



**PhD (c). Endri Plasari**

**Assistant Lecturer, Faculty of Information Technology, Tirana Business University College.**

**Job Experience:** Endri Plasari is an Albanian IT expert with a multifaceted background in IT, innovation, and academia, who currently serves as a faculty member at the Faculty of Information Technology at Tirana Business University, Tirana, where he imparts knowledge in Software Engineering, Data Structures, MIS, and Innovation Management at both Bachelor and Master levels. Holding a Master of Science in Business Informatics, a Bachelor's degree in Law, and a Bachelor's degree in Business Informatics, Endri's academic credentials are robust. His professional journey spans roles such as project coordinator, business analyst, software developer, and IT support specialist, showcasing a versatile skill set.

Fluent in Albanian, English, and Italian, Endri excels in communication, a vital trait that complements his technical proficiencies in various programming languages and software systems. His research interests lie at the intersection of information systems and agricultural competitiveness, focusing on the transformative potential of e-agriculture in rural Albania. This work aims to assess the impact of digital agricultural tools on local production and rural incomes, alongside exploring innovation drivers in rural development.

Endri's commitment to academia and research matches his active involvement in projects that bridge technology and education, such as implementing the Moodle Learning Management System at Luarasi University and coordinating international collaborations. His contributions to the field are further evidenced by his publications on topics ranging from e-agriculture applications for rural development to the role of social media in SEO, reflecting a deep engagement with contemporary issues in IT and innovation.