

PERSONAL INFORMATION

Rufat Mammadov
rufat.mammadov@khazar.org



Given Lectures: Managerial Economics (English), Business Strategy (English), Marketing Strategy (English), Marketing (English), Entrepreneurship and Management (English) and etc.

WORK EXPERIENCE

- | | |
|-----------------------|---|
| 16/09/2025 - present | Khazar University, Lecturer of Marketing and Research Methods |
| 14/11/2022-18/11/2022 | Visiting scholar, Magnus project,
Instituto Polytechnico de Tomar, Portugal |
| 02/2021 | Trainer of marketing, branding and packaging
UNDP Baku Office, Masally, Salyan and Neftchala (Azerbaijan) <ul style="list-style-type: none"> - Organize training materials - Organize sessions - Give training to entrepreneurs - Evaluate them - Prepare final report |
| 06/2019–07/2020 | Trainer of Business Entrepreneurship
International Organization of Migration |
| 14/05/2019–21/05/2019 | Visiting scholar
Newcastle University, Newcastle (UK)
In the framework of Creative Spark participated as visiting scholar in entrepreneurship <ul style="list-style-type: none"> - Prepare lectures on management - Prepare course outline - Prepare projects - Evaluate participants - Prepare report on course progress |
| 03/2019–05/2019 | Trainer of Management
Azmarketing LLC, Ganja (Azerbaijan) <ul style="list-style-type: none"> - Prepare lectures on management - Prepare course outline - Prepare projects - Evaluate participants - Prepare report on course progress |
| 24/03/2019–30/03/2019 | Visiting scholar in Marketing
Masaryk University, Brno (Czech Republic) <ul style="list-style-type: none"> - Prepare lectures on Internet marketing and Marketing |

- Prepare course outline for "Analytics and metrics" in Internet marketing
 - Prepare course outline for "Product strategies" in marketing
 - Prepare projects for students and evaluate them
 - Prepare final report on my stay in Brno
- 08/2018–Present** **Trainer of marketing and branding**
UNDP Baku Office, Balakan (Azerbaijan)
- Organize training materials
 - Organize sessions
 - Give training to entrepreneurs
 - Evaluate them
 - Prepare final report
- 14/02/2017–Present** **Adjunct Lecturer in Management**
ISE (International School of Economics), UNEC, Baku (Azerbaijan)
- 17/02/2017–Present** **Adjacent Lecturer in MBA programme on International Management, Digital Marketing, Marketing Strategy**
University of Economics, Baku (Azerbaijan)
- 16/02/2017–Present** **Lecturer on Advertising Management, Marketing and Marketing Management**
Ministry of Education, SABAH Groups, University of Economics, Baku (Azerbaijan)
- 15/02/2017–Present** **Vice-chair of Business Administration Department, Senior Lecturer**
Baku Engineering University, Baku (Azerbaijan)
- As the Vice - Chair of Business Administration Department my main activities include;**
- Organizing weekly meetings with the department's staff,
 - Routinely conducting small scaled meetings with Department Authorities in relation to education quality development,
 - Controlling the automated personnel information system,
 - Preparing the orientation program for the newly accepted lecturers once in the beginning of each semester,
- The responsibilities follow;**
- Preparing reports on personnel development
 - Controlling the flow of courses
 - Conducting the disciplinary meetings
 - Motivating Department Staff in achieving the operational goals.
- As the academician and senior lecturer of the Department my main responsibilities are as follow;**
- To develop personal academic experience,
 - To give lectures on Marketing, Management and Business,
 - To follow the modern trends in the economy and try to build connections with the topics and the modern trends,
 - To publish scientific articles in scientific journals.
- 11/01/2016–20/05/2016** **Lecturer on "Education management and monitoring"**
Ministry of Education, Baku (Azerbaijan)
- Prepare lectures on education management
 - Assist school directors in preparing curriculum

- Prepare standards for evaluation staff
- Evaluate directors and director nominees' knowledge on education management
- Help them to better understand how to manage the school

01/09/2009–14/02/2017

Vice Chair of Business Administration Department, Senior Lecturer

Qafqaz University, Khirdalan, Baku (Azerbaijan)

As the Vice - Chair of Business Administration Department my main activities include;

- Organizing weekly meetings with the department's staff,
- Routinely conducting small scaled meetings with Department Authorities in relation to education quality development,
- Controlling the automated personnel information system,
- Preparing the orientation program for the newly accepted lecturers once in the beginning of each semester,

The responsibilities follow;

- Preparing reports on personnel development
- Controlling the flow of courses
- Conducting the disciplinary meetings
- Motivating Department Staff in achieving the operational goals.

As the academician and senior lecturer of the Department my main responsibilities are as follow;

- To develop personal academic experience,
- To give lectures on Marketing, Management and Business,
- To follow the modern trends in the economy and try to build connections with the topics and the modern trends,
- To publish scientific articles in scientific journals.

01/10/2013–31/10/2013

Visiting Scholar

Warsaw State University, Warsaw (Poland)

Gave lectures in Marketing

01/01/2006–05/08/2009

Export and Import Manager (Electronic commerce)

Beyka Tarim Ltd, Izmir (Turkey)

As the Export and Import Manager my main responsibilities included;

- Routinely checking the market for the prices of different agricultural goods from India, China, Brazil, the US, Ghana, and Azerbaijan,
- Preparing the proposals for the suppliers,
- Pursuing the suppliers for the price,
- Conducting meetings with the suppliers,
- Preparing price list for the importers,
- Preparing the contracts,
- Using Alibaba to perform online purchasing,
- Using e-commerce means to realize sales in home country.

05/09/2005–29/11/2006

Receptionist

Best Western Spectra Hotel, Istanbul (Turkey)

My main responsibilities were;

- To check in the guests to the Hotel,
- To finalize the check out of the guests,

- To control the empty rooms,
- To prepare monthly reports on room occupancy rates,
- To coordinate the activities of house keeping personnel.

EDUCATION AND TRAINING

01/02/2019–Present

PhD in Marketing

PhD level

Baku Engineering University, Baku (Azerbaijan)

As the PhD candidate my responsibilities are given below;

- To write the thesis,
- To publish 5 scientific articles in the accepted scientific journal by Azerbaijan Higher Attestation Committee under the President of Azerbaijan Republic,
- To present the results of the scientific research in academic conferences and seminars organized by local and international institutions,
- To defend the thesis in Azerbaijan National Academy of Sciences.

01/10/2005–01/02/2009

Master Degree in Tourism and Management

Dokuz Eylul University, Izmir (Turkey)

25/02/2016

Certificate of Attendance

Dr. Esin Sile Partner and CEO of MindBridge Partners \ Qafqaz University, Baku (Azerbaijan)

Getting Faculty Engaged in Entrepreneurship: Trends in technological and entrepreneurial development

15/12/2009–17/12/2009

Certificate of Attendance

Dr. Gregory H. Watson - "Business Excellence Solutions" Ltd. and Azerbaijan Quality Association, Baku (Azerbaijan)

"Quality Strategy: Creative Ideas for Efficient Management"

21/04/2008

Certificate of Attendance

Dokuz Eylul University, Izmir (Turkey)

Destinasyon Pazarlanmasinda Ozel Etkinlikler - Special Activities in Destination Marketing

06/12/2007

Certificate of Attendance

Dokuz Eylul University, Izmir (Turkey)

Destinasyon Pazarlama Aginda Ortaklik - Partnership Network in Destination Marketing

22/05/2006

Certificate

Dokuz Eylul University, Izmir (Turkey)

ISO 9001 Kalite Yonetim Sistemi - ISO 9001 Quality Management System

PERSONAL SKILLS

Mother tongue(s)

Azerbaijani

Foreign language(s)

UNDERSTANDING	SPEAKING	WRITING
---------------	----------	---------

	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
	TOEFL (Test of English as a Foreign Language) Certificate - 94 IELTS certificate: score 7				
Russian	C1	C2	C1	C1	C1
Turkish	C2	C2	C2	C2	C2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills

- excellent communication skills gained through my teaching experience,
- good contacts skill gained while working as export and import manager.

Organisational / managerial skills

- team building skills
- leadership skills
- organizational skills

Job-related skills

- good command on time - management
- coaching skills

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital skills - Self-assessment grid

- good command on office programs

Driving licence B

ADDITIONAL INFORMATION

- Brand project** Re-branding of "Yeni Heyat" into "Nohur Çay Family Holiday & Restaurant". Building brand strategy for the "Nohur Çay Family Holiday & Restaurant". 2018, Qabala/Azerbaijan
- Brand project** Evaluating customer satisfaction and customer loyalty to the brand in Divan Hotel Baku, 2017
- Brand project** Building brand recognition in Opera Hotel Baku, 2017, Baku/Azerbaijan
- Brand project** Building brand recognition for "Başkent" restaurant in 3rd micro district, 2015, Baku/Azerbaijan
- Given trainings** Value Delivery Network, AKIA and Ministry of Agriculture, 6 November - 28 December 2019, Masally, Lankaran, Shaki and Shamakhi regions
- Given trainings** Training in Management to the students of Ganja Technological University, March-May, 2019

Given trainings	Give training in Branding, re-branding and branding strategies, Balakan, Azerbaijan, December 2018
Given trainings	Training of "How to build marketing strategy" given to top managers of Humanitarian Subjects Gymnasium, 2018, Baku/Azerbaijan
Given trainings	11/01/2016–20/05/2016 - Management for directors, Organized by Ministry of Education
Publications	<p>CRM - Customer Relationship Management, Course Material, BMU, N30 protokol, 3471 saylı əmr, 14.01.2022.</p> <p>Articles</p> <ol style="list-style-type: none"> 1. The Importance Of Customer Satisfaction In Service Industries In Azerbaijan: In The Example Of Hospitality And Restaurants, Journal of Baku Engineering, Economics and Administration, Volume 1 Number 1 2018, 2. Green Marketing impact on company's revenue, International Conference on Social Science Research ICONSR 2018, 5-9 September 2018 Prizren - KOSOVO, Rufat Mammadov and Elgun Ahmadov 3. The Evaluation Of Customer Satisfaction In 4 Star Hotels In Baku, International Conference on Social Science Research ICONSR 2018, 5-9 September 2018 Prizren - KOSOVO, Rufat Mammadov and Intiqam Bashirov 4. THE IMPORTANCE OF CUSTOMER SATISFACTION IN SERVICE INDUSTRIES IN AZERBAIJAN: IN THE EXAMPLE OF HOSPITALITY AND RESTAURANTS, Journal of Baku Engineering University, 1 volume, 2018, Rufat Mammadov and Lale Azimova 5. The Current Situation of Hospitality Market in Lankaran Economic Region, Journal of Baku Engineering University, 2 volume, 2017, Rufat Mammadov 6. Analysis of tourism potential in Lankaran region, Journal of Tourism and Hospitality, Azerbaijan Tourism and Management University, September, 2016, Rufat Mammadov 7. Infrastructure as the development factor for tourism: in the example of Lankaran economic region, An International Journal of Economy and Entrepreneurship, Moscow, Russia, Volume 10, Number 6, 2016, Rufat Mammadov, 8. Lənkəran İqtisadi Rayonunda Turizmin İnkişafı, 3-cü Beynəlxalq Gənc Tədqiqatçıların Elmi Konfransı 17-18 aprel 2015, Rufat Mammadov 9. The Global Characteristics of Tourism in Azerbaijan Economy - IV International Conference on Economy and International Relations, May 2-4 2014, Author: <u>Rufat Mammadov</u> 10. Tourism As The Main Factor Of Socio-Economic Development Of Regions In Azerbaijan - International Conference on Energy, Regional Integration and Socioeconomic Development, September 5-6, 2013, Author: <u>Rufat Mammadov</u> 11. Analyzing and Valuing of the Export Multiplicity of Azerbaijan Republic - International Conference on Energy, Regional Integration and Socio-economic Development, September 5-6, 2013 Baku/Azerbaijan- Authors: Elchin Suleymanov, Ayaz Zeynalov and <u>Rufat Mammadov</u> 12. The Investment Opportunities in Non-Oil Sector of Azerbaijan Republic in Modern World - Mevlana (RUMI) University, International Economics and Law Symposium, 13-14 June, 2013, Konya/Turkey, Authors: PhD. Rasim Abutalibov and <u>Rufat Mammadov</u> 13. The Role of Tourism in the Development of Regions - 8th Silk Road International Conference, May 24, 2013 May 26, 2013, Tbilisi/Georgia, Author: <u>Rufat Mammadov</u> 14. The Development of Ecotourism in the World: Azerbaijan Case - 8th Silk Road International Conference, May 24, 2013 May 26, 2013, Tbilisi/Georgia, Author: PhD Hazi Eynalov and <u>Rufat Mammadov</u> 15. The Importance of Transportation in Tourism Sector - 7th Silk Road International Conference Challenges and Opportunities of Sustainable Economic Development in Eurasian Countries, May 24, 2012 May 26, 2012, Author: <u>Rufat Mammadov</u> 16. The Role of Public Sector in the Realization of the Product and the Image of the Firm - MRA International Management Research Academy Proceedings, May 17-18, 2012, London, UK, Authors: Rasim Abutalibov, <u>Rufat Mammadov</u>, Seymur Guliyev 17. Innovation in Tourism Sector: Electronic Trade - The International Scientific Conference Materials of Science Innovations Centre of Azerbaijan National Academy of Sciences, 2011, Authors:

Rufat Mammadov and Rasim Abutalibov

18. **Role of Social-Psychological Method in Staff Management in Modern Life** - Social Responsibility, Professional Ethics, and Management Proceedings of the 11th International Conference 2010, Ankara, Turkey, 24-27 November 2010, Authors: Rasim Abutalibov and Rufat Mammadov



19. **Internet Use in Travel Agencies**: Case of Azerbaijan - Journal of Qafqaz University, 2009, Author: Rufat Mammadov

- Conferences** III International Scientific Conference of Young Researchers, Qafqaz University, Baku, Azerbaijan, 17-18 April 2015
- Conferences** IV International Congress on Caucasus and Central Asia in the Globalization Process, Qafqaz University, 02-04 May, 2014
- Conferences** Orta Asiya Ulkelerinde Piyasa Ekonomisine Gecis Surecinde Karsilasilan Sorunlar ve Yatirim Imkanlari, Konya, Turkey, 13-14 June 2013
- Conferences** First Baku Forum of Economic Think-Tanks of Economic Cooperation Organization Member States and First Conference on Energy, Regional Integration and Socio-Economic Development, ECO Member States, Baku, Azerbaijan, 5-6 September 2013
- Conferences** 8th Silk Road International Conference on "Development of Tourism in Black and Caspian Seas Regions", Tbilisi-Batumi, Georgia, 24-26 May 2013
- Conferences** 7th Silk Road International Conference on "Challenges and Opportunities of Sustainable Economic Development of Eurasian Countries", Tbilisi-Batumi, Georgia, 24-25 May 2012
- Conferences** III International Congress on "Caucasus and Central Asia in the Globalization Process", Baku, Azerbaijan, 15-17 October 2010
- Conferences** 11th International Conference on "Social Responsibility, Professional Ethics and Management", Ankara, Turkey, 24-27 November 2010

ATTACHMENTS

- Rufat Mammadov IELTS.pdf
- Rufat Mammadov Visiting scholar certificate.pdf

Rufat Mammadov IELTS.pdf

IELTS™		Test Report Form		ACADEMIC	
<p>NOTE Admission to undergraduate and post graduate courses should be based on the ACADEMIC Reading and Writing Modules. GENERAL TRAINING Reading and Writing Modules are not designed to test the full range of language skills required for academic purposes. It is recommended that the candidate's language ability as indicated in this Test Report Form be re-assessed after two years from the date of the test.</p>					
Centre Number	AZ010	Date	26/AUG/2017	Candidate Number	000961
Candidate Details					
Family Name	MAMMADOV				
First Name	RUFAT				
Candidate ID	AZE07396413				
Date of Birth	02/09/1984	Sex (M/F)	M	Scheme Code	Private Candidate
Country or Region of Origin					
Country of Nationality	AZERBAIJAN				
First Language	AZERI				
Test Results					
Listening	6.0	Reading	7.5	Writing	6.5
Speaking	7.5	Overall Band Score	7.0	CEFR Level	C1
Administrator Comments					
<div></div>			Centre stamp 		Validation stamp 
			Administrator's Signature 		
Date		07/09/2017	Test Report Form Number 17AZ000961MAMR010A		
					

Rufat Mammadov Visiting scholar certificate.pdf

 **FACULTY OF MANAGEMENT**
UNIVERSITY OF WARSAW

www.wz.uw.edu.pl
1/3 Szustkowska Street, 02 – 678 Warsaw, Poland
Phone: +48 22 55 34 002, +48 22 55 34 022, fax: +48 22 55 34 001 E-mail: wz@mail.wz.uw.edu.pl

Warsaw, October 28, 2013

CERTIFICATE

Erasmus Mundus WEBB
Whole Europe Beyond the Borders

PhD. c. Rufat Mammadov

Qafqaz University,
Assistant Head of Business Administration Department,
Faculty of Economic and Administrative Sciences,
Azerbaijan

Hereby we have a pleasure to confirm that r Rufat Mammadov from Qafqaz University, Azerbaijan has participated following teaching activity at the University of Warsaw, Faculty of Management within the WEBB Erasmus Mundus Teaching Staff Mobility Programme:

Dates of Lecturing/Academic Activities: October 1 – 31, 2013
Total hours of Lecturing: 24
Courses Topics:

- Business Essentials
- Marketing Principles

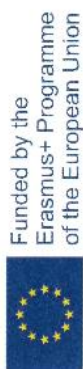
Both courses taught by Mr Mammadov attracted wide interest among students and they were a very valuable contribution to the MA program in English ("International Business Program").
We will be happy to host Mr Mammadov at our Faculty in the future again.

UNIVERSITY OF WARSAW
FACULTY OF MANAGEMENT
1/3 Szustkowska Str.
02-678 Warsaw, Poland
Phone: 0048 22 55 34 022
Fax: 0048 22 55 34 001

Yours sincerely,

Waldemar Koziol, Ph.D.
Director of International Studies
Faculty of Management, University of Warsaw

mammadov_certificate of participation.pdf 



Certificate of Participation

We hereby certify that:

Rufat Mammadov

coming from **Baku Engineering University** (Azerbaijan)
participated in the "Erasmus+ Staff Teaching Mobility"
at Faculty of Economics and Administration of Masaryk University (Czech Republic)

from **March 25, 2019** until **March 29, 2019**.

The covered topics during the stay were:

- Internet Marketing Basics (6 hours)
- Marketing I (4 hours)



Masaryk University

Žerotínovo nám. 617/9, 601 77 Brno, Czech Republic
T: +420 549 49 1111, E: info@muni.cz, W: www.muni.cz

1/1



TO WHOM IT MAY CONCERN

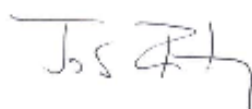
On behalf of Project Erasmus+ MAGnUS 598342-EPP-I-2018-I-SE-EPPKA2-CBHE-JP/MAGnUS "Developing Master's Programmes in Mobile Applications and Game Design at Partner Universities", the local coordinator of this project at Instituto Politécnico de Tomar, João Patrício, hereby confirms that

Mr. Rufat Mammadov

from Baku Engineering University of Azerbaijan, attended the Entrepreneurship Workshop of the above-mentioned project, that took place at the premises of Instituto Politécnico de Tomar, in Tomar, Portugal, from November 15, 2022 to November 17, 2022.

Tomar, November 17, 2022

The local coordinator of the MAGnUS Project in Tomar,



(João Patrício, PhD)

Sede - Tomar
Quinta do Contador
Estrada da Serra
2300 - 313 Tomar
Telf: 249 328 100
Fax: 249 328 186
sec-presidencia@ipt.pt
www.ipt.pt

Pólo - Abrantes
Rua 17 de Agosto
de 1808, n.º 26
2200 - 370 Abrantes
Telf: 241 575 500

