

Maral Jamalova, Ph.D.



Contact

Email:

maral.jamalova@khazar.org

Languages

Azerbaijani – Native

Russian – C2 (fluent)

English – C2

Turkish – B1

Certificates

IELTS Academic certificate,
Google Analytics, Google Ads,
Fundamentals of Digital
Marketing (by Google);

Research Related Programs

SPSS, SPSS Amos, Smart PLC,
QGIS

Other programs: Photoshop,
Corel Draw, Microsoft Office,
Tableau

Skill Highlights

- Marketing management
- Service and consumer focused
- Speaking fluent Russian
- Scientific Publications
- Creative design
- Easy to communicate
- Interested in Information Technologies

Experience

Lecturer at the School of Economics and Management, Khazar University – September 2021 – ongoing

Assistant Lecturer and Ph.D Candidate in Szent Istvan University/Full time – September 2016 – December 2020, **Budapest, Hungary**

Marketing Manager/Part time - January 2016 – June 2016
"Aznex LLC", Baku, Azerbaijan

Head of Marketing and Sales Department - September 2014 – November 2015
MINT Group LLC, Baku, Azerbaijan

Marketing Manager September 2012 – August 2014
"MINT Inshaat" LLC, Baku, Azerbaijan

Education

Bachelor's degree: 2007-2011

Azerbaijan State Economic University - 2007-2011
Specialization: Business Administration

Master's degree: 2011-2013

Azerbaijan Technical University - 2011-2013
Specialization: Strategic Management (obtained with honours)

Ph. D. in Management and Business Administration

Szent Istvan University/ Ph.D. -2016-2020 (obtained with summa cum laude)

Publications

List of Publications in Peer Reviewed Journals

1. Jamalova, M. (2018). Review of Consumer Behaviour from Intercultural Marketing Perspective. *Vadyba*, 33(2), 31–38.
2. Jamalova, M., & Constantinovits, M. (2019). The Comparative Study of the Relationship Between Smartphone Choice and Socio-Economic Indicators. *International Journal of Marketing Studies*, 11(3), 11. Doi: 10.5539/ijms.v11n3p11
3. Jamalova, M. and Constantinovits, M. G. (2020) 'Smart for development: Income level as the element of smartphone diffusion', *Management Science Letters*, 10(5), pp. 1141–1150. doi: 10.5267/j.msl.2019.10.027. SCOPUS

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Publications

SCOPUS (Q3/Q4), WOS (ESCI)

4. Jamalova, M. and Constantinovits, M. (2020) *Attitudes toward smartphone characteristics: What do users pay for?*, *International Journal of Interactive Mobile Technologies* 14(09) SCOPUS

5. Jamalova, M. and Constantinovits, M. (2021) The influence of gender on smartphone adoption of young adults in Hungary: Extending the UTAUT2 with brand awareness. *International Journal of Enterprise Information Systems* 17 (03) **included in publication schedule** (SCOPUS and WOS)

List of Publications in Books

Jamalova, M., and Fehér, I. (2018). Consumer Behavior. I. Fehér (Ed.), *Principles of Agrimarketing* (pp. 154–171). Gödöllő: Szent István Egyetemi Kiadó. ISBN 978-963-269-745-1

List of Publications in Conference Proceedings

1. Jamalova, M. (2017): "Consumer Behaviour in Azerbaijan during the recession". 7th International Scientific Conference "Managerial Trends in Development of Enterprises in Globalization Era" pp.776-784 Nitra, Slovakia 2017, ISBN 978-80-552-1739-0

2. Jamalova, M. (2017): "Consumer Behaviour in Azerbaijan during the recession" 4th VUA Youth International Scientific Conference pp 375-384. Gödöllő, Hungary 2017 ISBN: 978-963-269-693-5

3. Jamalova, M. (2018): "Relationship between income and market share of mobile phone vendors in Azerbaijan". Third International Scientific Conference for Young Researchers – Gödöllő, Hungary 2018, pp. 273-285. ISBN 978-963-269-730-7

4. Jamalova, M. and Constantinovits M. (2018): "Analysis on the level of influence of macroeconomic indicators on consumer behaviour in the mobile phone market". *Business and Management Sciences: New Challenges in Theory and Practice*-Gödöllő, Hungary 2018, pp. 169-176. ISBN 978-963-269-781-9

Thesis Topic

A Comparative Study Of The Behavioural Intention Towards Smartphone In The Case Of Azerbaijani And Hungarian Students

DOI: [10.13140/RG.2.2.15875.43049](https://doi.org/10.13140/RG.2.2.15875.43049)