



Seymur MALIK GULIYEV

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Personal Information

Gender: Male
Nationality: Azerbaijani
Birth Date: 05.03.1988, (March 5, 1988)
Marital status: Married
Languages: Azeri (native), English (fluent), Turkish (fluent)
National ID: AZE No: 13396141
Passport No: P 3810052

Education

November 2013 – continue
Qafqaz University
Baku-Sumgayit road, 16th km,
Khirdalan
Baku, Azerbaijan
AZ0101

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

February, 2012 – May 2012
The University of Stirling,
Stirling Management School,
Stirling, Scotland, UK

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

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Doctor of Philosophy (PhD) in Business Administration

Qafqaz University
PhD specialization is **MARKETING**

PhD Dissertation Topic: *“Brand Equity and its Effects on Consumer Perception and Consumer Purchasing Behaviour in the Food and Beverage 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), (Honours Diploma)

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

November, 2012 – Still working
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

April, 2011 – 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

December, 2010 – April, 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 – November, 2010
Azmarketing LLC
 “Azmarketing” is a limited liability company which specialized in conducting researches, giving consulting services and organizing different types of business specialization courses such as, Marketing Management, PR, HR etc.

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

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
- Support sales activities and existing and new markets
- Responsible for developing and maintaining marketing strategies to meet organizational objectives.
- 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;
- Preparing weekly, monthly and annual marketing researches plans;
- 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;
- Sorting of products due to their using purposes;
- Making reports for the researches;
- Presenting of ready research report to the relevant departments;

Marketing Research Manager

Main Responsibilities:

- Preparing and controlling of daily and monthly research plans of Marketing departments
- Determining of rival companies
- Researching of new products and preparing its reports
- To research of rival products' prices
- Determining of budget for marketing research
- Assessing of customer satisfaction and market share
- To follow activities of the rivals
- Preparing of monthly research reports

Marketing Manager / Director

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, 2012 – Still working
AZERBAIJAN UNIVERSITY
 Address: **Yasamal District,
 S. Dadashov str., 84, Baku,
 AZ1141, Azerbaijan.**
 Phone: (+994 12) 434 76 89/90/91
 Fax: (+994 12) 430 49 29
 E-mail: info@au.edu.az
 Web: www.au.edu.az

Lecturer of BBA and MBA programs (In English)

Taught Undergraduate Program(s):

- BBA (Bachelor of Business Administration)

Taught Graduate Program(s):

- MBA Management

Main Module(s):

- Basic Marketing(BBA)
- Marketing Communications (BBA)
- Product Management (BBA)
- Managing in Global Economy (MBA)
- Fundamentals of Management (MBA)

February, 2013 – Still working
**AZERBAIJAN STATE ECONOMIC
 UNIVERSITY**
 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)

Taught Graduate Program(s):

- MBA Management

Main Module(s):

- Marketing Management

September, 2013 – Still working
QAFQAZ UNIVERSITY
 Address: **Baku-Sumgayit road, 16th
 km, Khirdalan
 AZ0101, Azerbaijan.**
 Phone: (+994 12) 448 28 62/66
 Fax: (+994 12) 448 28 61/67
 E-mail: info@qu.edu.az
 Web: <http://www.qu.edu.az>

Instructor of MBA program (In English)

Taught Graduate Program(s):

- MBA Management

Main Module(s):

- Business Communication (MBA)
- Business Economics (MBA)

Course Experience

April 2009 - May 2009
 Venue: **IRES** recruitment company

Trainer of Marketing (Azeri)

Main topics:

- Fundamentals of Marketing
- The importance of Marketing strategy

March 2010 – April 2010
 Venue: **ASR Group Consulting
 and Research Company**

Main topics:

- Marketing management strategy
- The methods of implementing of segmentation
- Customer and consumer markets
- Promotion mix and variants

February 2010
 Venue: **Azerbaijan State
 Economical University**

Main topics:

- Consumer and Business Markets
- Segmentation strategies and its application
- The role of 4P's within marketing strategy
- PR on Marketing communication process

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
- **E-views (econometric):** Good user of E-views
- **Logo** (Program for Accounting)
- **1C, 8.0th version** (Program for Accounting)

Honors and Rewards

From 2005 To 2012

1. 3rd place in football tournament of Qafqaz University amongst departments. **(23.10.2005)**
2. Certificate for the best Educational Project of the SIFE 2007 Contest (As a member of team), **(May, 2007)**
3. 2nd place in football tournament of Qafqaz University amongst clubs. **(19.05.2008)**
4. 3rd place in National Championship on Student in free entrepreneurship (SIFE) contest. Our SIFE team project; named "AZmarketing support to business" was nominated the "Best Project on Business" among other business projects of different universities in 2008 SIFE contest. **(May, 2008)**
5. Quality Management certificate by Youth Career Centre at Economic University. **(October, 2009)**
6. Champion in game of "WHAT? WHERE? WHEN?" at Qafqaz University. **(May, 2009)**
7. 2nd place in conference of "The Socio-economic Development of Azerbaijan Republic in Globalization Environment". This conference was held at Business University. This conference has been devoted Haydar Aliyev's 86th anniversary. I participated with the article of "Globalization, Marketing and Influence of the Globalization on Marketing" at this conference. **(May, 2009)**
8. Certificate for the best Online Project of the SIFE 2009 Contest (As a member of team), **(May, 2009)**
9. The scholar of Education Abroad Program of the State Oil Company of Azerbaijan Republic/SOCAR **(September 2011 – September 2012).**

Training, Seminars and Conferences Attended

2005-2013

1. S.U.N. Solar Ultra News/Project, Personal Discoveries/Program in British Petroleum (BP). **(October, 2006 – May, 2007)**
2. The training of "Principles of the Marketing" at Nurgun Holding. **(July, 2008)**
3. The training of "Psychology" at the Azerbaijan University of Languages. **(January – April, 2009)**
4. The training of "Quality Management" in Azerbaijan State Economic University. **(March 2009)**
5. Participant of SIFE ("Students in Free Enterprise") - international programme amongst university students in 2009. **(May, 2009)**
6. 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)**
7. One of the participants of training named "Importance of ISO Management" organised by **ASR Group and TUSIAB (February, 2010)**
8. One of the participants of the certificate program named "Global Business Strategies" organized by **Qafqaz University. (May, 2011)**
9. One of the participants of the training named "Program Representative" organized by the **University of Stirling, Stirling city, Scotland, UK (October, 2011)**
10. 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)**
11. 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)**
12. 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)**
13. 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)**
14. Awarded with the participant certificate by "Azercell" LLC in the frame of the project named "Barama" in **Baku, Azerbaijan (27-28th July, 2012)**
15. 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)**
16. 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)**

Publications, 2008-2014	
October, 2008	Author of the article named “ Colour of Marketing ”
April, 2009	Author of article named “ Globalization, Marketing and the Influence of Globalization on Marketing ”
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
December, 2010	Author of the article named “ Current Position of Marketing in Azerbaijan ”
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.
March, 2013	Working on my own book named “ Marketingin Prinsipləri (Principles of Marketing) ” intended to be published till the end of August, 2014
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
Membership	
September 2012 - till now	1. One of the members of IMRA (International Management Research Academy) situated in London, England, UK .
Since October 2013	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) .
Personal Characteristics	
	Creative in project storming, communicative, striving to best, open to experience, extroverted, Flexible and Sociable
Interests	
	Football, volleyball, reading and travelling
Interested Major	
	Key majors: Marketing, Public Relations, Management, Human Resources Minor majors: Operations Management, Tourism management, International Trade.

References

PhD. KAMALOV Nasimi

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

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PhD candidate MAMMADOV Rufat

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

Cell (Aze): +994 (51) 8806746

E-mail: rufat_mamedov@yahoo.com

Assoc. Prof. ABUTALIBOV Rasim

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

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