



MANAGEMENT
IN ECONOMY 4.0

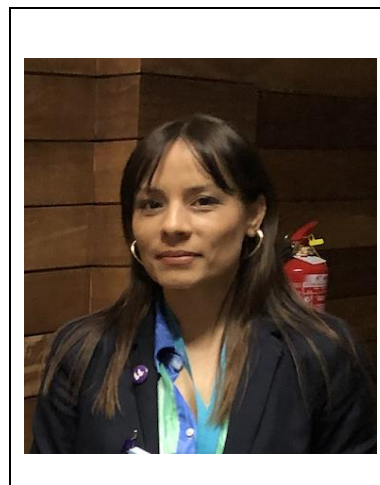


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University of Białystok



leadership and vision

Biography



Assoc. Prof. Denada Liça

Name and surname

Department of Management, Faculty of Business, "Aleksandër Moisiu" University of Durrës, Albania

University represented

Denada Liça is Associate Professor and Head of the Department of Management at the Faculty of Business, "Aleksandër Moisiu" University of Durrës, Albania. Her research focuses on digital transformation, innovation management, international business, SME development, Industry 4.0, entrepreneurship, university-industry collaboration, sustainable tourism, and regional innovation ecosystems. She is also actively involved in European research projects and initiatives promoting entrepreneurship, knowledge transfer, and international academic cooperation.

Scientific and non-scientific interests

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- Representative of STARS EU – Thematic Interest Group on Entrepreneurship and Innovation (2023-present)
 - Member of COST Action CA22110 – Industrial Symbiosis (2024-present)
 - Member of COST Action CA22124 – EU Circular Economy Network for All (2024-present)
 - Member of COST Action CA20115 – European Network on International Student Mobility (ENIS) (2023-present)
 - Member of COST Action CA22122 – Rethinking the Blue Economy (2023-present)
 - President of Connective Impact Hub, Albania (2024-present)

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- Liça, D., & Gashi, S. (2024). Internationalization of firms: The impact of "Made in Albania" on strategic decisions. *Corporate & Business Strategy Review*, 5(2), 175–185.

Selected publications



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- Liça, D., Di Maria, E., & De Marchi, V. (2021). Co-location of R&D and production in fashion industry. *Journal of Fashion Marketing and Management*, 25(1), 133–152.
 - Gashi, S., Liça, D., & Trebishcka, B. (2024). Digitalization and competitive advantage: Insights from manufacturing sector. *Corporate & Business Strategy Review*, 5(3), 94–105.

A sentence about Economy 4.0 and/or the conference:

“Economy 4.0 offers a unique opportunity to strengthen innovation ecosystems through digital transformation, collaborative networks, and knowledge transfer, enabling organizations and regions to achieve sustainable competitiveness.”