

AHMADOVA EMILIYA

PhD (c), PCM®

LECTURER/ RESEARCHER/ MARKETER

About Me

Emiliya Ahmadova is a lecturer at the Azerbaijan State University of Economics (UNEC) and an adjunct lecturer at ADA University. She teaches business and marketing-related subjects at the graduate and undergraduate levels. Her research interests include consumer behavior, Islamic consumer behavior and marketing, and student motivation and teachers' emotional intelligence. She also has extensive knowledge and experience in data science including data visualization, data analysis, and descriptive and predictive statistics. Mrs. Ahmadova is a certified marketing manager by American Marketing Association and Meta. She is also a freelance trainer, researcher, and digital marketing manager.

Contact

Phone

+994557449007

Email

ahmadova.emiliya@gmail.com
eahmadova@ada.edu.az

Expertise

- teaching
- researcher
- marketing
- data analysis
- data visualization
- digital marketing

Program knowledge

- SQL
- PowerIB
- Tableau
- SPSS
- SPSS Amos
- STATA
- Python

Language

English (IELTS, Duo-lingo, TOEFL)

Russian

Education

**September 2020-
July 2022**

Master of Arts

Dual degree program (State program):
GEORGE WASHINGTON UNIVERSITY (GWU)
AZERBAIJAN STATE PEDAGOGICAL UNIVERSITY (ASPU)

Master of Arts in Education and Human Development

**February 2018 –
February 2022**

PhD candidate

PhD **AZERBAIJAN STATE UNIVERSITY OF ECONOMICS**

**October 2015 –
October 2016**

Master's degree

ROME BUSINESS SCHOOL:
Master's in Marketing and Communications

**August 2009 –
February 2011**

MBA

QAFQAZ UNIVERSITY MBA
Master of Business Administration (with distinction)
Language of instruction: English

**August 2004 –
May 2009**

Bachelor

AZERBAIJAN STATE UNIVERSITY OF ECONOMICS
Bachelor in Information Management

Certificates

Professional Certified Marketer® (PCM®)

AMA (American Marketing
Assosiation)

- Google analytics
- Google digital garage
- Meta Marketing
Science Professional
- Meta Certified Digital
Marketing Associate

Links

<https://www.erc-unec.com/team>

<https://www.linkedin.com/in/ahmadova-emiliya-ph-d-c-pcm@a3068911b/>

Reference

Nijat Mammadli,
Advisor to the Minister of Science
and Education of the Republic of
Azerbaijan
Nijat.mammadli@edu.gov.az

Elkin Nurmammadova
Vice Rector, Institutional
Effectiveness and Development
ADA University
enurmammadov@ada.edu.az

Khatai Aliyev
Head of International economics
and business department
UNEC
khatai.aliyev@unec.edu.az

Experience

Global MBA program UBIS and Western Caspian University

October 2022-December 2022

LECTURER on Marketing

Delivering Marketing courses to graduate students

ADA UNIVERSITY

January 2019 – onward

ADJUNCT LECTURER on Marketing

Delivering Principles of Marketing and Marketing Management courses at undergraduate level

MBA program AZERBAIJAN STATE UNIVERSITY OF ECONOMICS (UNEC)

January 2019 – May 2022

LECTURER

Delivering Management and International Management courses to graduate students

UNEC EMPIRIC RESEARCH CENTER

January 2019 – onward

Research fellow

Conducting research and delivering trainings and workshops

SABAH GROUPS, AZERBAIJAN STATE UNIVERSITY OF ECONOMICS (UNEC)

January 2017 – May 2022

LECTURER

Primary assignment is to deliver a Marketing Management course to undergraduate students Language of instruction: English

INTERNATIONAL SCHOOL OF ECONOMICS, AZERBAIJAN STATE UNIVERSITY OF ECONOMICS (UNEC)

January 2014 – onward

LECTURER/full time faculty

Prime task includes conducting lectures and seminars on Marketing Management, International Marketing, Strategic Marketing, Business and International Business at undergraduate level. Language of instruction: English

PROJECT COORDINATOR, NATO INTERNATIONAL SCHOOL OF AZERBAIJAN

September 2013 – June 2015

Coordinating different projects and organizing winter and summer schools.

CENTER FOR EUROPEAN STUDIES

October 2009 – January 2010

INTERN

THE STATE STATISTICAL COMMITTEE OF THE REPUBLIC OF AZERBAIJAN

March 2009 – June 2009

INTERN

Involved in data analysis at Forecasting Department

NON – DEGREE STUDIES

Certificate. American Marketing Association.

Professional Certified Marketer PCM®.
June 2022

The Agency for Quality Assurance in Education (AQAE)

Training for future accreditation experts.
February, 2022 - May 2022

University of Illinois at Urbana-Champaign.

Certificate. MOOC. "Global Strategy I: How the Global Economy Works"
Completed on June 17, 2020

University of Illinois at Urbana-Champaign.

Certificate. MOOC. "Global Strategy II: Doing Business in The Global Economy".
Completed on June 5, 2020

UNIVERSITY OF LONDON & London Business School.

Certificate. MOOC. "Managing of the company of the future".
Completed on March 31, 2018

UNIVERSITY OF LONDON.

Certificate. MOOC. "How to Finance and Grow Your Startup – Without VC".
Grade Achieved: 93.3%. Completed on February 1, 2018

UNIVERSITY OF LONDON.

Certificate. MOOC "Professional Skills for International Business"
Grade Achieved: 97.4%. Completed on March 17, 2017

UNIVERSITY OF LONDON, SOAS UNIVERSITY OF LONDON.

Certificate. MOOC "Understanding Research Methods"
September 1-20, 2016.

UNIVERSITY OF LONDON/ LONDON BUSINESS SCHOOL

Certificate. MOOC. "Brand Management: Aligning Businesses, Brand and Behavior"
(completed with distinction).
October 07 – November 23, 2015.

CONFERENCE & WORKSHOPS

Presenter at the DIGITAL ECONOMY: MODERN CHALLENGES AND REAL OPPORTUNITIES organized by UNEC, Ministry of Economy, and Ministry of Science and Education.

"Analysis of the impulsive buyer behavior: Empirical evidence from Azerbaijan".

"Measuring the impact of religiosity on consumer behavior in Azerbaijan"

28-29 April, 2022. Baku

Presenter at 2nd Erasmus International Academic Research Symposium.

"Global Islamic Economy: Current State and Future Perspectives."

11 – 13 October 2019. Paris, France.

Workshop. Introduction to main principles of assessment. Organized within the framework of "The Support to implementation of National Qualifications Framework in Azerbaijan" project.

Baku, Azerbaijan. 14-16 May 2019

Presenter at V European Congress on Economic Issues.

"Macroeconomic trends influencing Global Islamic Economy" Azerbaijan University.

25-27 April 2019.

1st Early Career Researcher Training School on Research Methodology Organized by ADA University within the framework of the GCRF COMPASS project funded by the US Embassy to Baku.

February 25- March 1, 2019

RESEARCH CAPACITY BUILDING PROJECT AT ADA UNIVERSITY THROUGH US EMBASSY TO BAKU

Research & Academic Writing courses at ADA University

2018/2019 fall semester

Certificate of Presentation. Conference on "Sustainable Development and Challenges to Humanitarian Sciences".

Azerbaijan University.

14-15 May 2018.

Speaker at "I International Symposium on Global Education".

Khazar University.

20-21 April, 2018

Certificate of Participation. "Syllabus design and application of ICT in teaching process".

Training organized by ADA University. 03.02.2018 – 04.02.2018

DAAD Project EE-KEY-AZ: Entrepreneurship Education: A Key to Job Creation and Employability in Azerbaijan. Siegen University.

20-21 September 2017, Siegen, Germany.

Certificate of Participation. Interdisciplinary European Conference on Entrepreneurship Research (IECER). Siegen University.

20-22 September, 2017. Siegen, Germany.

CONFERENCE & WORKSHOPS

Certificate of Participation. ICMPD MOBILAZE project. Workshop on Migration Research Methods.

30-31 March 2017. Baku, Azerbaijan.

Winter training course "Class Management and Developing Training Skills of UNEC Professors" PARIS-SORBONNE UNIVERSITY ABU DHABI & AZERBAIJAN STATE UNIVERSITY OF ECONOMICS.

February 11 –15, 2017. Guba, Azerbaijan.

"Advanced Research Methods in Social Science"

CAUCASUS RESEARCH AND RESOURCE CENTRE AND EASTERN PARTNERSHIP FOUNDATION. 14.07.2016 – 16.07.2016

Winter school, PARIS-SORBONNE UNIVERSITY ABU DHABI "Interactive Education in University Systems".

February 1 –5, 2016. Guba, Azerbaijan.

Certificate on attendance in Summer Session of NATO INTERNATIONAL SCHOOL OF AZERBAIJAN on "International Economic Security",

June 30 – July 5, 2014

Certificate on Financial Accounting. ECONOMIC RESEARCH AND EDUCATION CENTRE, August 2010

Certificate on Venture Capital and Interest-free Banking Study for Economic Resources, May 2009

Diploma on Operator of Personal Computer IBM PC/AT. Regional CENTRE OF INTERNATIONAL EDUCATION PROGRAMS, January 2007

PUBLICATION

AHMADOVA, E. (2022). MEASURING IMPACT OF RELIGIOSITY ON CONSUMER BUYER BEHAVIOR IN AZERBAIJAN. TURAN-SAM, 14(Sp. Issue), 309-326.

Ahmadova, E. and Aliyev, K. (2021), "Determinants of attitudes towards Halal products: Empirical evidence from Azerbaijan", Journal of Islamic Marketing, Vol. 12 No. 1, pp. 55-69. <https://doi.org/10.1108/JIMA-04-2019-0068>

AHMADOVA, E. (2018). The Common/Unique and Cognitive/Conative Model Of Destination Image: The Case of Azerbaijan. Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, 23(1), 333-346.

Ahmadova, E. (2018). SUSTAINABLE DEVELOPMENT. GOALS, TARGETS AND INDICATORS. AZERBAIJAN UNIVERSITY, 37.

Ahmadova, E. (2016). ISLAMIC MARKETING: THE NEW RULES THAT TRANSFORM THE WAY OF CONDUCTING BUSINESS. Journal of Suleyman Demirel University Institute of Social Sciences.

Ahmadova, E. (2016). Islamic Marketing: New possibilities or new challenges?. In The Thirteenth International Conference on Economic Sciences (pp. 3-10).