



Mr Hajrë Hyseni

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Hertfordshire Business School,
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Time/Venue

15:00-16:00 Wednesday 20th September 2023 in TB3--- 539

Theme: Entrepreneurship – The Journey

In today's rapidly evolving market, entrepreneurs face the constant challenge of developing innovative business ideas that address real problems and resonate with target audiences. This talk aims to equip participants with the essential skills and knowledge needed to identify market gaps, conduct impactful market research, and generate cutting-edge business ideas. The talk will commence by discussing the significance of understanding the problems that need solving and the potential opportunities they present. Participants will gain insight into various techniques for identifying market gaps, such as analyzing customer feedback, studying industry trends, and exploring untapped market niches. Building on this foundation, the talk will delve into the methodology of conducting effective market research. Participants will learn how to utilize primary and secondary research methods to collect and analyze relevant data, enabling them to gain a comprehensive understanding of target markets and customer needs. Furthermore, the session will explore best practices for conducting competitor analysis, understanding consumer behavior, and utilizing market research tools and resources.

Biography

Hajrë is a dynamic leader with a passion for education and tech entrepreneurship. He introduced the first digital learning platform in 2000, paving the way for thousands of students to succeed in the digital space before social media became mainstream. It won several European Union awards for being the most transformative learning platform in year 2000. At Hertfordshire University, he developed innovative courses on e-commerce, social media, global e-business, mobile business, and innovation. Hajrë is also a successful serial entrepreneur, providing tech solutions for major UK brands like Paul Smith and Virgin Vouchers. With his expertise, vision, and dedication, he continues to shape the future of learning and drive positive change.