



Curriculum Vitae

Surname:	Mammadova
First Name:	Simuzar
Date of Birth:	02.08.1980
Academic Qualification:	PhD in Economics
Venia Legendi (qualification to teach):	<ul style="list-style-type: none"> ➤ Marketing ➤ Customer Relationship Management ➤ Retail Marketing ➤ Public Relations ➤ Digital Marketing ➤ Event Marketing ➤ Consumer behavior
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 successfully completed the training program within the framework of the 30-hour "CUSTOMER RELATIONSHIP MANAGEMENT" certificate program held between 01.02.2023 and 07.03.2023.</p> <p>2. CERTIFICATION. T.C. ISTANBUL UNIVERSITY Continuous Education Application and Research Center. Within the framework of the cooperation protocol between İstanbul University and Azerbaijan State University of Economics and within the framework of the 30-hour "RETAIL MARKETING" certificate program held between 29.11.2021 and 15.02.2022, he was entitled to receive this certificate by successfully completing the educational program. Document Date: 01.07.2022.</p> <p>3. 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>4. CERTIFICATION. T.C. ISTANBUL UNIVERSITY Continuous Education Application and Research Center. Within the framework of the cooperation protocol between İstanbul University and Azerbaijan State University of Economics and the 35-hour "PUBLIC RELATIONS" 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>5. CERTIFICATION. T.C. HACETTEPE UNIVERSITY Continuous Education Application and Research Center. He has successfully completed the educational program within the framework of the 35-hour "SOCIAL ENTREPRENEURSHIP" certificate program held between 24.05.2021 and 30.06.2021 with the cooperation protocol between İstanbul University and Azerbaijan State University of Economics.</p> <p>6. 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>7. 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 "DIGITAL SKILLS" certificate program</p>

	<p>held between 04.09.2022 and 15.09.2022, he successfully completed the training program and earned the right to receive this certificate. 06.02.2024.</p> <p>8. Certificate. Clarivate Web of Science. Series 1: «Научная аналитика: Web of Science and InCites» – http://clarvt.ru/certificates/2021-04/iQee4YN4iL.pdf. April 29, 2021.</p> <p>9. Certificate. Clarivate Web of Science. Series 2: «Basic capabilities of Clarivate resources for scientific activity» – http://clarvt.ru/certificates/2021-04/sm0n8gSthY.pdf. April 29, 2021.</p> <p>10. Certificate. Clarivate Web of Science. Series 3: "How to prepare a publication for an international scientific journal" - http://clarvt.ru/certificates/2021-04/RMqtMjI7ih.pdf. April 29, 2021.</p> <p>11. Certificate. Clarivate Web of Science. About the quality of scientific publications: Web of Science and Antiplagiat. April 22, 2021.</p> <p>12. CERTIFICATE. JOB ANALYSIS IN HUMAN RESOURCE MANAGEMENT. ICLTIBM 2022 10 th International Conference on Leadership, Technology, Innovation and Business Management with the special theme of "Green Economy. Green Business, Green Management, and Leadership: The Road to a Green Economy, New Challenges, Opportunities and Perspectives" on October 12-14, 2022, Baku, Azerbaijan.</p> <p>13. CERTIFICATE. For participant in the 2nd International conference DIGITAL ECONOMY: MODERN CHALLENGES AND REAL OPPORTUNITIES. "MODERN TRENDS IN THE DEVELOPMENT OF DIGITAL MARKETING". April 28-29, 2022.</p> <p>14. Certificate of Attendance International Conference on Educational Administration (ICEA). On April 22-25, 2021, participated in International Conference on Educational Administration organized by Association of Educational Administration and T-Network communication and experience platform of educators and supported by Education Institute of Azerbaijan Republic. INTERNATIONAL CONFERENCE ON EDUCATIONAL ADMINISTRATION. NATIONAL PRIORITIES / GLOBAL CHALLENGES. April 22-25, 2021.</p> <p>15. Certificate of Appreciation. The 70th International Scientific Conference on Economic and Social Development ESD Online Conference – Baku - Azerbaijan – 25 June 2021. Risk management in international business.</p> <p>16. Certificate. 2ND International Forum on New Challenges in Education Certificate is presented to for participating in the international forum. 2nd International Forum on New Challenges in Education. October 1, 2021.</p> <p>17. Certificate. Republic of Azerbaijan ID number 6800611422. Has attended the "Digital Marketing" section of the "Digital Brain" seminar. November 04, 2018.</p> <p>18. Certificate. COACHING CONSULTING TRAINING ID number 1503252402. Has attended the "Neuromarketing" section of the "Digital Brain" seminar. 04 November.</p> <p>19. CERTIFICATE. FATER Academy of India (FAI) UNEC Business School Azerbaijan State University of Economics. 28th International Conference on "Digitalisatoin and Artificial Intelligence Revulution in Business Magagement". 18th-20th April 2024.</p>
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At the Higher Education Institution (to be accredited) since:	<p>Since 2004, he has been working as a lecturer at the "Marketing" department of the Azerbaijan State University of Economics, and since 2018, at the "Business and Logistics" department.</p> <p>Azerbaijan State University of Economics (2005-2024) Azerbaijan Technical University (2022-2023)</p>
Level of Employment (part-time or full-time):	Full-time
Teaching Focus:	<ul style="list-style-type: none"> ➤ Marketing ➤ Event marketing ➤ Consumer behavior ➤ Customer Relationship Management
Interdisciplinary Aspects:	
Activities in the Areas:	
- Further Education	Participation in International Conferences, Seminars and Trainings.
- Research	I publish articles at international conferences and in impact factor journals on the topics of Marketing, Public Relations, Branding Fundamentals, Retail

- Consultancy	Marketing, Digital Marketing, Event Marketing, Consumer Behavior, Customer Relationship Management, and Health Marketing. Budget-funded scientific research project
	Master's research supervision Master's program supervision
How are personal research activities reflected in teaching activities?	I explain my research in marketing to students in both theoretical and practical ways through case studies in lectures and seminars.

Work experience: - General	
	20 years
- Activities as an Expert:	Expert at the Seminar on "Medical Data Management and Reporting" dedicated to "World Statistics Day" Online training on Digital Marketing for teachers of Azerbaijan University.
Publications:	<ul style="list-style-type: none"> ➤ 25 National ➤ 21 International ➤ Scopus Indexed Journals 6 ➤ Books – 3 co-avtor
Memberships:	Member of the New Azerbaijan Party Member of the West Azerbaijan Community
International experiencethrough: - Management Activities - Academic Activities	
	GOOGLE SCHOLAR: https://scholar.google.com/citations?user=i7W-wtoAAAJ&hl=ru
- Personal Background/ Experience	RESEARCH GATE https://www.researchgate.net/profile/Simuzar-Sultan https://unec.edu.az/memmedova-simuzer-sultan-qizi/

Other:	Department of Business Management, Azerbaijan State University of Economics (ASEU), 6 Istiglaliyyat Street, AZ 1001 Baku, AZERBAIJAN. Simuzar Mammadova@unec.edu.az ORCID: 0000-0002-2996-5207
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