKA"

CURRICULUM VITAE

1. Family Name:	Ahmeti
2. First Name:	Besfort
3. Nationality:	Albanian
4. Date of Birth	16.03.1990
5. Gender:	Male
6. Contact details:	
<i>Email:</i>	besfort.ahmeti@unhz.eu ; besfort.ahmeti@gmail.com
<i>Tel:</i>	+38344687879
7. Education Degree:	
<i>Institution:</i>	University of Ljubljana, Faculty of Economics
<i>Expected Graduation Date:</i>	In progress
<i>Degree:</i>	Doctorate in Economics and Business
<i>Institution:</i>	American College of Thessaloniki
<i>Degree Date:</i>	2013
<i>Degree/ Master :</i>	Master in Business Administration
<i>Institution:</i>	American University in Kosovo
<i>Degree Date:</i>	2012
<i>Degree / Doctorate :</i>	Bachelor of Science
8. Academic Degree:	
<i>Degree:</i>	Teaching Assistant
<i>Institution:</i>	Unviersity "Haxhi Zeka" in Peja
<i>Degree Date:</i>	October 2016

9. Scientific Publications:		
Scientific journal		
<i>Title of paper</i>	<i>Journal name</i>	<i>Year / Volume / Pages</i>
<i>The Impact of Financial Education of Young People on Their Financial Planning Behaviour</i>	Human Research in Rehabilitation	2023, 13(2): 249-263
<i>Digital Marketing Insights and Opportunities in Kosovo</i>	Iliria International Review	2015/2
Abstracts from the International and National Conferences		
<i>Title of paper</i>	<i>Journal name</i>	<i>Year / Volume / Pages</i>
<i>The impact of artificial intelligence platforms on higher education teaching in Kosovo</i>	XVIII Annual International Meeting "Artificial Intelligence in Education and Scientific Research"	October 2023
<i>Does fair treatment in the workplace matter? An assessment of enterprises by young workers in Kosovo</i>	International Conference on Economic Security in The Global Environment	June 2022
<i>The Impact Of The Pandemic (Covid-19) On The Digitalization Of Businesses In Kosovo</i>	International Conference on Applied Business and Economics - Virtual ICABE	November 2021
<i>The Main Measures Of Fiscal, Monetary And Macro-Financial Policies of The Western Balkans Countries During The Pandemic Period in Function of Economic Recovery</i>	5th International Scientific Conference in Business and Economics (BECON 2020)	October 2020

<i>The Linkage Between University Study Programs and The Job Market in Kosovo</i>	Konferenca e 2-të Shkencore Ndërkombëtare "Nxitja e Zhvillimit të Qëndrueshëm në Biznes, Turizëm dhe Agrobiznes në Vendet e Ballkanit". Universiteti "Haxhi Zeka" Pejë	December 2018
<i>Perceived Price Fairness of Dynamic Pricing: From Antecedents to Outcomes</i>	EBR Annual Conference - Towards a Better Future: The Triple Challenge of Profit, People and Planet	June 2018
<i>Pricing in the Digital Era: A closer Look at Dynamic Pricing</i>	2nd International Scientific Conference on Innovative Marketing	February 2018
<i>The Job Market in Kosovo: An Overview</i>	Konferenca Shkencore Ndërkombëtare "Politikat qeveritare dhe zhvillimi ekonomik – rajoni i Europes Jug – Lindore" Universiteti "Haxhi Zeka" Pejë	November 2017
<i>Digital Marketing and Its Penetration Opportunities in Kosovo</i>	Konferenca e 10-të Ndërkombëtare e Institutit Alb-Shkenca	2015
Other publications		
<i>Title of paper</i>	<i>Journal name</i>	<i>Year / Volume / Pages</i>
<i>Internet Usage in Kosovo</i>	Digital Spoiler	2014

CRM – A Successful Misconception	Digital Spoiler	2014
4 Reasons Why Digital Marketing Services May “click” in Kosovo	Digital Spoiler	2014
10. Work experience record:		
<i>Dates:</i>	October 2016 – Current	
<i>Location:</i>	Peja, Kosovo	
<i>Name of the Institution:</i>	Univeristy “Haxhi Zeka” – Faculty of Business	
<i>Position:</i>	Teaching Assistant	
<i>Dates:</i>	March 2019 – March 2020	
<i>Location:</i>	Prishtina, Kosovo	
<i>Name of the Institution:</i>	Open Data Kosovo	
<i>Position:</i>	Tech Lead	
<i>Dates:</i>	November 2017 – February 2018	
<i>Location:</i>	Prishtina, Kosovo	
<i>Name of the Institution:</i>	Universum College	
<i>Position:</i>	Lecturer	
<i>Dates:</i>	September 2016	
<i>Location:</i>	Prishtina, Kosovo	
<i>Name of the Institution:</i>	Management Development Associates	
<i>Position:</i>	Trainer – Entrepreneurship Module	
<i>Dates:</i>	October 2015 – June 2016	
<i>Location:</i>	Prishtina, Kosovo	
<i>Name of the Institution:</i>	University of Prishtina “Hasan Prishtina” – Faculty of Economics	
<i>Position:</i>	Teaching Assistant	
<i>Dates:</i>	February 2015 – January 2016	

<i>Location:</i>	Prizren, Kosovo
<i>Name of the Institution:</i>	Univeristy "Ukshin Hoti"
<i>Position:</i>	Teaching Assistant
<i>Dates:</i>	April 2016 – August 2016
<i>Location:</i>	Prishtina
<i>Name of the Institution:</i>	Red Mill Agency
<i>Position:</i>	Project Coordinator
<i>Dates:</i>	November 2014 – February 2015
<i>Location:</i>	Zug, Switzerland (Online)
<i>Name of the Institution:</i>	Start Out GmbH
<i>Position:</i>	Marketing Consultant
<i>Dates:</i>	October 2010 – October 2012
<i>Location:</i>	Prishtina
<i>Name of the Institution:</i>	Selmans Network
<i>Position:</i>	Marketing Manager
10.1 Voluntary work	
<i>Dates:</i>	April 2015
<i>Location:</i>	California, USA (Online)
<i>Name of the Institution:</i>	Coursera
<i>Position:</i>	Language Coordinator
11. Education and training:	
<i>Dates:</i>	17.12.2018
<i>Title of qualification awarded:</i>	Successful Completion of Training
<i>Principal subjects/occupational skills covered:</i>	"Writing Competitive Proposals for EU Funded Projects"

<i>Name and type of institution providing education and training:</i>	Erasmus +
<i>Dates:</i>	May 2015
<i>Title of qualification awarded:</i>	Certificate in Inbound Marketing
<i>Principal subjects/occupational skills covered:</i>	Comprehensive marketing certification covering the core elements of the inbound marketing methodology such as: attracting visitors, converting them to customers or close clients, and keeping these satisfied customers happy. Other elements of the modern marketing strategy are covered, like SEO, blogging, social media, email marketing, visitor education, etc.
<i>Name and type of institution providing education and training:</i>	HubSpot Academy
<i>Dates:</i>	Mars 2017
<i>Title of qualification awarded:</i>	Course "Introduction to Consumer Neuroscience and Neuromarketing"
<i>Principal subjects/occupational skills covered:</i>	Basic concepts of consumer neuroscience from a scientific point of view and the possible connection to neuromarketing.
<i>Name and type of institution providing education and training:</i>	Copenhagen Business School (Coursera)
12. Additional information:	
<i>Organizational skills and competences:</i>	Very comfortable in spoken and written communications; strong work ethic; interpersonal communication; well-

	organized; creative; open-minded; detail-oriented; problem solving; analytical		
<i>Computer skills and competences:</i>	Advanced computer and internet skills. Microsoft Office: Word, Excel, PowerPoint, Project, Visio Adobe Creative Suite: Illustrator, Photoshop, InDesign Research: R, nVivo, Spss		
<i>Language skills: (1 to 5: 1 lowest - 5 fluent)</i>			
<i>Language.</i>	<i>Speaking</i>	<i>Writing</i>	<i>Reading</i>
Albanian	5	5	5
English	5	5	5
German	1	1	1
<i>Awards and Membership:</i>			
<i>January 2018</i>	Co-founder and Assembly Member NGO "e'du"		
<i>November 2017</i>	Organizing Committee Member <i>International Scientific Conference "Government policies and economic development - south – east europe region"</i> University "Haxhi Zeka" Peja		
<i>September 2017 – Current</i>	Member of the Steering Committee of the Doctoral Programme <i>University of Ljubljana, Faculty of Economics</i>		
<i>2016</i>	Doctoral Studies Scholarship Award MEST		
<i>2012</i>	Merit Scholarship Award <i>American College of Thessaloniki</i>		
<i>2012</i>	Extensive Contribution Award <i>AUK Media Club</i>		
<i>2011 – 2012</i>	Vice President of the Club <i>AUK Media Club</i>		
<i>2011 – 2012</i>	Member <i>AUK Charity Club</i>		



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1. Mbiemri:	Ahmeti
2. Emri:	Besfort
3. Nacionaliteti:	Shqiptar
4. Shtetësia:	Kosovar
5. Data e Lindjes:	16.03.1990
6. Gjinia:	Mashkull
7. Detajet kontaktuese:	
<i>Email:</i>	besfort.ahmeti@unhz.eu ; besfort.ahmeti@gmail.com
<i>Tel:</i>	+38344687879
8. Niveli Arsivor:	
<i>Institucioni:</i>	Universiteti i Lubljanës, Fakulteti Ekonomik
<i>Data:</i>	Në proces
<i>Diploma:</i>	Doktoratë në Ekonomi dhe Biznes
<i>Institucioni:</i>	Kolegji Amerikan i Selanikut
<i>Data e diplomimit:</i>	2013
<i>Diploma:</i>	Master në Administrim Biznesi
<i>Institucioni:</i>	Universiteti Amerikan në Kosovë
<i>Data e diplomimit:</i>	2012
<i>Diploma:</i>	Bachelor i Shkencës
9. Titulli akademik:	
<i>Titulli:</i>	Asistent
<i>Institucioni:</i>	Universiteti "Haxhi Zeka" Pejë
<i>Data e zgjedhjes:</i>	Tetor 2016

10. Publikimet shkencore		
Revistat Shkencore		
<i>Titulli i punimit</i>	<i>Emri i revistës</i>	<i>Viti / Vëllimi / faqet</i>
<i>The Impact of Financial Education of Young People on Their Financial Planning Behaviour</i>	Human Research in Rehabilitation	2023, 13(2): 249-263
<i>Digital Marketing Insights and Opportunities in Kosovo</i>	Iliria International Review	2015/2
Përmbledhje (abstraktet) nga Konferencat Ndërkombëtare dhe Kombëtare Shkencore		
<i>Titulli i punimit</i>	<i>Emri i revistës</i>	<i>Viti / Vëllimi / faqet</i>
<i>Ndikimi i platformave me inteligjencë artificiale në mësimnxënie në arsimin e lartë në Kosovë</i>	Takimi XVIII Vjetor Ndërkombëtar "Inteligjenca Artificiale në arsim dhe në kërkim shkencor"	Tetor 2023
<i>Does fair treatment in the workplace matter? An assessment of enterprises by young workers in Kosovo</i>	International Conference on Economic Security in The Global Environment	Qershor 2022
<i>The Impact Of The Pandemic (Covid-19) On The Digitalization Of Businesses In Kosovo</i>	International Conference on Applied Business and Economics - Virtual ICABE	Nëntor 2021
<i>The Main Measures Of Fiscal,</i>	5th International Scientific Conference in Business and Economics (BECON 2020)	Tetor 2020

<i>Monetary And Macro-Financial Policies of The Western Balkans Countries During The Pandemic Period in Function of Economic Recovery</i>		
<i>The Linkage Between University Study Programs and The Job Market in Kosovo</i>	Konferenca e 2-të Shkencore Ndërkombëtare “Nxitja e Zhvillimit të Qëndrueshëm në Biznes, Turizëm dhe Agrobiznes në Vendet e Ballkanit”. Universiteti “Haxhi Zeka” Pejë	Dhjetor 2018
<i>Perceived Price Fairness of Dynamic Pricing: From Antecedents to Outcomes</i>	EBR Annual Conference - Towards a Better Future: The Triple Challenge of Profit, People and Planet	Qershor 2018
<i>Pricing in the Digital Era: A closer Look at Dynamic Pricing</i>	2nd International Scientific Conference on Innovative Marketing	Shkurt 2018
<i>The Job Market in Kosovo: An Overview</i>	Konferenca Shkencore Ndërkombëtare “Politikat qeveritare dhe zhvillimi ekonomik – rajoni i Europes Jug – Lindore” Universiteti “Haxhi Zeka” Pejë	Nëntor 2017

<i>Digital Marketing and Its Penetration Opportunities in Kosovo</i>	Konferenca e 10-të Ndërkombëtare e Institutit Alb-Shkenca	2015
Publikime te tjera		
<i>Titulli i punimit</i>	<i>Emri i revistës</i>	<i>Viti / Vëllimi / faqet</i>
<i>Internet Usage in Kosovo</i>	Digital Spoiler	2014
<i>CRM – A Successful Misconception</i>	Digital Spoiler	2014
<i>4 Reasons Why Digital Marketing Services May “click” in Kosovo</i>	Digital Spoiler	2014
11. Përvoja e punës:		
<i>Data:</i>	Tetor 2016 – E tanishme	
<i>Vendi:</i>	Pejë, Kosovë	
<i>Emri i Institucionit:</i>	Universiteti “Haxhi Zeka” – Fakulteti i Biznesit	
<i>Pozita:</i>	Asistent	
<i>Data:</i>	Mars 2019 – Mars 2020	
<i>Vendi:</i>	Prishtinë, Kosovë	
<i>Emri i Institucionit:</i>	Open Data Kosovo	
<i>Pozita:</i>	Tech Lead	
<i>Data:</i>	Nëntor 2017 – Shkurt 2018	
<i>Vendi:</i>	Prishtinë, Kosovë	
<i>Emri i Institucionit:</i>	Kolegji Universum	
<i>Pozita:</i>	Ligjërues	
<i>Data:</i>	Shtator 2016	
<i>Vendi:</i>	Prishtinë, Kosovë	
<i>Emri i Institucionit:</i>	Management Development Associates	
<i>Pozita:</i>	Trajner - Moduli i Ndërmarrësisë	

<i>Data:</i>	Tetor 2015 – Qershor 2016
<i>Vendi:</i>	Prishtinë, Kosovë
<i>Emri i Institucionit:</i>	Universiteti i Prishtinës “Hasan Prishtina” – Fakulteti Ekonomik
<i>Pozita:</i>	Asistent
<i>Data:</i>	Shkurt 2015 – Janar 2016
<i>Vendi:</i>	Prizren, Kosovë
<i>Emri i Institucionit:</i>	Universiteti “Ukshin Hoti” – Fakulteti Ekonomik
<i>Pozita:</i>	Asistent
<i>Data:</i>	Prill 2016 – Gusht 2016
<i>Vendi:</i>	Prishtinë
<i>Emri i Institucionit:</i>	Red Mill Agency
<i>Pozita:</i>	Koordinator i Projekteve
<i>Data:</i>	Nentor 2014 – Shkurt 2015
<i>Vendi:</i>	Zug, Zvicër (Online)
<i>Emri i Institucionit:</i>	Start Out GmbH
<i>Pozita:</i>	Konsulent i Marketingut
<i>Data:</i>	Tetor 2010 – Tetor 2012
<i>Vendi:</i>	Prishtinë
<i>Emri i Institucionit:</i>	Selmans Network
<i>Pozita:</i>	Menaxher i Marketingut
11.1 Puna vullnetare	
<i>Data:</i>	Prill 2015 – E Tanishme
<i>Vendi:</i>	Kaliforni, SHBA (Online)
<i>Emri i Institucionit:</i>	Coursera
<i>Pozita:</i>	Koordinator i Gjuhës
12. Arsimimi dhe trajnimet:	
<i>Data:</i>	17.12.2018
<i>Kualifikimi i arritur:</i>	Përfundim i Suksesshëm i Trajnimit

<i>Temat kryesore/shkathtësitë profesionale të arritura:</i>	“Writing Competitive Proposals for EU Funded Projects”
<i>Organizuar nga: emri i institucionit:</i>	Erasmus +
<i>Data:</i>	Maj 2015
<i>Kualifikimi i arritur:</i>	Certifikim në Marketing të Brendshëm
<i>Temat kryesore/shkathtësitë profesionale të arritura:</i>	Certifikim shumëpërfshirës i marketingut që mbulon elementet thelbësore të metodologjisë së brendshme të marketingut si: tërhiqja e vizitorët, konvertimi i tyre në konsumatorë apo klientë të afërt dhe mbajta e këtyre klientëve të kënaqur. Pastaj, përfshihen elemente tjera të strategjisë moderne të marketingut si: SEO, blogging, mediat sociale, marketingu përmes emailit, edukimi i vizitorëve, etj.
<i>Organizuar nga: emri i institucionit:</i>	HubSpot Academy
<i>Data:</i>	Mars 2017
<i>Kualifikimi i arritur:</i>	Kursi “Hyrje në Neuroshkencën e Konsumatorëve dhe Neuromarketingu”
<i>Temat kryesore/shkathtësitë profesionale të arritura:</i>	Basic concepts of consumer neuroscience from a scientific point of view and the possible connection to neuromarketing.
<i>Organizuar nga: emri i institucionit:</i>	Copenhagen Business School (Coursera)
13. Informata shtesë:	
<i>Shkathtësitë organizative dhe kompetencat:</i>	Pregatitje e lartë profesionale në komunikimin e shkruar, oral dhe ndërpersonal; etikë e theksuar e punës; kreativ; mendje-hapur; organizator shumë i mire; aftësi analizuese; vëmendje tek detajet

<i>Shkathtësitë kompjuteri dhe kompetencat:</i>	Aftësi të avancuara në përdorim të kompjuterit dhe internetit. Microsoft Office: <i>Word, Excel, PowerPoint, Project, Visio</i> Adobe Creative Suite: <i>Illustrator, Photoshop, InDesign</i> R, nVivo, Spss		
<i>Shkathtësitë të gjuhës: (1 deri 5: 1 vlerësimi më i ulët - 5 fluent)</i>			
<i>Gjuha</i>	<i>Konverzimi</i>	<i>Shkrimi</i>	<i>Leximi</i>
Shqipe	5	5	5
Angleze	5	5	5
Gjermane	1	1	1
Shpërblimet dhe anëtarësimet:			
<i>Janar 2018</i>	Bashkëthemelues dhe Anëtar i Kuvendit të Organizatës OJQ "e'du"		
<i>Nëntor 2017</i>	Anëtar i Këshillit Organizues Konferenca Shkencore Ndërkombëtare "Politikat qeveritare dhe zhvillimi ekonomik – rajoni i Europes Jug – Lindore" Universiteti "Haxhi Zeka" Pejë		
<i>Shtator 2017 – E tanishme</i>	Anëtar i Komitetit Drejtues të Programit të Doktoratës Universiteti i Lubllanës, Fakulteti Ekonomik		
<i>2016</i>	Fitues i Bursës për Studime të Doktoratës MASHT		
<i>2012</i>	Fitues i Bursës me Meritë Kolegji Amerikan në Selanik		
<i>2012</i>	Mirënjohje për kontribut gjithëpërfshirës në klub Klubi i Mediave – AUK		
<i>2011 - 2012</i>	Zv. President i Klubit Klubi i Mediave - AUK		
<i>2011-2012</i>	Anëtar Klubi i Bamirësisë – AUK		