



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



GENERAL INFORMATION

- Date of birth: 29 August 1992
- Place of birth: Azerbaijan
- Marital status: Married
- Military service: H/m
- Address: Baku / Azerbaijan

EDUCATION

- Doctor of Philosophy (**PhD**), Marketing
Marmara University
2018 – davam edir, İstanbul / Türkiye
- Master of Science (**MSc**), Marketing
Marmara University
2015 – 2018, İstanbul / Türkiye
- Master of Science (**MSc**), Marketing
Istanbul University
2015 – 2017, İstanbul / Türkiye
- Bakalavr of Science (**BSc**), Economics
Azerbaijan State University of Economics (UNEC)
2009 – 2013, Baku / Azerbaijan

ACADEMIC PAPER AND CERTIFICATE

- 85** Certificates for trainings, courses, seminars, workshops and conferences
- 49** Academic works (research paper, book, chapter, dissertation)
- 10** My training and seminars for different target audiences

HOBBIES

- Riding a horse
- Plant feeding
- Travelling

PROFESSIONAL WORK EXPERIENCES

- Organisation: Azerbaijan Public Employment Agency
Position: **Head of the Labor Market Analysis Unit**
Date: 2020 – continues
Place: Baku / Azerbaijan
- Organisation: AA Kurumsal Gelişim Hizmetleri
Position: **Strategic consultant**
Date: 2017 – 2019
Place: İstanbul / Türkiye
- Organisation: AA Kurumsal Gelişim Hizmetleri
Position: **Strategic consultant**
Date: 2017 – 2019
Company: Türkiye Vakıflar Bankası
- Organisation: AA Kurumsal Gelişim Hizmetleri
Position: **Strategic consultant**
Date: 2018 – 2018
Company: Nuh Çimento Sanayii A.Ş.
- Organisation: AA Kurumsal Gelişim Hizmetleri
Position: **Strategic consultant**
Date: 2018 – 2018
Company: İstanbul Gübre Sanayii A.Ş.
- Organisation: AA Kurumsal Gelişim Hizmetleri
Position: **Strategic consultant**
Date: 2018 – 2019
Company: Türkiye Sigorta (previos Güneş Sigorta)
- Organisation: AA Kurumsal Gelişim Hizmetleri
Position: **Strategic consultant**
Date: 2017 – 2017
Company: Nuh Beton
- Organisation: Bank of Baku
Position: **Specialist**
Date: 2014 – 2015
Place: Baku / Azerbaijan

ACADEMIC WORK EXPERIENCES

- University: Azerbaijan State University of Economics
Position: **Lecturer** (MBA, BMDM)
Date: 2019 – continuous
Place: Baku / Azerbaijan
- University: Azerbaijan State University of Economics
Position: **Lecturer**
Date: 2021 – continuous
Place: Baku / Azerbaijan

SKILLS

- Strategic and tactical ability
- Customer-centric approach
- Analytical thinking
- Quality results oriented



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



EDUCATION



Doctor of Philosophy

Marmara University

Institute of Social Science/ Business Administration / Department of Marketing

2018 – continue

Istanbul / Turkey

GPA: 95/100 (high honors degree)

Dissertation: *Developing A Scale for Gamification in Marketing*



Master of Arts

Marmara University

Institute of Social Science/ Business Administration / Department of Marketing

20.07.2015 – 25.07.2018

Istanbul / Turkey

GPA: 87,5/100 (honors degree)

Thesis: *A Study on the Determination of Factors that Contribute to the Brand Liveability*



Master of Arts

Istanbul University

Institute of Social Science/ Business Administration / Department of Marketing

24.08.2015 – 23.10.2017

Istanbul / Turkey

GPA: 96,5/100 (high honors)

Thesis: *Determining the Effect of Gamification Acceptance in Mobile Applications in Consumers' Attitudes and Intention to Use*



Bachelor of Arts

Anadolu University

Faculty of Business Administration / Department of International Trade and Logistics

2020 – continue

Open Education System / Turkey



Bachelor of Arts

Azerbaijan State University of Economics

Faculty of Economics / Department of Economic Law

15.09.2009 – 01.07.2013

Baku / Azerbaijan

GPA: 88.79/100

Thesis: *The Mechanism of Economic Regulation and Legal Issues of Practical Realization of Economic Regulation*



Secondary School

Mahmudkend Village Secondary School

01.09.1998 – 29.05.2009

Sharur, Nakchivan / Azerbaijan

GPA: 100/100 (high honors)



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



PROFESSIONAL WORK EXPERIENCES



Company: Azerbaijan Public Employment Agency
Position: **Head of Labor Market Analysis Division**
Department: Department of Labor Market Analysis and Development
Unit: Strategic Development
Date: 05 April 2023 – continues
Location: Baku / Azerbaijan

Company: Azerbaijan Public Employment Agency
Position: **Chief Specialist for Strategic Development**
Department: Department of Labor Market Analysis and Development
Unit: Strategic Development
Date: 18 November 2020 – 05 April 2023
Location: Baku / Azerbaijan



Company: AA Kurumsal Gelişim Hizmetleri A.Ş.
Position: **Strategic Business Partner**
Date: 13 March 2017 – 14 December 2019
Location: Istanbul / Turkey

Projects: Strategic Development Projects
Market Research Projects
Corporate Development Projects
Projects of All Organisational Development Consulting



Company: AA Kurumsal Gelişim Hizmetleri A.Ş.
Position: **Strategic Consultant**
Date: 20 June 2017 – 20 July 2019
Served: Türkiye Vakıflar Bankası Türk Anonim Ortaklığı *

Projects: *Organizasyonel Yapılanma*
Birimlerin Kısa Görevlerinin Hazırlanması
Bölge Yapılanması
Kurumsal Akademi Yapılanması ve Yönetimi
Performans Yönetim Sistemi Yapılanması ve Yönetimi
Temel ve Pozisyona Bağlı Yetkinliklerin Hazırlanması
Bilgi İşlem Teknolojileri Birimlerinin Teknik Yetkinliklerinin Hazırlanması
Kariyer Temelli Ücret Sisteminin Yapılanması ve Yönetimi
Eğitimde Kullanılmak üzere Vakaların Yazdırılması
Vaka Çalıştaylarının Yapılanması ve Yönetimi



Company: AA Kurumsal Gelişim Hizmetleri A.Ş.
Position: **Strategic Consultant**
Date: 07 March 2018 – 05 May 2018
Served: Nuh Çimento Sanayii A.Ş. *
Projects: *Nuh Çimento Verimlilik Projesi*



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



PROFESSIONAL WORK EXPERIENCES



İSTANBUL GÜBRE SANAYİİ A.Ş.

Company: AA Kurumsal Gelişim Hizmetleri A.Ş.
Position: **Strategic Consultant**
Date: 02 March 2018 – 20 June 2018
Served: İstanbul Gübre Sanayii A.Ş. *
Projects: *İGSAŞ Dönüşüm ve Değişim Projesi*



Company: AA Kurumsal Gelişim Hizmetleri A.Ş.
Position: **Strategic Consultant**
Date: 30 September 2018 – 15 July 2019
Served: Türkiye Sigorta (Güneş Sigorta A.Ş.)*
Projects: *Organizasyonel Yapılanma
Birimlerin Kısa Görevlerinin Hazırlanması
Performans Yönetim Sistemi Yapılanması ve Yönetimi
Temel ve Fonksiyona Bağlı Yetkinliklerin Hazırlanması
Kariyer Temelli Ücret Sisteminin Yapılanması ve Yönetimi
Pazarlamada Kanal Temelli Stratejinin Yapılanması ve Yönetimi
Ürün Geliştirme Stratejisi
Bankasürans Projesi, Bölge Yapılanması
Süreç Çalışmaları (Süreç Analizi ve İyileştirme, Süreç Basitleştirme)
Hasar Onay Süreçlerinin Kısaltması
Teknik Onay Mekanizmasının Merkezileştirme
Poliçelerin İçerik ve Görsel Açından Yapılandırılması
Yerinde Gözetim ve Kontrol Süreçleri*



Company: AA Kurumsal Gelişim Hizmetleri A.Ş.
Position: **Strategic Consultant**
Date: 14 July 2017 – 25 October 2017
Served: Nuh Beton A.Ş. *
Projects: *Nuh Beton Norm Kadro Projesi*



Company: AA Kurumsal Gelişim Hizmetleri A.Ş.
Position: **Specialist**
Branch: Mardakhan Branch
Date: 20 October 2014 – 19 August 2015
Location: Baku / Azerbaijan



Company: İrəli İctimai Birliyi
Position: **Head of Economic Center**
Date: 27 August 2012 – 13 July 2013
Location: Baku / Azerbaijan
Projects: *İdeaMənlər Layihəsi
Təcrübi İqtisadiyyat Layihəsi
Marketing Elite Club Layihəsi
Marketing Academy Layihəsi
Maliyyə Təlimləri Layihəsi
İqtisadi Hüquq Layihəsi*



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



ACADEMIC WORK EXPERIENCES



University: Azerbaijan State University of Economics (UNEC)
Position: **Lecturer and Researcher**
Date: 24 December 2019 – continues
Location: Baku / Azerbaijan



Faculty: UNEC Business School / Master Business Administration (MBA)
Position: **Lecturer and Researcher**
Section: Azerbaijani, English
Date: 24 December 2019 – continues
Subjects: Marketing Research
Marketing Analytics
Marketing Strategy
Digital Marketing
Strategy, Organisation and Innovation
Design Think and Innovation



Faculty: UNEC International Centre for Graduate Education (ICGE)
Position: **Lecturer**
Section: Azerbaijani
Date: 14 February 2022 – 07.07.2023
Subjects: Business and Marketing Analytics
Brand Management



Faculty: UNEC International School of Economics (ISE)
Position: **Lecturer**
Section: English
Date: 29 September 2021 – 13 February 2022
Subjects: Advertising Management



Faculty: UNEC SABAH Groups (Ministry of Education)
Position: **Lecturer**
Section: English
Date: 14 February 2021 – continues
Subjects: Foundations of Business
Income and Compensation Policy
Advertising Management
Brand Management
Integrated Marketing Communication



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



TRAININGS GIVEN BY ME



Təlimin adı: **Marketing Araşdırmaları**
Təlimin məqsədi: Təlimin məqsədi, iştirakçılara araşdırma haqqında nəzəri və praktiki məlumat vermək, araşdırmanın metodologiyası, modelləri, çərçivəsi və limitləri, araşdırmanın örnəkləmi və ölçülməsi, analizi və şərh, praktiki olaraq hesabatın hazırlanması və ya elmi səviyyədə yayınlanması ilə əlaqədar mövzular haqqında bilgi vermək və bu öyrədilənlər çərçivəsində iştirakçıların bir araşdırmanın metodologiyasını hazırlamalarına yol göstərməkdir.

Təlimin dili: Azərbaycanca
Müddəti: 30 saat
İştirakçı sayı: Ən az 9 nəfər, ən çox 16 nəfər
Qiyməti: Razılaşma yolu ilə
Sertifikasiya: İştirakçı və ya müvəffəqiyyət sertifikatı



Təlimin adı: **Marka Yaratma və Markalaşma**
Təlimin məqsədi: Təlimin məqsədi, iştirakçılara marka yaratma, markalaşma və markaların idarə edilməsi haqqında nəzəri və praktiki məlumat vermək, markalaşdırma ilə əlaqədar bir yol xəritəsi vermək və bu yol xəritəsinə əsasən mövcud və ya xəyali bir markanın yaradılması və markalaşması istiqamətində yol göstərməkdir.

Təlimin dili: Azərbaycanca
Müddəti: 9 saat
İştirakçı sayı: Ən az 12 nəfər, ən çox 24 nəfər
Qiyməti: Razılaşma yolu ilə
Sertifikasiya: İştirakçı və ya müvəffəqiyyət sertifikatı



Təlimin adı: **Praktiki Marketing**
Təlimin məqsədi: İştirakçılara marketing haqqında ümumi məlumatın verilməsi, marketingin prinsiplərinin öyrədilməsi, istehlakçı davranışlarının başa düşülməsi, rəqəmsallaşma, markalaşma, reklam və qiymət analizləri haqqında bilgilərin öyrədilməsi və marketing strategiyasının önəmi, ahiyyəti və detaylı izahı ilə əlaqədar bilgilərin mənimsədilməsidir.

Təlimin dili: Azərbaycanca
Müddəti: 20 saat
İştirakçı sayı: Ən az 12 nəfər, ən çox 24 nəfər
Qiyməti: Razılaşma yolu ilə
Sertifikasiya: İştirakçı və ya müvəffəqiyyət sertifikatı



Təlimin adı: **Oyunlaşdırma (Gamification)**
Təlimin məqsədi: Təlimin məqsədi, iştirakçılara oyunlaşdırma haqqında nəzəri və praktiki məlumat vermək, oyunlaşdırma strategiyalarını başa salmaq, bu strategiyaları öz işlərinə uyğunlaşdırmanı anlatmaq və öyrədilənlər əsasında iştirakçıların bir oyunlaşdırma layihəsi hazırlamalarıdır.

Təlimin dili: Azərbaycanca
Müddəti: 6 saat
İştirakçı sayı: Ən az 12 nəfər, ən çox 24 nəfər
Qiyməti: Razılaşma yolu ilə
Sertifikasiya: İştirakçı və ya müvəffəqiyyət sertifikatı



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



TRAININGS GIVEN BY ME



Təlimin adı:
Təlimin məqsədi:

Biznes və Marketing Analitikası

Təlimin əsas məqsədi, biznes problemlərini həll etmək üçün onları xüsusi üsullarla müəyyən etmək, diaqnozunu düzgün təyin etmək, doğru və etibarlı üsullarla analiz edərək qərar vermə prosesinə kömək etmək və analitik qabiliyyət qazandırmaq üçün nəzəriyyə və praktikanı vəhdət halında öyrətməkdir. Bu zaman iştirakçıların, müəyyən mövzularda analitik həllər təklif etmə bacarığı da inkişaf edəcəkdir.

Təlimin dili: Azərbaycanca
Müddəti: 45 saat
İştirakçı sayı: Ən az 9 nəfər, ən çox 20 nəfər
Qiyməti: Razılaşma yolu ilə
Sertifikasiya: İştirakçı və ya müvəffəqiyyət sertifikatı



Təlimin adı:
Təlimin məqsədi:

Korporativ İnkişaf

Quruların müəyyən etdikləri hədəflərə nail olmaları üçün korporativ effektivliyi, bu effektivliyə nail olmaq üçün iş korporativ sağlamlıq olmağın nə olduğu barədə detallı bilgileri öyrədərək, fərdi, komanda və təşkilat səviyyəsiindəki inkişafın önəmini izah etməkdir. Bununla da korporativ öyrənmənin, performansın və idarəetmənin önəmi barədə yol göstərəcəkdir.

Təlimin dili: Azərbaycanca
Müddəti: 20 saat
İştirakçı sayı: Ən az 9 nəfər, ən çox 16 nəfər
Qiyməti: Razılaşma yolu ilə
Sertifikasiya: İştirakçı və ya müvəffəqiyyət sertifikatı



Təlimin adı:
Təlimin məqsədi:

Reklam Menecmenti

İştirakçılara ümumi marketing, reklam, integrasiya olunmuş marketing, reklamın növləri, məqsədləri və strategiyaları haqqında məlumat verərək, brendlərin reklamlarını analiz edərək, reklamda kreativliyin istifadəsi, reklam mesajı, büdcəsi və reklam brifinin hazırlanması öyrədiləcəkdir.

Təlimin dili: Azərbaycanca
Müddəti: 16 saat
İştirakçı sayı: Ən az 12 nəfər, ən çox 24 nəfər
Qiyməti: Razılaşma yolu ilə
Sertifikasiya: İştirakçı və ya müvəffəqiyyət sertifikatı

Qeydlər:

- Təlim proqramlarının saatları, ən az və çox iştirakçı sayıları, qiymətləri, sertifikatlaşdırılmanın növü, imtahan vasitəsilə iştirakçıların qəbul edilib, imtahan vasitəsilə sertifikatlaşdırılmaları da daxil olmaqla bütün detallar sifarişçi ilə birbaşa danışıqlar nəticəsində müəyyən edilir.
- Təlimlərin qiymətləri korporativ, fərdi və şirkətdaxili sifarişlərin hər biri üçün ayrı-ayrılıqda dəqiqləşdirilməli və razılaşdırılmalıdır.
- Qiymət Strategiyaları, Korporativ Akademiyaların Yaradılması, Biznesin Əsasları və s. kimi təlimlər də sifarişlər əsasında hazırlana bilər.
- Burada qeyd edilən təlimlərin əksəriyyəti, təlim şirkətlərinin ictima birliklərin, universitetlərin və digər şirkətlərin sifarişçi ilə keçirilmişdir.



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



ACADEMIC PAPERS



Huseynli, B. (2024). **The Effect of Tourism Revenues and Inflation on Economic Growth in Balkan Countries.** *Economic Studies (Ikonomicheski Izsledvania)*, 33(1), 150-165.



Huseynli, B. (2024). **Gamification in Energy Consumption: A Model for Consumers' Energy Saving.** *International Journal of Energy Economics and Policy*, 14(1), 312-320.



Huseynli, N., & Huseynli, B. (2023). **Panel analysis on the tourism sector of Selected Mediterranean Countries.** *GeoJournal of Tourism and Geosites*, 51(4spl), 1757-1764.



Huseynli, B. (2023). **Research and development expenditures and renewable energy: an empirical analysis in Türkiye.** *International Journal of Energy Economics and Policy*, 13(6), 179-184.



Ahmadov, F., Huseynli, N., & Huseynli, B. (2023). **The Effect of the Dollar, Euro, and Sterling Exchange on the Tourism Index in the Turkish Economy.** *Journal of Environmental Management & Tourism*, 14(4), 2029-2038.



Huseynli, B. (2023). **Identification of Features for the City Branding: The Case of Shusha City, Azerbaijan as Tourism Destination.** *Journal of Environmental Management and Tourism*, 14(4), 1972-1983.



Huseynli, N., & Huseynli, B. (2023). **Relationship between the BIST Food and Beverage Index and the Stock Values of Coca-Cola İçecek Company.** *Sosyoekonomi*, 31(57), 65-76.



Huseynli, B. (2023). **Azərbaycanın Enerji Strategiyasının Təhlili: Müstəqillikdən Gələcəyə Analitik Bir Yanaşma.** *Bir Əsrin İqtisadi Portreti.* (pp. 57-71). Baku: UNEC.



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



ACADEMIC PAPERS



Abdullayev, İ. & Huseynli, B. (2023). **Onlayn Brend İcmaları və Brend Sadiqliyi: İstehlakçı Satınalmasına Təsir Edən Amillər.** *TURAN-SAM, 15*(ISCEMR Special Issue), 492-505.



Huseynli, B. (2023). **Studying the impact of tourism on economic growth in Azerbaijan.** *Economic Reforms, 1*(6), 98-106.



Huseynli, B. (2023). **Effect of Exports of Goods and Services and Energy Consumption in Italy's Service Sector.** *International Journal of Energy Economics and Policy, 13*(3), 254-261.



Huseynli, N., & Huseynli, B. (2023). **Kırgızistan Bankacılık Sistemi ve Nakit Oranı Analizi.** In *17th International Scientific Research Congress*. 12-13 March 2023, Ankara, Türkiye.



Huseynli, B. (2023). **Causality Relationship between the Development of the Oil and Gas Sector and Foreign Investments.** *International Journal of Energy Economics and Policy, 13*(2), 404-409.



Huseynli, N., Kandemir, G., & Huseynli, B. (2023). **Analysis of consumer behaviour variables influencing the adoption of mobile banking.** *Upravlenets, 14*(1), 60-73.



Huseynli, B. (2023). **Renewable Solar Energy Resources Potential and Strategy in Azerbaijan.** *International Journal of Energy Economics and Policy, 13*(1), 31-38.



Huseynli, B. (2022). **The Role of Renewable Energy in the Development of the Tourism Sector.** *African Journal of Hospitality, Tourism and Leisure, 11*(6), 1924-1936.



Huseynli, N., & Huseynli, B. (2022). **The Relationship between the Stock Price and the Energy Index: A Research on the Energy Company with the Highest Brand Value in Turkey.** *International Journal of Energy Economics and Policy, 12*(6), 183-187.



Huseynli, B. (2022). **A Research on Econometric Analysis of Tourism Sector, Economic Growth and Unemployment Indicators in Turkey.** *Journal of Environmental Management and Tourism, 13*(6), 1629-1636.



Küçükkambak, S. E., Huseynli, B., & Süler, M. (2022). **Adaptation of the E-learning Service Quality Scale to Turkish: Validity and Reliability Study.** *Pazarlama ve Pazarlama Araştırmaları Dergisi, 15*(3), 681-712.



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



ACADEMIC PAPERS



Huseynli, B. (2022). **The Contribution of the Number of Tourists to the Economic Growth of Egypt: An Econometric Analysis.** *African Journal of Hospitality, Tourism and Leisure*, 11(4), 1350-1361.



Huseynli, B., & Maharramov, R. (2022). **Determination of factors affecting the online shopping in Azerbaijan.** *TURAN-SAM*, 14(ISCEMR Special Issue), 178-187.



Huseynli, B., & Huseynli, N. (2022). **Digitalisation and Transformation in Labour Market.** *TURAN-CSR International Scientific, Peer-Reviewed & Refereed Journal*, 14(ISCEMR Special Issue), 210-217.



Huseynli, B., & Huseynli, N. (2022). **Econometric Analysis of the Relationship between Renewable Energy Production, Traditional Energy Production and Unemployment: The Case of Azerbaijan.** *International Journal of Energy Economics and Policy*, 12(4), 379-384.



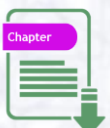
Huseynli, B., & Mammadova, S. (2022). **Determining the Moderator Role of Brand Image on Brand Innovativeness, Consumer Hope, Customer Satisfaction and Repurchase Intentions.** *International Journal of Economics and Business Administration*, 20(2), 59-77.



Huseynli, B. (2022). **Digital Transformation for Improving Customer Experience.** In *Handbook of Research on Interdisciplinary Reflections of Contemporary Experiential Marketing Practices*. IGI Global.



Huseynli, B. (2022). **Examining the Relationship Between Brand Value, Energy Production and Economic Growth.** *International Journal of Energy Economics and Policy*, 12(3), 298-304.



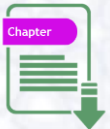
Huseynli, B. (2021). **Fijital Pazarlamanın Müşteri Deneyimindeki Rölü.** In *İşletme Biliminden Seçkin Araştırmalar*. pp. 52-83. Duvar yayınları.



Huseynli, B & Uslu, A. (2021). **Philip Kotler'in Pazarlamaya Teorik ve Pratik Katkılarının İncelenmesi.** In *İktisadi ve İdari Bilimlerden Seçkin Araştırmalar*. pp. 75-107. Duvar yayınları.



Huseynli, B. (2021). **Müşteri Deneyiminin Oluşturulması ve Yönetimi.** In *Elektron Ticaret vâ Elektron İxracat*. pp. 205-235. Lyon: Livre de Lyon.



Huseynli, B. (2021). **Rəqəmsal Dünyada İstehlakçı Davranışları.** In *İşletme Biliminden Seçkin Araştırmalar*. pp. 52-83. Bakı: İqtisad Universiteti.



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



ACADEMIC PAPERS



Huseynli, B. (2021). **Rəqəmsal Marketing Strategiyaları**. In *Rəqəmsal Marketing və Sosial Media*. pp.107-148. Bakı: İqtisad Universiteti.



Artar, A., Artar, M., Huseynli, B. & Akçaoz, B. (2020). «**Ülkemiz İşletmelerinde Yaşanmış 33 Vaka ile Kurumsal Gelişim**». İstanbul: Scala Yayıncılık.



Artar, A. & Huseynli, B. (2020). «**Gamification Based Performance Evaluation Systems: A New Model Suggestion**». *The European Proceedings of Social & Behavioural Sciences EpSBS*. Published by the Future Academy.



Huseynli, B., Soyaltın, T.E. Türker, O. & Kandemir, G. (2019). «**Osmanlı'dan Günümüze Perakendeci Ticaretin Gelişimi**». 2. *İşletme Tarihi Konferansı*, Marmara Üniversitesi, 21 Mart 2019, İstanbul / Türkiye.



Huseynli, B., & Bozbay, Z. (2018). «**Mobil Uygulamalarda Oyunlaştırma Kabulünün Tüketicilerin Tutumuna ve Kullanım Niyetlerine Olan Etkisinin Belirlenmesi**». *Istanbul Business Research*, 47(1), 64-87.



Huseynli, B., Engizek, N., & Kurtuluş, S. (2018). «**Tüketicilerin Fiyat Taktiklerinin İkna Kapiliyeti İle İlgili Bilinç Düzeyi Ölçeğinin Türkçeye Uyarlanması**». *Yıldız Social Science Review*, 4(1), 65-78.



Huseynli, B. (2018). «**Pazarlama Araştırmalarında Süreç Temelli Ölçek Geliştirme Modeli**», özet bildiri. V. *Yıldız Sosyal Bilimler Kongresi*, Yıldız Teknik Üniversitesi, 13-15 Aralık 2018, İstanbul / Türkiye.



Huseynli, B. (2018). «**Türkiye'de Sosyal Bilimler Alanında Azerbaycan ile İlgili Yazılan Lisansüstü Tezlerin İncelenmesi**», özet bildiri. *4th. International Students Social Sciences Congress*, Nevşehir Üniversitesi, 22-24 Kasım 2018, Nevşehir / Türkiye.



Huseynli, B. (2018). «**Oyunlaştırmaya İlişkin Teori ve Modellerin İncelenmesi Üzerine Teorik Bir Araştırma**», özet bildiri. *Uluslararası Dijital Çağda İletişim Sempozyumu*, Mersin Üniversitesi, 18-20 Ekim 2018, Mersin / Türkiye.



Uslu, A. & Huseynli, B. (2018). «**Impact of Price Sensitivity on Repurchase Intention in Terms of Personality Features**». *Uluslararası İktisadi ve İdari İncelemeler Dergisi*, 17. ÜİK Özel Sayısı, 515-532.



Uslu, A. & Huseynli, B. (2018). «**Impact of Price Sensitivity on Repurchase Intention in Terms of Personality Features**», tam metin bildiri. *17. Uluslararası Katılımlı İşletmecilik Kongresi*, İzmir Katip Çelebi Üniversitesi, 26-28 Nisan 2018, Çeşme, İzmir / Türkiye.



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



ACADEMIC PAPERS



Huseynli, B. (2018). «İstehlakçıların Razıedici Qiymət Taktikalarına Qarşı Bilgi Səviyyəsi ilə Əlaqədar Skalanın Azərbaycanca Uyğunlaşdırılması», tam metin bildiri. *Baku 2nd International Conference of Science*, Bilim Evi, 01 Nisan 2018, Bakü / Azərbaycan.



Huseynli, B. (2018). «Tüketici Duyarlılığı Kavramı ile İlgili Teorik Bir Araştırma», özet bildiri. 2. *Gazi Akademi Genç Sosyal Bilimciler Sempozyumu*, Gazi Üniversitesi, 15-16 Mart 2018, Ankara / Türkiye.



Huseynli, B. (2017). «Oyunlaştırmanın Tanımı, Kavramı ve Tasarımı: Pazarlama Açısından Bir Değerlendirme», özet bildiri. 4. *Yıldız Sosyal Bilimler Kongresi*, Yıldız Teknik Üniversitesi, 20-21 Aralık 2017, İstanbul / Türkiye.



Artar, A. & Huseynli, B. (2017). «Gamification Based Performance Evaluation Systems: A New Model Suggestion», tam metin bildiri. *7th International Conference on Leadership, Technology, Innovation and Business Management*, 9-11 Kasım 2017, Marmaris / Türkiye.



Huseynli, B. (2017). «Tüketicilerin Fiyat Taktiklerinin İkna Kabiliyeti İle İlgili Bilinç Düzeyi Ölçeğinin Türkçeye Uyarlanması», özet bildiri. 1. *EUL Sosyal Bilimler Kongresi*, Lefke Avrupa Üniversitesi, 7-9 Temmuz 2017, Lefke / KKTC.



Bozbay, Z. & Huseynli, B. (2016). «Mobil Müşteri İlişkileri Yönetimine İlişkin 2005-2016 Yılları Arasında Yayınlanmış Makalelerin İçerik Analizi ile İncelenmesi», *Tüketici ve Tüketim Araştırmaları Dergisi*, 8(2), 71-94.



Bozbay, Z. & Huseynli, B. (2016). «Mobil Müşteri İlişkileri Yönetimine İlişkin 2005-2016 Yılları Arasında Yayınlanmış Makalelerin İçerik Analizi ile İncelenmesi», tam metin bildiri. 21. *Pazarlama Kongresi*, Dumlupınar Üniversitesi, 06-08 Ekim 2016, Kütahya / Türkiye.



Huseynli, B. (2016). «Financial Problems of Young Entrepreneurs, and Their Solution», *Tax Journal of Azerbaijan*, 2(128), 161-180.



Huseynli, B. (2013). «Marketing Hüququ» (*Marketing Law*), *Baku Law Journal*, 03, 12-15.



Huseynli, B. (2013). «Economic and Legal Aspects of Research of the Rights and Duties of the Insurer», *Law Journal (Qanun)*, 02(220), 62-77.



Huseynli, B. (2012). «Wages and Regulation of Wages by the Legislation of the Republic of Azerbaijan», *Law Journal (Qanun)*, 01(213), 52-64.



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification

bahmanhuseynli@gmail.com

+994 50 388 52 92



DISSERTATIONS

- Master**  Huseynli, B. (2018). **A Study on the Determination of Factors that Contribute to the Brand Liveability.** Master Thesis. Marmara University, Institute of Social Science. Supervisor: Prof.Dr. Aypar Uslu. İstanbul / Turkey. Graduated with high honors.
- Master**  Huseynli, B. (2017). **Determining the Effect of Gamification Acceptance in Mobile Applications in Consumers' Attitudes and Intention to Use.** Master Thesis. Istanbul University, Institute of Social Science. Supervisor: Assoc.Prof.Dr. Zehra Bozbay. İstanbul / Turkey. Graduated with high honors.
- Bachelor**  Huseynli, B. (2009). **The Mechanism of Economic Regulation and Legal Issues of Practical Realization of Economic Regulation.** Bachelor Thesis. Azerbaijan State University of Economics, Faculty of Economics. Supervisor: Assoc.Prof.Dr. Sohrab İsayev. Baku / Azerbaijan.

ATTENDENCE OF COURSES, TRAININGS AND WORKSHOPS

-  Type of Document: Certificate of Participation
Certificated for: **Agile Project Management**
Date and Place: February – March, Baku / Azerbaijan
Organized: Azerbaijan Public Employment Agency, GIZ
-  Type of Document: Certificate of Participation
Certificated for: **İş'te Vakalarla Yetkinlik**
Date and Place: 23 November 2019, İstanbul / Turkey
Organized: AA Kurumsal Gelişim
-  Type of Document: Certificate of Participation
Certificated for: **Ethnography Workshop on Marketing Research**
Date and Place: 31 October – 01 November 2019, Ankara / Turkey
Organized: Marketing and Marketing Research Association; Çankaya University
-  Type of Document: Certificate of Participation
Certificated for: **1st ICYF Archery Competition**
Date and Place: 3 September 2019, İstanbul / Turkey
Organized: Islamic Cooperation Youth Forum; Turkish Archery Foundation
-  Type of Document: Workshop
Certificated for: **SPSS Applied**
Date and Place: 21 May 2019, İstanbul / Turkey
Organized: Marmara University, Department of Marketing
-  Type of Document: Certificate of Participation
Certificated for: **International Student's Academy**
Date and Place: February - May 2019, İstanbul / Turkey
Organized: World Ethnosport Confederation; Turks Abroad and Related Communities



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification



bahmanhuseynli@gmail.com

+994 50 388 52 92

ATTENDENCE OF COURSES, TRAININGS AND WORKSHOPS



Type of Document: Certificate of Gratitude for Mentorship
Certificated for: **Start-up Days (Startap Günləri)**
Date and Place: 27-28 April 2019, Baku / Azerbaijan
Organized: The State Agency for Public Service and Social Innovations under the President of the Republic of Azerbaijan; Western Caspian University; Azerbaijan Internet Forum



Type of Document: Certificate of Participation and Workshop
Certificated for: **Project Management**
Date and Place: 19-20 April 2019, İstanbul / Turkey
Organized: AA Kurumsal Gelişim



Type of Document: Certificate of Participation and Paper Presentation
Certificated for: **2nd Business History Conference**
Date and Place: 21 March 2019, İstanbul / Turkey
Organized: Marmara University



Type of Document: Certificate of Participation
Certificated for: **Organizational Development and Growth Training and Development Program**
Date and Place: 05 – 12 January 2019, İstanbul / Turkey
Organized: AA Kurumsal Gelişim



Type of Document: Certificate of Participation
Certificated for: **World Marketing Summit**
Date and Place: 21 December 2018, İstanbul / Turkey
Organized: İstanbul Chamber of Commerce



Type of Document: Certificate of Participation and Paper Presentation
Certificated for: **V. Yıldız Social Sciences Conference**
Date and Place: 13-15 December 2018, İstanbul / Turkey
Organized: Yıldız Technical University



Type of Document: Certificate of Participation and Paper Presentation
Certificated for: **4th International Students Social Sciences Congress**
Date and Place: 22-24 November 2018, Nevşehir / Turkey
Organized: Nevşehir University; Turks Abroad and Related Communities



Type of Document: Certificate of Participation and Paper Presentation
Certificated for: **1st International Symposium on Communication in the Digital Age**
Date and Place: 18-20 October 2018, Mersin / Turkey
Organized: Mersin University



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification



bahmanhuseynli@gmail.com

+994 50 388 52 92

ATTENDANCE OF COURSES, TRAININGS AND WORKSHOPS



Type of Document: Certificate of Participation and Paper Presentation
Certificated for: **17th International Business Conference**
Date and Place: 26-28 April 2018, İzmir / Turkey
Organized: İzmir Katip Çelebi University



Type of Document: Certificate of Participation and Paper Presentation
Certificated for: **Baku 2nd International Conference of Science**
Date and Place: 01 April 2018, Baku / Azerbaijan
Organized: Azerbaijan National Academy of Science; Bilim Evi



Type of Document: Certificate of Participation and Paper Presentation
Certificated for: **2nd Gazi Academy Young Social Scientists Symposium**
Date and Place: 15-16 March 2018, Ankara / Turkey
Organized: Gazi University



Type of Document: Certificate of Gratitude for Expert
Certificated for: **Start-up Days (Startap Günləri)**
Date and Place: 20-24 February 2018, Baku / Azerbaijan
Organized: The State Agency for Public Service and Social Innovations under the President of the Republic of Azerbaijan; Western Caspian University; Azerbaijan Internet Forum



Type of Document: Certificate of Participation and Paper Presentation
Certificated for: **V. Yildiz Social Sciences Conference**
Date and Place: 20-21 December 2017, İstanbul / Turkey
Organized: Yildiz Technical University



Type of Document: Certificate of Participation
Certificated for: **Strategic and Operational Performance Management**
Date and Place: 16-18 December 2017, İstanbul / Turkey
Organized: AA Kurumsal Gelişim



Type of Document: Certificate of Participation and Paper Presentation
Certificated for: **7th International Conference on Leadership, Technology, Innovation and Business Management**
Date and Place: 09-11 November 2017, Marmaris / Turkey
Organized: Yildiz Technical University



Type of Document: Certificate of Participation and Paper Presentation
Certificated for: **1st EUL Social Science Conference**
Date and Place: 07-09 July 2017, Lefke/ Turkish Republic of Cyprus
Organized: European University of Lefke



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification



bahmanhuseynli@gmail.com

+994 50 388 52 92

ATTENDANCE OF COURSES, TRAININGS AND WORKSHOPS



Type of Document: Certificate of Participation and Workshop
Certificated for: **How to Design Your Gamification Project**
Date and Place: 18 May 2017, İstanbul / Turkey
Organized: Mindset Institute



Type of Document: Certificate of Participation and Workshop
Certificated for: **Boğaziçi Brand Summit**
Date and Place: December 2016, İstanbul / Turkey
Organized: Boğaziçi University



Type of Document: Certificate of Participation
Certificated for: **Entrepreneurship Summit**
Date and Place: December 2016, İstanbul / Turkey
Organized: Galatasaray University



Type of Document: Certificate of Participation
Certificated for: **Banking and Audit Summit**
Date and Place: November 2016, İstanbul / Turkey
Organized: Marmara University



Type of Document: Certificate of Participation and Paper Presentation
Certificated for: **21st Marketing Conference**
Date and Place: 06-08 October 2016, Kutahya/ Turkey
Organized: Marketing and Marketing Research Association; Dumlupinar University



Type of Document: Certificate of Participation and Workshop
Certificated for: **Trainings of Financial Literacy**
Date and Place: May 2016, İstanbul / Turkey
Organized: Türkiye İş Bankası



Type of Document: Certificate of Participation and Workshop
Certificated for: **Boğaziçi Brand Summit**
Date and Place: April 2016, İstanbul / Turkey
Organized: Boğaziçi University



Type of Document: Certificate of Participation
Certificated for: **Advertisement and Marketing Summit**
Date and Place: April 2016, İstanbul / Turkey
Organized: İstanbul University



Type of Document: Certificate of Participation and Workshop
Certificated for: **Management Summit**
Date and Place: March 2016, İstanbul / Turkey
Organized: Boğaziçi University



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification



bahmanhuseynli@gmail.com

+994 50 388 52 92

ATTENDANCE OF COURSES, TRAININGS AND WORKSHOPS



Type of Document: Certificate of Participation
Certificated for: **XII. SME Summit**
Date and Place: March 2016, İstanbul / Turkey
Organized: TOSYÖV



Type of Document: Certificate of Participation
Certificated for: **Management Summit with Executives**
Date and Place: December 2015, İstanbul / Turkey
Organized: Boğaziçi University



Type of Document: Certificate of Participation
Certificated for: **Banking and Audit Summit**
Date and Place: November 2015, İstanbul / Turkey
Organized: Marmara University



Type of Document: Certificate of Participation
Certificated for: **Banking Internship**
Date and Place: 10 October – 20 November 2014, Baku / Azerbaijan
Organized: Bank of Baku



Type of Document: Diploma for 2nd Place
Certificated for: **Azerbaijan Banking Systems: Perspectives and Risks**
Date and Place: 27 April 2013, Baku / Azerbaijan
Organized: Central Bank of Azerbaijan



Type of Document: Certificate of Participation and Workshops
Certificated for: **Winter University for Young Leaders - Insured Youth**
Date and Place: 03-08 February 2013, Ganja / Azerbaijan
Organized: Ministry of Youth and Sports of the Republic of Azerbaijan; Ministry of Finance of the Republic of Azerbaijan; Ganja City Executive Power; Azerbaijan Insurers Association; İreli Public Union



Type of Document: Certificate of Participation and Workshops
Certificated for: **II Youth Leadership Forum - Azerbaijan 2020: Young Perspectives**
Date and Place: 23-26 December 2012, Ganja / Azerbaijan
Organized: Ministry of Youth and Sports of the Republic of Azerbaijan; Ganja City Executive Power; Azerbaijan Insurers Association; İreli Public Union; PwC Azerbaijan



Type of Document: Certificate of Participation and Workshops
Certificated for: **Modern Economics School**
Date and Place: 01 January – 16 June 2012, Baku / Azerbaijan
Organized: İreli Public Union, Standart Insurance, CESD, Modern Marketing, Azərbaycan Sənaye Sığorta



BAHMAN HUSEYNLI

Research | Economy | Marketing | Strategy
Consumer Behavior | Branding | Gamification



bahmanhuseynli@gmail.com

+994 50 388 52 92

ATTENDENCE OF COURSES, TRAININGS AND WORKSHOPS



Type of Document: Certificate of Participation and Workshops
Certificated for: **The First Student Law Olympiad (Tələbələrarası I Hüquq Olimpiadası)**
Date and Place: 25 April 2012, Baku / Azerbaijan
Organized: Ministry of Youth and Sports of the Republic of Azerbaijan; Commissioner for Human Rights of the Republic of Azerbaijan (Ombudsman); Azerbaijan Student Youth Organizations' Union



Type of Document: Certificate of Participation and Workshops
Certificated for: **Let's Insure Our Future II (Gələcəyimizi Sığortalayaq II)**
Date and Place: November 2011 – June 2012, Baku / Azerbaijan
Organized: Başak İnam Insured Company; Azerbaijan Student Youth Organizations' Union



Type of Document: Certificate of Participation
Certificated for: **Problems of socio-economic development of national economy in the context of transition to a model of sustainable development in Azerbaijan**
Date and Place: December 2011, Baku / Azerbaijan
Organized: Azerbaijan State University of Economics, Student Scientific Society



Type of Document: Certificate of Participation and Workshops
Certificated for: **Development of Business Plans for Tourism**
Date and Place: 05-21 November 2011, Baku / Azerbaijan
Organized: Council of State Support to NGOs under the President of the Republic of Azerbaijan, Azad Gənclər Public Union; IB Training Alliance



Type of Document: Certificate of Participation and Workshops
Certificated for: **Young Entrepreneurs School - Business Plan Development**
Date and Place: November 2011, Baku / Azerbaijan
Organized: Ministry of Youth and Sports of the Republic of Azerbaijan



Type of Document: Certificate of Participation
Certificated for: **Insured Future (Sığortalı Gələcək)**
Date and Place: November 2011, Baku / Azerbaijan
Organized: State Insurance Supervision Service of the Ministry of Finance of the Republic of Azerbaijan; İreli Public Union



Type of Document: Certificate of Participation and Workshop
Certificated for: **Time Management**
Date and Place: 29-30 October 2011, Baku / Azerbaijan
Organized: IB Training Alliance