



# 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: Dövlət Məşğulluq Agentliyi  
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



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Date of Birth 29 August 1992



Date of Place Nakhchivan / Azerbaijan



Marital Status Married



Military Service Done



Address Dadaş Bünyadzadə 34B, 2/177, Yeni Yasamal, Baku / Azerbaijan

## EDUCATION



Doctor of Philosophy

**Marmara University**

Institute of Social Science/ Business Administration / Department of Marketing

2018 – continue, Istanbul / Turkey

GPA: 95/100 (high honors)

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)

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, Nakhchivan / Azerbaijan

GPA: 100/100 (high honors)





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## 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*



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### 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: 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*





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## ACADEMIC WORK EXPERIENCES



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



Faculty: UNEC Business School / Master Business Administration (MBA)  
Position: **Lecturer**  
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 – continues  
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



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## TRAININGS GIVEN BY ME



Təlimin adı:  
Təlimin məqsədi:

### Marketing Araşdırmaları

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:  
Təlimin məqsədi:

### Marka Yaratma və Markalaşma

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:  
Təlimin məqsədi:

### Praktiki Marketing

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 mənimsənilməsidir.

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:  
Təlimin məqsədi:

### Oyunlaşdırma (Gamification)

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





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## 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 ictimai birliklərin, universitetlərin və digər şirkətlərin sifarişçi ilə keçirilmişdir.



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## 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 *17<sup>th</sup> 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.





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## 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.



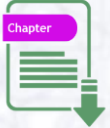
Huseynli, B., & Mammadova, S. (2022). **Determining the Moderator Role of Brand Image on Brand Innovativeness, Consumer Hope, Customer Satisfaction and Repurchase Intentions.** *International Journal of Economics and Business Administration*, 20(2), 59-77.



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



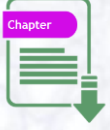
Huseynli, B. (2022). **Examining the Relationship Between Brand Value, Energy Production and Economic Growth.** *International Journal of Energy Economics and Policy*, 12(3), 298-304.



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.



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## 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.



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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.





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## ACADEMIC PAPERS



Huseynli, B. (2018). «İstehlakçıların Razıedici Qiymət Taktikalarına Qarşı Bilgi Səviyyəsi ilə Əlaqədar Skalanın Azərbaycanca Uyumlaşdırılması», tam mətin 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 mətin 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 mətin 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.



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## 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. State Economic University of Azerbaijan, 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: **1<sup>st</sup> 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





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## 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



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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





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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



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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





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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