

## Curriculum Vitae

**Günel  
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UNEC Business  
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### ***Education***

**2009- 2016**, Near East College, Nicosia, North Cyprus

**Degree:** High School, British Education System (GCSE)

**Rewards:** Distinction

**2016-2020**, Near East University, Nicosia, North Cyprus- Faculty of Economics and Administrative Sciences

**Degree:** (BA) Bachelor of Arts, Business Administration (English)

CGPA:3.92/4.00

**Rewards:** Valedictorian-Top Graduate of Department (Business Administration), Second Highest Rank of Faculty of Economics and Administrative Sciences- Medal, Distinction and High Honor

**2020-2021**, Near East University, Nicosia, North Cyprus

**Degree:** (MBA) Master of Business Administration (With Thesis-English)

CGPA: 4.00/4.00

**Rewards:** Distinction and High Honor

**2023- present**, Azerbaijan State Oil and Industry University, Baku, Azerbaijan

**Degree:** Doctor of Philosophy (PhD), 3338.01 – System Analysis, Management and Information Processing

### ***Academic Appointments***

Lecturer

### ***Teaching***

**15.09.2022-present**, Azerbaijan State University of Economics, UNEC Business School, Baku, Azerbaijan, lecturer

**16.02.2022-18.07.2022**, Azerbaijan State Oil and Industry University, BA

Programs, Baku, Azerbaijan, lecturer

### ***Publications***

1. Digital Marketing Technologies Selection Under Z-Environment  
[DOI: 10.1007/978-3-030-64058-3\\_47](https://doi.org/10.1007/978-3-030-64058-3_47)
2. Some Aspects of Fuzzy Decision Making in Digital Marketing Analysis  
[DOI: 10.1007/978-3-030-92127-9\\_63](https://doi.org/10.1007/978-3-030-92127-9_63)
3. Decision Making in Hepatitis B Diagnosis by Using Fuzzy Expert System: Case of Near East Hospital  
[DOI: 10.1007/978-3-031-25252-5\\_62](https://doi.org/10.1007/978-3-031-25252-5_62)
4. Customer Characteristics in Digital Marketing Model  
[DOI: 10.1007/978-3-031-25252-5\\_25](https://doi.org/10.1007/978-3-031-25252-5_25)
5. Deepfakes development using long short-term memory-based deep neural networks
6. Decision Making in the use of Expert Systems for Ebola Virus Disease Diagnosis
7. Fuzzy logic-based prediction of consumer buying behavior in digital marketing place

### ***Scopus ID- profile link***

<https://www.scopus.com/authid/detail.uri?authorId=57200216219> 57200216219

### ***Web of Science ID-profile link***

<https://www.webofscience.com/wos/author/record/JYP-0948-2024> JYP-0948-2024

### ***Google Scholar Account***

<https://scholar.google.com/citations?user=ovG9D18AAAAJ&hl=en&oi=ao>

### ***Researchgate Account***

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### ***Articles, Papers, and Chapters***

1. Imanova, G. E., & Imanova, G. (2020, August). Digital marketing technologies selection under Z-environment. In International Conference

on Theory and Applications of Fuzzy Systems and Soft Computing (pp. 378-387). Cham: Springer International Publishing.

2. Imanova, G. E., & Imanova, G. (2022). Some aspects of fuzzy decision making in digital marketing analysis. In 11th International Conference on Theory and Application of Soft Computing, Computing with Words and Perceptions and Artificial Intelligence-ICSCCW-2021 11 (pp. 465-473). Springer International Publishing.
3. Imanova, G., & Seyfi, A. G. (2022, August). Decision Making in Hepatitis B Diagnosis by Using Fuzzy Expert System: Case of Near East Hospital. In International Conference on Theory and Applications of Fuzzy Systems and Soft Computing (pp. 469-475). Cham: Springer Nature Switzerland.
4. Imanova, G. E., & Imanova, G. (2022, August). Customer Characteristics in Digital Marketing Model. In International Conference on Theory and Applications of Fuzzy Systems and Soft Computing (pp. 164-171). Cham: Springer Nature Switzerland.
5. Imanov, E., Elgammudi, S., & Imanova, G. (2024). Deepfakes development using long short-term memory-based deep neural networks. *Artificial Intelligence of Things (AIoT): Current and Future Trends*, 229.
6. Imanova, G., & Nsenga, N. (2025). Decision Making in the use of Expert Systems for Ebola Virus Disease Diagnosis. In 16th International Conference on Applications of Fuzzy Systems, Soft Computing and Artificial Intelligence Tools – ICAFS-2023. Cham: Springer.
7. Imanova, G. E., & Imanova, G. (2025). Fuzzy logic-based prediction of consumer buying behavior in digital marketing place. In 16th International Conference on Applications of Fuzzy Systems, Soft Computing and Artificial Intelligence Tools – ICAFS-2023. Cham: Springer.