

Curriculum Vitae

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| **Surname:** | Akbarov |
| **First Name:** | Elbrus |
| **Date of Birth:** | 26.01.1974 |
| **Academic Qualification:** | PhD |
| **Venia Legendi (qualification to teach):** | Marketing |
| **Further Qualifications:** | Certifications in Marketing(e.g. Foreign trade, Google ads,Conflict management) |
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| **At the Higher Education Institution (to be accredited) since:** | Since 1999, at UNEC |
| **Level of Employment (part-time or full-time):** | Full-time |
| **Teaching Focus:** | Marketing |
| **Interdisciplinary Aspects:** | İntegration of marketing with consumer psychology |
| **Activities in the Areas:** |  |
| - **Further Education** | Participation in International Marketing Conferences |
| - **Research** | Budget-funded scientific research project |
| - **Consultancy** | İnternship supervisor |
| **How are personal research activities reflected in teaching activities?** | My research in marketing focuses on emerging trends, consumer behavior and digital marketing strategies. These insights are incorporated into my teaching by developing case studies, designing practical assignments and delivering lectures that connect theoretical concepts to real-world applications |
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| **Work experience:** |  |
| - **General** | 25 years |
| - **Activities as an Expert:** |  |
| **Publications:** | 17 (International Scientific Conference on Economic and Social Development etc) |
| **Memberships:** |  |
| **International experience through:** |  |
| - **Management Activities** |  |
| - **Academic Activities** | Moderator at the International Economic and administrative perspectives sustainable global competition conference held in Turkey -2017 |
| - **Personal Background/ Experience** | Integrating research and practical applications in teaching |
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| **Other:** | Professional Development :Enhanced skills in marketing through various training programs and workshops  Certifications:Earned certifications in Soft Skills and Marketing related courses  Achievements: Successfully passed relevant examinations and assessments in marketing and professional skills development |