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Personal Information

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International Researcher IDs

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Education Information

Doctorate, Sakarya University, Turkey 2008 - 2011

Postgraduate, Sakarya University, Turkey 2005 - 2007

Undergraduate, Azerbaijan State University of Economics (UNEC), Türk Dünyası İqtisad Fakültəsi, İqtisadiyyat Və İşlətmə Kafedrası, Azerbaijan 2000 - 2004

Dissertations

Doctorate, Comparing Market Orientation Measurements in Transition Economies: The Case of Azerbaijan, Sakarya University, 2011

Research Areas

Management, Marketing, Strategic Marketing and Brand Management

Academic Titles / Tasks

Lecturer, Azerbaijan State University of Economics (UNEC), Türk Dünyası İqtisad Fakültəsi, İqtisadiyyat Və İşlətmə Kafedrası, 2014 - Continues

Articles Published in Other Journals

- I. **Consumer ethnocentrism and purchasing behavior: moderating effect of demographics**
Akbarov Ş.
JOURNAL OF ISLAMIC MARKETING, vol.13, no.4, pp.898-932, 2022 (ESCI)
- II. **The Impact of Social Media Marketing on Consumer - Moderating Role of Gender and Income**
Əkbər Ş.
SCHOLEDGE INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY & ALLIED STUDIES, vol.07, no.07, pp.147-163, 2020 (Peer-Reviewed Journal)
- III. **Market orientation and customer point of view–In the case of Azerbaijan**
Əkbər Ş.
SCHOLEDGE INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY & ALLIED STUDIES, vol.5, no.6, pp.58-67, 2018 (Peer-Reviewed Journal)

IV. Antecedents of Customer Based Brand Equity-Research in Azerbaijan

Əkbər Ş.

Journal of Business and Management Sciences, vol.6, no.2, pp.54-58, 2018 (Peer-Reviewed Journal)

Metrics

Publication: 5

Citation (Scopus): 36

H-Index (Scopus): 1