

# ENTREPRENEURSHIP AND INNOVATION

Location: UBT Prishtinë

Date: 18.07.2022 - 21.07.2022

Faculty: MBE

## AGENDA ITEMS

TYPE	ACADEMY	
DATE:	18.07.2022 -21.07.2022	
TIME	TOPIC AND SPEAKERS/LECTURERS	LOCATION
<b>DAY 1</b> <b>MONDAY – 18th JULY</b>		UBT- Prishtinë
17:00- 17:10	Official opening of SA; welcoming and SA guidelines- <b>Kestrim Avdimetaj</b>	
17:10- 18:30	Stimulating innovation with Lean Six Sigma – <b>Engelbert Zefaj</b>	
18:30-19:50	The role and impact of marketing on product distribution in international markets- <b>Granita Bunari (Comodita Home)</b>	
<b>DAY 2</b> <b>TUESDAY– 19th JULY</b>		UBT- Prishtinë
17:00- 18:20	Entrepreneurship Marketing - <b>Nora Sadiku-Dushi</b>	
18:20- 19:40	TBD	

<p><b>DAY 3</b>  <b>WEDNESDAY - 20th</b>  <b>JULY</b>  <b>17:00-18-20</b></p> <p><b>18:20-19:40</b></p>	<p>SMEs and the business environment in Kosovo – <b>Enver Krasniqi</b></p> <p>Human resource management and supply chain - <b>Zana Lipoveci (ETC,Elkos)</b></p>	<p>UBT- Prishtinë</p>
<p><b>DAY 4</b>  <b>THURSDAY- 21th</b>  <b>JULY</b>  <b>17:00-18-20</b></p> <p><b>18:20-19:40</b></p>	<p>Influencer Marketing and its effect on Consumer Behavior- <b>Gonxhe Beqiri</b></p> <p>TBD</p>	<p>UBT- Prishtinë</p>