



**Dr. Aurela Braholli**

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Dr. Aurela Braholli is the Vice Dean of the Faculty of Business and Law at Tirana Business University College. She graduated from the Faculty of Economics at a public university and completed her Master's studies in Marketing at the same institution. Dr. Braholli earned her PhD from the Faculty of Economics and Agribusiness, completing her doctoral studies in 2019. She has extensive expertise beyond her core field in various public sectors, including management, coordination, and auditing. This diverse experience has enabled her to develop excellent skills and a broad perspective to address challenges with professionalism. From 2008 to 2018, she served as a part-time lecturer at various public and non-public universities. Dr. Braholli has published numerous papers both domestically and internationally and has participated in many international conferences.

Since 2019, she has held the position of full-time lecturer in the Department of Management and Marketing at another university, as well as the position of head of the teaching group for Marketing. Her teaching portfolio includes subjects such as: Principles of Marketing, Integrated Marketing Communication, Consumer Behavior, Hospitality and Tourism Management, and Marketing Management.