



Academic Member and Ambassador
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Dr. Irma Shyle is a lecturer at Polytechnic University of Tirana, Department of Production and Management since 2009. Her PhD dissertation (2014) was "Brand Equity as a relationship between brand personality and consumer personality". She completed her MA degree in 2008 with thesis "Marketing in the bottom of the pyramid". She received her BA in 2002 as Specialist in Marketing. She is teaching: Principles of Management, Marketing and product development, Leadership and Innovation, Economics. She is invited lecturer in several public and private universities. Her researches interest is about: brand equity, marketing, management at the bottom of the pyramid, sustainable development. She is an expert in evaluating a number of study programs in the field of management and marketing at the private and public university in Albania. She was chair track, committee member and editorial member in several international conference. She participated in several international conferences and published articles in the different journal.



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