

## Asst. Prof. MARAL CAMALOVA

### Personal Information

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### International Researcher IDs

ScholarID: kndtmsAAAAAJ

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Publons / Web Of Science ResearcherID: AAP-1880-2020

ScopusID: 6506310336

### Education Information

Doctorate, Hungarian University of Agriculture and Life Sciences, Doctoral School of Economic and Regional Sciences, Hungary 2016 - 2021

Postgraduate, Azərbaycan Teknik Universiteti, Yüksək Təhsil İnstitutu, MAGİSTRATURA ŞÖBƏSİ, Azərbaycan 2011 - 2013

### Foreign Languages

English, C1 Advanced

Russian, C1 Advanced

### Dissertations

Doctorate, A comparative study of the behavioural intention towards smartphone in the case of Azerbaijani and Hungarian students, Hungarian University of Agriculture and Life Sciences, Doctoral School of Economic and Regional Sciences, 2021

### Research Areas

Marketing, Management of Enterprises, Management Information Systems, Strategic Marketing and Brand Management

### Published journal articles indexed by SCI, SSCI, and AHCI

#### I. Cultural values and digital gap: Overview of behavioral patterns

Jamalova M.

PLOS ONE, vol.19, no.10, 2024 (SCI-Expanded)

### Articles Published in Other Journals

#### I. Modelling User Behavior Towards Smartphones and Wearable Technologies: A Bibliometric Study and Brief Literature Review

Jamalova M.

International Journal of Interactive Mobile Technologies, vol.18, no.12, pp.143-160, 2024 (Scopus)

**II. What Matters the Most? – Exploratory Analysis of Environmental and Situational Variables Influencing Performance of Students During COVID-19 Pandemic**

Jamalova M., Bálint C.

International Journal of Emerging Technologies in Learning, vol.18, no.2, pp.159-172, 2023 (ESCI)

**III. Modelling Students' Adoption of E-Learning During the COVID-19 Pandemic: Hungarian Perspective**

Jamalova M., Balint C.

INTERNATIONAL JOURNAL OF EMERGING TECHNOLOGIES IN LEARNING, vol.17, no.7, pp.275-292, 2022 (ESCI)

**IV. The Influence of Gender on Smartphone Adoption of Young Adults in Hungary: Extending the UTAUT2 With Brand Awareness**

Jamalova M., Constantinovits M.

INTERNATIONAL JOURNAL OF ENTERPRISE INFORMATION SYSTEMS, no.3, pp.47-65, 2021 (ESCI)

**V. Attitudes toward smartphone characteristics: What do users pay for?**

Jamalova M., Constantinovits M.

INTERNATIONAL JOURNAL OF INTERACTIVE MOBILE TECHNOLOGIES, vol.14, no.9, pp.15-33, 2020 (Scopus)

**VI. Smart for development: Income level as the element of smartphone diffusion**

Jamalova M., Constantinovits M.

MANAGEMENT SCIENCE LETTERS, vol.10, no.5, pp.1141-1150, 2020 (Scopus)

**VII. The Comparative Study of the Relationship Between Smartphone Choice and Socio-Economic Indicators**

Camalova M., Constantinovits M.

INTERNATIONAL JOURNAL OF MARKETING STUDIES, vol.11, no.3, pp.11-25, 2019 (Peer-Reviewed Journal)

## Metrics

Publication: 8

Citation (Scopus): 27

H-Index (Scopus): 3

## Scholarships

Tempus Public Foundation, Other International Organizations, 2016 - 2021