



Curriculum Vitae

Surname:	Muradova
First Name:	Hijran
Date of Birth:	16.02.1977
Academic Qualification:	Docent, PhD
Venia Legendi (qualification to teach):	General economy
Further Qualifications:	<p>1. CERTIFICATION. T.C. OSTIM TECHNICAL UNIVERSITY Continuing Education Application and Research Center. Within the framework of the cooperation protocol between Yıldız Technical University and Azerbaijan State University of Economics, he has successfully completed the training program within the framework of the 35-hour "DIGITAL MARKETING" certificate program held between 01.05.2022 and 07.06.2022.</p> <p>2.CERTIFICATION. Within the framework of the cooperation protocol between Israel University and Azerbaijan State University of Economics and within the framework of the 35-hour "SOFT SKILLS" certificate program held between 04.09.2022 and 15.09.2022, he successfully completed the training program and earned the right to receive this certificate. 30.09.2022.</p> <p>3. CERTIFICATION. T.C. ISTANBUL UNIVERSITY Continuous Education Application and Research Center. Within the framework of the cooperation protocol between Istanbul University and Azerbaijan State University of Economics and the 35-hour " Creation of a new product " certificate program held between 24.05.2021 and 30.06.2021, he was entitled to receive this certificate by successfully completing the educational program. Document Date: 10.10.2021.</p> <p>4. CERTIFICATION. T.C. OSTIM TECHNICAL UNIVERSITY Continuing Education Application and Research Center. Within the framework of the cooperation protocol between Yıldız Technical University and Azerbaijan State University of Economics, he has successfully completed the training program within the framework of the 35-hour " Social media marketing SMM" certificate program held between 01.05.2022 and 07.06.2022.</p> <p>5. CERTIFICATION. T.C. OSTIM TECHNICAL UNIVERSITY Continuing Education Application and Research Center. Within the framework of the cooperation protocol between Yıldız Technical University and Azerbaijan State University of Economics, he has successfully completed the training program within the framework of the 35-hour " Customer relationship management CRM" certificate program held between 01.05.2022 and 07.06.2022.</p>

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At the Higher Education Institution (to be accredited) since:	Since 2000, at UNEC
Level of Employment (part-time or full-time):	Full-time
Teaching Focus:	Marketing, Branding Fundamentals, Consumer Behavior, Services Marketing, Social Media Marketing. Logistics, CRM, Dijital marketing
Interdisciplinary Aspects:	Social media marketing and customer relationship management in digital marketing
Activities in the Areas:	Marketing & Dijital marketing
- Further Education	Participation in International Conferences, Seminars and Trainings.
- Research	Marketing, Digital marketing, Consumer behavior, Marketing of services, Logistics, NLP marketing
- Consultancy	Academic adviser to masters and doctoral students
How are personal research activities reflected in teaching activities?	As new methods are applied in teaching, the interests of students are revealed. Application of new methods requires new approaches to teaching. At the same time, it is more effective to organize both theoretical and practical lessons in lessons.

Work experience:	
- General	24
- Activities as an Expert:	Member and vice-chairman of the Defense Council commissions established under the university
Publications:	<ol style="list-style-type: none"> 1. Muradova H.R. Study of Human Capital Development Economic Indicators and Environmental Quality. "Web of Science" bazasına daxil olan Q4 kateqoriyalı; Ekoloji jurnal; 2019 http://ekolojidergisi.com/volume-28/issue-107 2. Muradova H.R., Estimation of tourism demand and simply functions for Azerbaijan: 2sls approach. Skopus bazasına daxil olan Q3 kateqoriyalı "WSEAS Transactions on Business and Economics 2021 This Journal is published in collaboration with the Rutgers University, New Jersey, USA https://doi.org/10.37394/23207.2021.18.119 3. https://wseas.com/journals/bae/2022/c525107-1846.pdf <ol style="list-style-type: none"> 1. Muradova H.R. of the 55th International Scientific Conference on Economic and Social Development dedicated to the 90th anniversary of the Azerbaijan State University of Economics (UNEC)2 Economic bases for provision of sustainable development2 2. Muradova H.R. of the 55th International Scientific Conference on Economic and Social Development dedicated to the 90th anniversary of the Azerbaijan State University of Economics (UNEC)2 Integrated role of the marketing in management of production and sale activity https://www.esd-conference.com/past-conferences 3. Muradova H.R. The 70st International Scientific Conference on Economic and Social Development Azerbaijan State University of Economics (UNEC) 25 June 2021 74. The role of clustering in increasing competitiveness https://esdconference.com/upload/book_of_proceedings/Book_of

	Proceedings_esdBaku2021_Online.pdf
Memberships:	Member and opponent in a one-time Scientific Seminar
International experience through:	Observation
- Management Activities	
- Academic Activities	Research interests include transformation of international production systems, regional economic integration, international energy cooperation and modern industrial policy models. Research areas include the impact of NLP marketing on consumer behavior and its effectiveness in customer relationship management.
- Personal Background/ Experience	I have been a speaker at various international conferences.
Other:	I teach in the MBA program by invitation at ADPU University. In addition, I participate in trainings on new areas of marketing.