



Seymur MALIK GULIYEV

Address: Jeyhun Hajibeyli 2, apt. 28
Country: Azerbaijan
City: Baku
Postal: AZ1010



guliyev.seymur@khazar.org

LinkedIn: Seymur Guliyev

Personal Information

Gender: Male
Nationality: Azerbaijani
Birth Date: 05.03.1988, (March 5, 1988)
Languages: Azeri (native), English (fluent), Turkish (fluent)
Passport No: C 01386673

Education

January 2018 – continue
Azerbaijan State Oil and Industry University
16/21 Azadlig Avenue,
Baku, Azerbaijan

Phone: +994 (12) 498 43 08
URL: <http://www.asoiu.edu.az>

September, 2011–September, 2012
The University of Stirling,
Stirling Management School,
Stirling, Scotland, UK

Phone: +44 (0) 1786 467381
URL: <http://www.stir.ac.uk>
<http://www.management.stir.ac.uk>
E-mail: msc-marketing@stir.ac.uk

September 2005 - July 2010
Qafqaz University
Baku-Sumgayit road, 16th km,
Khirdalan
Baku, Azerbaijan
AZ0101

Phone: +994 (12) 4482862-66
Fax: +994 (12) 4482861-67
URL: <http://www.qu.edu.az>
E-mail: info@qu.edu.az

Philosophy Doctor (PhD) in Field Economy

AZERBAIJAN STATE OIL AND INDUSTRY UNIVERSITY (ASOIU)

PhD with the concentration in Marketing and Consumer Studies

Research Topic: “Impact of Branding Strategies on Consumer Purchasing Behaviour in the Food Industry of Azerbaijan”

Master Degree (M.Sc.)

STIRLING MANAGEMENT SCHOOL / UNIVERSITY OF STIRLING

Master of Science in MARKETING

Master Dissertation Topic: “Sponsorship on Marketing Communication Process and Its Application at the State Oil Company of Azerbaijan Republic/SOCAR”

CIM (Chartered Institute of Marketing) International Professional Diploma (expected)
World's largest organization for professional marketers.

Bachelor Degree (BBA), (With Distinction, First Class Honor)

QAFQAZ UNIVERSITY (Currently Baku Engineering University)

Bachelor of Business Administration

Faculty: Economics and Administrative Sciences

Specialty: Business Administration

GPA: 93.10 out of 100. (Marketing Management-100), (Public Relations-100), (Science of Management-100), (Psychology of Management-100), (Strategic Management-100), (Business Administration-100)

Work Experience

March, 2019 – Still working
State Oil Company of Azerbaijan Republic/SOCAR
Head Office
“SOCAR” is a state based oil company.

Haydar Aliyev avenue 121, “SOCAR Tower” Floor 31st, AZ 1029,
Baku, Azerbaijan
Phone: (+994 12) 521 01 12
E-mail: info@socar.az
Web: www.socar.az

Senior Business Analyst / Strategic Development Department (SOCAR Head Office)

Main Responsibilities:

- Responsible for developing and maintaining corporate strategies
- Monitoring and assessing the trends related to oil & gas industry to make decisions for future perspectives
- Analyzing macroeconomic indicators and their effects on oil & gas industry
- Staying in touch with business analytic companies to benchmark internal analytic indicators
- Monitoring of strategic road map of the company and evaluate the works done
- Strategic analysis of internal and external environment of the company
- Assessing perspective variables might have impacts on company strategies
- Monitor project progress by tracking activity; resolving problems; publishing progress reports; recommending actions

September, 2018 – February, 2019
State Oil Company of Azerbaijan Republic/SOCAR
“GAS EXPORT” Department
“SOCAR” is a state based oil company.

Address: 19 Rovshan Aliyevstreet,
Baku, Azerbaijan. PC: AZ1025
 Phone: (+994 12) 521 07 00
 Fax: (+994 12) 521 07 47
 E-mail: office.gas@socar.az
 Web: www.socar.az

December, 2017 – September, 2018
State Oil Company of Azerbaijan Republic/SOCAR
“Oilgasscientificresearchproject” Institute
“SOCAR” is a state based oil company.

Address: 88a Hasan bey Zardabi Avenue,
Baku, Azerbaijan. PC: AZ1012
 Phone: (+994 12) 521 19 21
 Fax: (+994 12) 431 79 45
 E-mail: office.ogpi@socar.az
 Web: www.socar.az

November, 2012 – December, 2017
State Oil Company of Azerbaijan Republic/SOCAR
SOCAR MARKETING AND OPERATIONS DEPARTMENT
“SOCAR” is a state based oil company.

Address: Sabit Orucov str., 28,
Baku, Azerbaijan. PC: AZ1025
 Phone: (+994 12) 521 04 51
 Fax: (+994 12) 496 73 43
 E-mail: info@socar.az
 Web: www.socar.az

December, 2010 – September, 2011
“MATANAT A” Group of Companies
“Matanat A” is specialised in producing of Building Materials

Address: **Baku – Sumgayit road 14.5th km.**
 Phone: (+994 12) 342 99 33
 (+994 50) 225 27 27
 E-mail: matanata@matanata.com
 Web: www.matanata.com

March, 2008 – October, 2018
Azmarketing LLC
“Azmarketing” is a limited liability company, which specialized in conducting researches, giving consulting services and organizing different types of business specialization courses.

Address: **M. Hadi str. 88, apt. 66**
 Phone: (+994 55) 012 471 83 19
 Mob Phone: (+994 55) 644 92 47
 E-Mail: office@azmarketing.az
 Web: www.azmarketing.az

Senior Export Marketing Professional / Marketing Department

Main Responsibilities:

- Responsible for growth for assigned product lines based upon research of market / technology trends, industry standards development, competitive activity, customer needs and gaps within product offering on global basis
- Determining the sales price of gas according to the market price and making tenders in order to market the products
- Preparing technical acts, issuing commercial acts
- Producing invoices in the frame of received signed and stamped commercial acts
- Working with Letter of Credits as prepayments for delivered and accepted gas quantities
- Calculating daily, monthly and annual gas quantities and values based on relevant contracts

Senior Marketing Professional / Marketing Services Department

Main Responsibilities:

- Establish effective working relationships with sales and agency leadership to ensure that our products and services are implemented through sales enablement and marketing demand generation programs
- Provide feedback into product development and service offers and participates in their development; collaborate to create, launch and track performance of product and service offerings in our markets
- Develop and deliver appropriate field sales enablement tools
- Develop, establish and maintain marketing strategies to meet organizational objectives.
- Execute marketing campaigns and analyze performance that leverage behavioral interest profiling to drive new client acquisition & sales revenue
- Internal reporting and other duties as assigned

Export Marketing Professional / The Department of Exporting Crude Oil and Oil products

Main Responsibilities:

- Evaluate the market trends and provide suggestions to the proper functions within organization in order to follow the trends
- Evaluates customer research, market conditions, competitor data and implements marketing plan changes as needed
- Responsible for growth for assigned product lines based upon research of market / technology trends, industry standards development, competitive activity, customer needs and gaps within product offering on global basis
- Determining the sales price of Oil and Oil products according to the market price and making tenders in order to market the products
- Preparing the essential formalities so as to make the oil and oil products ready to be exported

Head of Marketing Research Department

Main Responsibilities:

- Inform and disseminate the tactical goals and plans of a division and provide direct control over the implementation of division goals;
- Determining new products on the purposes of researches;
- Researching rival campaigns, new goods and services;
- Realizing Customer Satisfaction Survey among customers and consumers;
- To research penetration ratio of the products of the company;
- Measuring correlation and regression analysis of conducted researches;
- Making reports for the researches;
- Presenting of ready research report to the relevant departments

Marketing Manager / Director (2008-2011 Full time, 2012-2018 Part time)

Main responsibilities:

- Implement, manage and maintain the goals and objectives of the marketing department
- Provide the realization of conduction of marketing and market researches for customer companies.
- Coordinating the conducting research on air;
- Overseeing design, marketing, promotion, delivery and quality of, products and services;
- Supervising the implementation of tactical plans in the department;
- Controlling the quality of organizing courses;
- Overseeing the marketing operations of the company;
- Preparing different proposals on advertising and products of companies;
- Developing new services of company for customers;
- Meeting with potential customer companies on the purpose of partnership

Lecturing (Instruction) Experience

September 2023 – Still working

KHAZAR UNIVERSITY

Address: 41 Mahsati Str.,
AZ1096, Baku, Azerbaijan
 Phone: (+994 12) 421 10 93
 E-mail: contact@khazar.org
 Web: <http://www.khazar.org>

Lecturer of Marketing (In English) BA/MBA programs in

Main Modules Delivered to BA:
 - Retail Marketing (BA)
 - Marketing Research (BA)

Main Module(s) delivered to BA
 - International Marketing (MBA)

September, 2016 – Still Working
AZERBAIJAN STATE OIL AND
 INDUSTRY UNIVERSITY - ASOIU

Address: Azadlig Avenue 16/21
AZ0101, Azerbaijan.
 Phone: (+994 12) 493 45 57
 E-mail: asoiu.pr@asoiu.edu.az
 Web: <http://www.asoiu.edu.az>

Lecturer of Business & Marketing (In English) BA/MBA/ZU programs in corporation with Georgia University (USA)

Main Modules Delivered to MBA:
 - Business Research methodology (MBA)
 - Marketing Management (MBA)
 - Marketing Research Techniques (MBA)
 - Strategic Marketing (MBA)

Main Module(s) delivered to BA
 - Managing People in Organizations (BA)
 - Marketing Intelligence (BA)

February, 2013 – Still working
AZERBAIJAN STATE ECONOMIC
 UNIVERSITY - UNEC

Address: **Baku, Istiqlaliyyat str., 6,
 Azerbaijan.**
 Phone: (+994 12) 492 60 43
 Fax: (+994 12) 492 59 40
 E-mail: aseu@aseu.az
 Web: www.aseu.az

Lecturer of Marketing Management (In English)

International School of Economics (ISE) Program

“SABAH” Group Program:

Main Module(s):

- International Marketing (MSc)
- Business and Advertisement (BA)
- Marketing (BA)
- Supply Chain Management (MSc)
- Procurement and Contract Management (MSc)
- Strategic Marketing Management (MSc)

Main Module(s):

- Business and Administration (BA)
- Principles of Marketing (BA)
- Price & Pricing (BA)
- Consumer Behaviors (BA)
- Integrated Marketing Communications
- Production Marketing

Course Experience

**Business and Marketing trainer of
 EduHub** (the project on Woman
 participation in social
 entrepreneurship) in partnership
 with **USAID** and Counterpart
 International
 March 2018 – April 2019

Main Topics:

- Digital Marketing and application
- E-marketing and modern business trends
- Business plan and execution
- Business management and entrepreneurship
- Private entrepreneurship and budget relations in Azerbaijan
- Business Plan Development, Business Strategy
- Effective Communication and effective using of social media
- Social Entrepreneurship
- Digital Marketing, Social Entrepreneurship, Business Plan Development

January 2012 – September 2018
 Venue: **AzMarketing Consulting
 and Research LLC**

Main topics:

- Marketing House
- Fundamentals of Marketing
- Brand Management and brand building
- Client is always right and a king of a business
- Marketing as a life style
- Marketing Myopia

Technical Summary

- **MS-Office**: Word, Excel, Power Point
- **SPSS, 19th version**: Good user of **SPSS** software program for analyzing quantitative data and preparing marketing and market reports.
- **WinMAX**: Good user of **WinMAX** software program to analyze quantitative and qualitative data for marketing researches.
- **POM**: Good user of Production and Operations Management (POM) program
- **Bloomberg Terminal** – professional user
- **E-views (econometric)**: Good user of E-views
- **Logo** (Program for Accounting)
- **1C, 8.0th version** (Program for Accounting)

Projects Attended

2012 London Summer Olympic Games

Glasgow and Edinburgh, Scotland, UK, July 2012.

Deputy Logistics Manager of football matches taken place in Glasgow and Edinburgh, Scotland, UK.

- Olympic football games in the men's and women's tournaments featured teams such as France and the USA and take place at Scotland's national football stadium, Hampden Park from 25 July to 3 August. Scotland's Olympic showpiece also saw Men's World and European Champions, Spain played Japan on 26 July.

BAKU 2015, 1st EUROPEAN GAMES

Baku European Games Operating Committee (BEGOC),
European Games Park (EGP),
Water polo and Basketball
Baku, Azerbaijan
June, 2015

Event Services Supervisor (EVS)

- Is responsible for assisting management in directing and supervising of volunteers;
- Responsible for the day-to-day activities of the Facilities Department by overseeing and delegating services;
- Assist Management in ensuring all work is completed in an orderly and timely manner;
- Checking Field of Play (Arenas) before the games start and filling up PEAP Plans
- Briefing the staff about the jobs to be done and debriefing to the Venue Managers

Training, Seminars, Conferences and Summits Attended

2007-2021

1. S.U.N. Solar Ultra News/Project, Personal Discoveries/Program in British Petroleum (BP). (October, 2006 – May, 2007)

2. Awarded with the Appreciation certificate by Business intelligence LTD and Azerbaijan Quality Association on the conference "From creative ideas to Effective management", world known trainer and Guru Dr. Gregory H. Watson. (November, 2009)

3. One of the participants of training named "Importance of ISO Management" organised by ASR Group and TUSIAB (February, 2010)

4. One of the participants of the certificate program named "Global Business Strategies" organized by Qafqaz University. (May, 2011)

5. The scholar of Education Abroad Program of the State Oil Company of Azerbaijan Republic/SOCAR (September 2011 – September 2012).

6. One of the participants of the training named "Program Representative" organized by the University of Stirling, Stirling city, Scotland, UK (October, 2011)

7. Participant in the Master Class named "From Brief to Results" lectured by Susan Solomon, Research Director of "Market Research UK Limited" organized by the Marketing Division at the University of Stirling, Stirling, Scotland, UK. (November, 2011)

8. Participant of the training named "Making Positive Connections" lectured by Mss Liz Hoskins, head of "Positive Qualities LTD" in partnership with Stirling Management School and Chartered Management School. This training took place in Falkirk city, Scotland, UK (29th February, 2012)

9. Presenter and participant at the IMRA International Conference on "Emerging Markets and the New Dynamics of Management" with the article of "The Role of Public Sector in the Realization of the Product and the Image of the Firm". The conference took place in Royal National Hotel, London, England, UK (17-18th May, 2012)

10. Awarded with the participant and champion certificate by BlueSky Experiences LTD on the training of "Personal Effectiveness and Team Development" in Perth city, Scotland, UK (30th May, 2012)

11. Awarded with the participant certificate by "Azercell" LLC in the frame of the project named "Barama" in Baku, Azerbaijan (27-28th July, 2012)

12. Awarded with the participant certificate by ASAIF (Azerbaijani Students and Alumni International Forum) and the Government of the Republic of Azerbaijan on the conference "Azerbaijan 2020-Youths Vision" held in Rome, Italy (28-29th March, 2013)

13. Presenter and participant in the "First Baku Forum of Economic Think-Tanks of Economic Cooperation Organization Member States & First International Conference on Energy, Regional Integration and Socio-Economic Development" with the article of "Globalization and Socio-Economic Development: Progress or Regress" organized for ECO Member States. The conference was organized by Economic Cooperation Organization, Ministry of Economic Development of the Republic of Azerbaijan Institute of Scientific Research on Economic Reforms and "EcoMed" Company. The conference took place in Baku, Azerbaijan (05/06th September, 2013)

14. Presenter and participant of Management and Economics Sciences Conference organized by Cukurova University in Adana, Turkey, 05 May 2017. Article: "Adventure Tourism Marketing: A Research On The Tourists' Behaviours Regarding To Adventure Tourism In Azerbaijan". (05th May, 2017)

15. One of the founders/organizers and moderator of international marketing event "Marketing Summit 2017" devoted to "Made in Azerbaijan" brand held by AzMarketing Consultancy taken place in Baku Business Center, 23rd December, 2017.

16. Speaker of the National Marketing Forum 2018 on the topic of "Mutatis Mutandis and Modelling Strategy" held by Marketing Azerbaijan. (26th May, 2018)

17. Speaker of the Global Marketing Event, "Marketing Summit 2018" on the topic of "Destination Marketing and Holistic Marketing Strategies" devoted to "100 years anniversary of the Republic of

Azerbaijan” held by Comunal Consultancy taken place in Baku Business Center, 22nd December 2018.

18. Presenter and participant of the conference devoted to the 100th year anniversary of **Azerbaijan State Oil and Industry Academy**”. Article: *“Use of brand personality as a key factor on building a strong brand equity”*. (07 May, 2020)

19. Presenter and participant on the conference of **“Regional Economy: contemporary aspects and actual issues”** organized by **Sumgayit State University (22-23 April, 2021)**

20. Participated in the 3rd **international conference of Economy and Management** on the topic of **“Nizami Ganjavi and sustainable development”** devoted to 880th anniversary of Nizami Ganjavi, organized by Azerbaijan State Economic University (UNEC). (**4*7 June, 2021**)

Publications, 2008-2018

| | |
|-----------------|--|
| May, 2009 | One of the authors of the 1 st edition of the book named “Idareetmenin Esaslari” (Fundamentals of Management) published by “Azmarketing” LLC, ISBN 978-9952-450-26-2 |
| April, 2012 | One of the authors of the article named “Qualitative Data and the Process of Constructing Qualitative Data” . |
| May, 2012 | One of the authors of the article named “The Role of Public Sector in the Realization of the Product and the Image of the Firm” published by International Management Research Academy (IMRA) , London, England, UK. |
| May, 2013 | Co-author of the article named “The Key Person of Success of a Company-Leader Manager” published in the Journal of Qafqaz University , Baku, Azerbaijan. |
| September, 2013 | Author of the article named “Objectives of Educational Sponsorship as a Marketing Communication Tool and its Application at State Oil Company of Azerbaijan Republic/SOCAR” . The article was written for the 3 rd conference of “Economics & Management 2013” held by Lviv Polytechnic National University . The article will be published on “Academic Journal of Lviv Polytechnic National University” |
| September, 2013 | One of the authors of the article named “Ethical Issues in Business Administration and their Effects on Social and Economic Development” . The article is waiting for to be published. |
| September, 2013 | One of the authors of the article named “Globalization and Social and Economic Development: Progress or Regress” published by Economic Cooperation Organization, the Ministry of Economic Development of the Republic of Azerbaijan Institute of Scientific Research on Economic Reforms and “EcoMed” Company. The conference took place in Baku, Azerbaijan (05/06th September, 2013) |
| January, 2014 | One of the authors of the 2 nd edition of the book named “Idareetmenin Esaslari” (Fundamentals of Management) , ISBN 978-9952-770-12-3 |
| May, 2014 | Co-author of the article named “Globalization Process in the Food Industry – European Experience” written for the IV International Congress on “Caucasus and Central Asia in the Globalization Process” held by Qafqaz University, (Baku, Azerbaijan, May, 2014) |
| July, 2014 | Author of the book named “Sponsorship on Marketing Communication Process” , ISBN 978-3-659-56601-1 published by Lambert Academic Publishing, Saarbrücken, Germany. |
| August, 2014 | Co-author of the article named “Improvement Directions of Food Industry of the Republic of Azerbaijan” published in the Journal of “Ipek Yolu (Silk Way)”, Azerbaijan University, Baku, Azerbaijan. |
| April, 2015 | Author of the thesis “Private Label in Marketing and Its Importance” written for the named “III International Scientific Conference of Young Researchers” hold on 17-18th April, 2015 at Qafqaz University, Baku, Azerbaijan. |
| March, 2015 | Co-author of the research article “Factors affecting consumer behaviours of Azerbaijani Youths” written for the International Conference named “Marketing Management” organized to be held on 5th June, 2015 in Warsaw University of Life Sciences (SGGW), Warsaw, Poland . |
| April, 2016 | Author of the thesis “Consumer Based Brand Equity” written for the named “IV International Scientific Conference of Young Researchers” took place on 29-30 April, 2016 at Qafqaz University, Baku, Azerbaijan . |
| May, 2017 | Co-author of the article “Adventure Tourism Marketing: A Research On The Tourists’ Behaviours Regarding To Adventure Tourism In Azerbaijan” , written for the “Management and Economics Sciences Conference” organized by Cukurova University in Adana, Turkey in 05 May, 2017 . |
| May, 2017 | Author of the thesis “Impact of a brand on Consumer Decision Making Process” . Written for the “I International Scientific Conference of Young Researchers” organized by Baku Engineering University on 05-06th May, 2017 in Baku, Azerbaijan . |
| May, 2017 | Co-Author of the thesis “Understanding the Opportunities of Adventure Tourism” and “What are the |

| | |
|----------------|--|
| June, 2017 | <p>Understanding and Reason of CSR", written for the "I International Scientific Conference of Young Researchers" organized by Baku Engineering University on 05-06th May, 2017 in Baku, Azerbaijan.</p> <p>Co-author of the conference article "Oil Strategy and the role of Haydar Aliyev in Socio-Economic Development of Azerbaijan" held by Azerbaijan University in Shamakhi region, in June 2017 published as a conference material in conference book.</p> |
| April, 2018 | <p>Author of the thesis "Improvement Directions of Food Industry of Azerbaijan" "Importance of Brand for Food Industry" and "Factors Affecting Consumer Purchasing Behaviours", written for the "II International Scientific Conference of Young Researchers" organized by Baku Engineering University on 27-28 April 2018 in Baku, Azerbaijan.</p> |
| October, 2018 | <p>Author of the conference thesis "An Emerging Consumer Experience: Emotional Branding" held by Azerbaijan University in Baku, in October 2018 published as a conference material in conference book.</p> |
| November, 2018 | <p>Author of the thesis "Effect of Social Factors on Consumer Behaviour", written for the International Scientific Conference "Sustainable development in Economy and Management: problems and perspectives" organized by Baku Engineering University on 26-27 October 2018 in Baku, Azerbaijan.</p> |
| November, 2018 | <p>Author of the article "Effects of brand on emotional decision making process of consumer: a research in the food industry of Azerbaijan", published in the journal of "Scientific News Summary (Elmi Xəbərlər Məcmuəsi)" № 2/2018 by Ganja Technology University, May 2018.</p> |
| November, 2018 | <p>Author of the article "What are the Understanding and Reason of CSR in BP Azerbaijan", published in the journal of "Innovative Economy and Management (Innovasiyalı İqtisadiyyat və Menecment)" № 2/2, 2018 by Ganja Technology University, November 2018.</p> |
| November, 2019 | <p>One of the authors of the article "Brand Equity and its effect on consumer preferences in fast food consumption", written for the Scientific Conference organized by Baku Engineering University, 29-30 November, 2019</p> |
| December, 2019 | <p>Article: "<i>Improvement Directions of Branding Processes in the Food Industrial Companies of Azerbaijan</i>", Audit Journal № 4, Vol. 26, 2019, pp. 86-95. Baku, Business University.</p> |
| December, 2019 | <p>Article: "<i>Branding process and the evaluation of the levels</i>", Journal of Baku Engineering University- Economics and Administration, 2019. Volume 3, Number 2</p> |
| June, 2020 | <p>Article: "<i>The impact of based brand equity on the operational performance of FMCG companies in Azerbaijan</i>", Journal of Baku Engineering University- Economics and Administration, 2019. Volume 3, Number 2</p> |
| August, 2020 | <p>Article: "<i>Brand identity and its effect on consumer purchasing behaviour in fast moving consumer goods (FMCG) sector of Azerbaijan</i>", Journal of Science and Innovative Technologies, DOI: 10.30546/2616-4418.12.2020.12</p> |
| April, 2021 | <p>Article: "<i>Analytical assessment of the factors influencing consumer behaviour in marketing</i>", The Scientific and Pedagogical News of Odlar Yurdu University, 2020 - № 54</p> |
| June, 2021 | <p>Thesis: "<i>Brand Equity as a Branding Strategy</i>", Regional economy: modern aspects and current issues, Republican Scientific Conference, organized by Sumgayit State University, April, 2021</p> |
| July, 2021 | <p>Article: "<i>COVID-19 Impact on Brand Preference in Consumer Purchasing Decisions on Food Products in Azerbaijan</i>", TURAN-CSR International Scientific, Peer-Reviewed & Refereed Journal; p-ISSN: 1308-8041, e-ISSN: 1309-4033; Year: 2021; Month: July; Volume: 13, Nizami GANJAVI Special Issue, DOI: http://dx.doi.org/10.15189/1308-8041</p> |

Membership

| | |
|---------------------------|---|
| September 2012 - till now | <ol style="list-style-type: none"> 1. One of the members of IMRA (International Management Research Academy) situated in London, England, UK. 2. A member of Chartered Institute of Marketing (CIM), situated in London, England, UK. 3. Editor and reviewer of the Journal of China-USA Business Review (ISSN 1537-1514, USA) and Chinese Business Review (ISSN 1537-1506, USA). |
| September 2012 - till now | |
| Since October 2013 | |

References

PhD. KAMALOV Nasimi

Leading Lecturer of Business Administration Department at Azerbaijan Qafqaz University (www.qu.edu.az)

Cell (Aze): +994 (50) 3961162

E-mail: nkamalov@yahoo.com

Assoc. Prof. ABUTALIBOV Rasim

General Director of Azmarketing LLC and Senior Lecturer of Qafqaz University (www.azmarketing.az), (www.qu.edu.az)

Cell (Aze): +994 (55) 6449247

E-mail: azeraz2002@yahoo.com