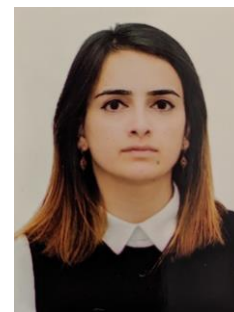


# LEYLA ATAKISHIYEVA



## CONTACT:

**E-mail:** Leyla.atakishiyeva@khazar.org

## PERSONAL INFORMATION:

Date of birth: April 13, 1988

Place of birth: Baku

## PUBLICATIONS:

Your tourist identification system	IV Republican Scientific Practical Conference on "Azerbaijan tourism today and tomorrow" Baku 2013
Current problems of tourism marketing and promotion of opportunities in Azerbaijan	"Tourism and hospitality studies." International journal of Azerbaijan University of Tourism and Management. № 2-2015. Baku, 2015
Tourism marketing strategy of the state	Scientific News of UNEC, Year 7, Volume 7, UNEC, Baku 2019
Principles of tourism business	XXIII Republican Scientific Conference of Doctoral Students and Young Researchers dedicated to Nasimi's 650th anniversary, Minister of Education, Baku 2019
Determinants of tourism services market	Scientific-practical conference on "Application of innovations in economic and statistical research", Center of Scientific-research and Statistical Innovation, 2019
The role of the government in the development of national tourism industry	International symposium, Experience. Knowledge. Contemporary Challenges 5th, Innovative economic social Approaches in the Knowledge Society, ARTIFEX University of Bucharest, Romanian 2019
Behavioral characteristics of tourism product consumers	International scientific student and doctoral conference "Sustainable tourism - perspectives and challenges" , Veliko Tarnov, Bulgaria, 2020
Improvement of tourism educational institutions in Azerbaijan	"Priority directions of international economic relations in the 21st century" Online international scientific-practical conference, ATMU, Baki 2020
Problems and principles of tourism marketing activities in Azerbaijan	N.E. Zhukovsky National Aerospace University "Kharkiv National Institute" and ATMU Marketing department. December 10-11, 2020 Ukraine
Problems and characteristics of tourism marketing activity in Azerbaijan	Tourism and Hospitality Studies, international journal, Baku, Azerbaijan Year 9, Issue 2-3, 2020
Behavioral characteristics of consumers of tourism products	International Journal of Innovative Technologies in Economy (1(37)). 09.03.2022
Application of marketing technologies to increase competitiveness in tourism sector	Tourism and Hospitality Studies, international journal, Baku, Azerbaijan, 2021
Using modern integrated marketing communication tools in tourism	"Cooperation" scientific and practical journal, Azerbaijan Cooperation University Baku, 2022

**EMPLOYMENT ACTIVITY:**

<b>February, 2023 – up to date</b>	<p><b>Baku Eurasian University</b> (<i>Baku, Azerbaijan</i>) Department of Business and Management</p> <ul style="list-style-type: none"> <li>• <b>Lecturer on</b> Fundamentals of marketing, Tourism marketing and marketing research, Marketing research, Digital marketing, Retail trade marketing, E-marketing</li> </ul>
<b>September, 2022 – January 2023</b>	<p><b>Western Caspian University</b> (<i>Baku, Azerbaijan</i>) Department of Economics</p> <ul style="list-style-type: none"> <li>• <b>Lecturer on</b> Consumer behaviors, Marketing research</li> </ul>
<b>September, 2021 – up to date</b>	<p><b>Khazar University</b> (<i>Baku, Azerbaijan</i>) Department of Economics and Management</p> <ul style="list-style-type: none"> <li>• understanding of economic and management principles that will be useful to students throughout their careers</li> <li>• addressing both the immediate application of problem-solving techniques and the conceptual foundations for these techniques</li> <li>• developing experience in quantitative analysis of economic and business data</li> <li>• offering great opportunities for intellectual exchange and experience within and outside of Azerbaijan</li> <li>• <b>Lecturer on</b> International marketing, E-marketing strategies, Advertising strategy</li> </ul>
<b>September, 2021 – 2022</b>	<p><b>Azerbaijan University</b> (<i>Baku, Azerbaijan</i>)</p> <ul style="list-style-type: none"> <li>• <b>Lecturer on</b> Azerbaijan economics</li> </ul>
<b>September, 2010 – 2020</b>	<p><b>Azerbaijan Tourism and Management University</b> (<i>Baku, Azerbaijan</i>)</p> <ul style="list-style-type: none"> <li>• Lab assistant in Management and Marketing department (2010-2012)</li> <li>• Lecture assistant on Fundamentals of marketing, Marketing channels, Service marketing, Organizational behavior and psychology of management (2011-2012)</li> <li>• <b>Lecturer on</b> Fundamentals of marketing, Marketing channels, Service marketing, Tourism marketing and marketing research</li> </ul>

**EXPERIENCE:**

<b>March 2014 – May 2014</b>	<p><b>Azerbaijan Youth Foundation</b> (<i>Baku, Azerbaijan</i>)</p> <ul style="list-style-type: none"> <li>• The winner of the IV grant competition</li> <li>• “Let us know and recognize our national values” implementation of the project</li> </ul>
<b>15 November 2012 - 14 October 2014</b>	<p><b>Azerbaijan Tourism Institute</b> (<i>Baku, Azerbaijan</i>)</p> <ul style="list-style-type: none"> <li>• TEMPUS Project</li> <li>• SuToMa – Development of new modules for international bachelor and master programmes in sustainable tourism management</li> <li>• A multi-country project to modernize curricula in sustainable tourism management.</li> <li>• Participate in the Workgroup 6: Tourguide Education</li> </ul>

<b>19 November,2012</b>	<b>Azerbaijan Tourism Institute</b> ( <i>Baku, Azerbaijan</i> ) <ul style="list-style-type: none"> <li>• Participate in the seminar about "How to Prepare Tourism Projects?"</li> </ul>
<b>28 January,2011 - 5 February,2011</b>	<b>Eastern Mediterranean University in North Cyprus</b> ( <i>Cyprus</i> ) <ul style="list-style-type: none"> <li>• Participate in the course on international experiences exchange "The role of curriculum in tourism and cultural management education in the XXI century".</li> </ul>
<b>February-July 2009</b>	<b>"ZIYA tourism" Ltd</b> ( <i>Baku, Azerbaijan</i> ), Internship 2009 <ul style="list-style-type: none"> <li>• The assistant's manager of incoming tourism;</li> <li>• The assistant's manager of outgoing tourism;</li> <li>• Organization of tours</li> <li>• Reservation of the hotels in Azerbaijan and foreign countries</li> <li>• Specially learned the incoming and outgoing tourism, reservation form of the tickets, organization of insurance</li> </ul>
<b>July-August, 2008</b>	<b>Umid Humanitarian and Social Support Center</b> ( <i>Baku, Azerbaijan</i> ) Internship "Summer Academy-2008" <ul style="list-style-type: none"> <li>• Assisted the project staff and had practice on conducting surveys on the best ways of arranging people's recreation, analyzed the results and developed feedback report on the appropriate issues;</li> <li>• Updated information about service agreements of the part-time employees;</li> <li>• Acquired skills and capacities on determining of the vacation periods of the staff members;</li> <li>• Learned the filing process of the documents and the ways of systematical folding the documents,</li> <li>• Got acquainted with the ways of preparing official documents;</li> </ul>
<b>EDUCATION:</b>	
<b>2013 – up to date</b>	<b>Azerbaijan Tourism and Management University</b> ( <i>Baku, Azerbaijan</i> ) Enterprise organization and management - 5311.01 ( <i>Marketing in tourism</i> ), PhD degree <ul style="list-style-type: none"> <li>• Thesis topic – Directions for use of marketing opportunities in the development of tourism institutions</li> <li>• Academic supervisor – Rovshan Guliyev</li> </ul>
<b>2010 - 2012</b>	<b>Azerbaijan Tourism Institute</b> ( <i>Baku, Azerbaijan</i> ), Faculty of Organization and management of tourism ( <i>Marketing in tourism</i> ), master degree Major programs on: <ul style="list-style-type: none"> <li>• Integrated Marketing, Customer Relationship Management, Global Marketing Strategy, Electron marketing</li> </ul> <b>Thesis topic</b> – Developing Azerbaijan's tourism marketing strategy and establishing a model for its promotion <ul style="list-style-type: none"> <li>• Academic supervisor – Sanan Aliyev</li> </ul>
<b>2006 - 2010</b>	<b>Azerbaijan Tourism Institute</b> ( <i>Baku, Azerbaijan</i> ), Faculty of Organization and management of tourism ( <i>Marketing in tourism</i> ), bachelor degree Major programs on: <ul style="list-style-type: none"> <li>• Basics of Management: notion about management, theories, structure, Lessons</li> </ul>

	<p>learnt on the base of practics, etc.</p> <ul style="list-style-type: none"> <li>• Strategy: ways of conducting strategic exploring</li> <li>• Basics of entrepreneurship - general information about the topic, special peculiarities and skills for entrepreneurs</li> <li>• Calculation of book-keeping (account department) – general background, ways of record-keeping and auditing</li> </ul>
<b>1995 - 2006</b>	<b>Gymnasium of Foreign Languages</b> ( <i>Baku, Azerbaijan</i> ), Azerbaijan, English, Arabian languages
<b>LANGUAGES:</b>	
Fluent in Azeri, Russian and good in English, Turkish	
<b>COMPUTER SKILLS:</b>	
Windows 98,2000, XP; Microsoft Office (Word, Excel, Power Point, Front Page, Publisher), Internet (Outlook Express, Internet Explorer), Adobe Photoshop, Corel Draw, SPSS 12,	