



KEJDA NUHU

PHD

CAREER OVERVIEW

PHD. Kejda Nuhu is a Lecturer at the Faculty of Applied Sciences and Creative Industries and Research and Development Coordinator

FIELDS OF EXPERTISE

- Innovation, Marketing, Entrepreneurship, Tourism

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BIO

Dr. Kejda Nuhu studied "Economics, Finance and Law in Enterprise Management", bachelor degree, and "Enterprise Management, Innovation and Internationalization", master degree, at the University of Rome "La Sapienza", Italy.

In 2017, she received her Ph.D from Sapienza University of Rome (Italy) in an interdisciplinary field, such as Innovation Management, focusing on the study of the phenomenon of crowdfunding as a tool for preliminary testing of products. During her doctoral years, she was involved in the Spin-Off Office of Sapienza University gathering experience in University and Industry collaboration best practices.

Academic experience as a lecturer of the subjects of: "Marketing Management", "Innovation Management", "Tourism Management", and professional experience in project writing and implementation.