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Research Interest: Organizational Behavior, Entrepreneurial Behavior, Dark Side of Entrepreneurship, EU enlargement policy, Tourism, and Rural Development.

Selected publications:

- Keçi, I., Mbrica, A., & Ymeraj, A. (2023) Technological Advances and the Fourth Industrial Revolution. Challenges Towards Conscious Capitalism. Technology, Business, and Sustainable Development. Advances for People, Planet and Profit. Chapter 03, 1st edition, Routledge, Taylor & Francis Group, DOI: 10.4324/9781003293187-3
- Mbrica, A., Braholli, A., Qosja, E. & Licaj, B. (2023) Analysis of the tourism quality of the Durres Region under the perspective of tourism stakeholders. Journal of Tourism Theory and Research, 9(1), 1-7. Retrieved from <https://doi.org/10.24288/jttr.1160950>
- Mbrica, A., Gjata E. & Keçi, I. (2022) The relationship between narcissism and entrepreneurship. In. Ateljević, J., Iacobucci, D. & Petrović, J. (Eds), 9th REDETE Conference on "Present and Future Challenges in Regional Development in the Adriatic-Ionian Region (pp.215-222) University of Banja Luka, Faculty of Economics. ISBN 978-99976-57-16-9. Retrieved from <https://www.redete.org/assets/content/conf-prog/conf-proceedings-2022.pdf>
- Mbrica, A., Panin, B., Keçi, I. & Qosja, E. (2022) The relationship between entrepreneurship education and individual entrepreneurial orientation. In. Ž. Živković (Eds), International May Conference on Strategic Management – IMCSM22: Vol.18 (1) (pp. 141 – 150) University of Belgrade, Technical Faculty, Management Department. ISBN 978-86-6305-129-4. Retrieved from <https://drive.google.com/file/d/1wcrG5Hbo7AArG4BOUzopNfEIIM60H0Fh/view>
- Qosja, E., Liçaj, B., Mbrica, A. & Braholli, A. (2022) Analysis of the tourist offer of the Vlora Region, from the viewpoint of tourism stakeholders, Economicus, 21, UET Press. pp.63-77
- Mbrica, A (2017) Tourists' Perceptions on Ecotourism, In. Re-engineering reforms for a new model of economic growth and social development. International Scientific Conference Albanian Studies Days IV. (pp.477-482) UET Press. ISBN 978-9928-236-40-1
- Mbrica, A. (2016) Impact of Pre-Accession Assistance of EU in Dairy Sector. International Journal of Engineering Sciences & Research Technology (IJESRT), 5(10), pp. 467-470. DOI: 10.5281/zenodo.160881
- Mbrica, A. (2016) Analysis of the Implementation Process of SAPARD and IPARD Programme in Slovenia and Macedonia. Economicus, 14 (2). UET Press.
- Mbrica, A., Kërçini, D. & (Xhiholli), Nurçe, Z. (2015) Impact Analysis of Pre-Accession Programmes

for Agriculture and Rural Development in Slovenia and Macedonia, Second International Conference on Business, Law, Administration and Social Sciences: proceedings of a conference, Tirana Business University & International Institute for Private, Commercial and Competition Law, Tirana, pp. 451-456. Retrieved from <https://tbu.edu.al/wp-content/uploads/2023/10/Proceedings-ICBLAS-II.pdf>

- Panin, B. & Mbrica, A. (2014) Potentials of Ecotourism as a Rural Development Tool on the Base of Motivation Factors in Serbia, International Scientific Conference: Sustainable Agriculture and Rural Development in Terms of the Republic of Serbia Strategic Goals Realisation within the Danube Region – Rural development and (un)limited resources, proceedings of a conference, Institute of Agricultural Economics, Belgrade, pp. 597-613. Retrieved from https://mpra.ub.uni-muenchen.de/58558/1/MPRA_paper_58558.pdf