

# Zamira Ataniyazova



## Profile

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Marketing research, analytics, brand management professional.  
Senior Lecturer, faculty head in international higher education.

## Summary of Qualifications

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- Deep consumer insights digger using quantitative and qualitative data.
- Marketing research consultant with 7+ experience.
- Data analytics using Excel and SPSS.
- Highly ranked Lecturer/Instructor with 10 years of teaching experience in international universities.
- Youngest faculty head with born-leadership skills, leading the faculty of marketing for 3+ years.
- Fast learner and flexible team player.

## Education

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<b>Phd</b> in Management, independent researcher at WIUT	<b>2020- ongoing</b>
<b>Master of Arts</b> – International Business and Management <i>Westminster International University in Tashkent, Uzbekistan</i>	<b>2016</b>
<b>Bachelor of Arts</b> – Business Administration <i>Westminster International University in Tashkent, Uzbekistan</i>	<b>2009</b>

## Professional Experience

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### Westminster International University in Tashkent

<b>Senior Lecturer</b> (Department of Business Management and Marketing)	<b>2019 - now</b>
<b>Head of Subject Area for Marketing</b> (Faculty head)	<b>2016-2019</b>
<b>Associate Lecturer</b>	<b>2011-2016</b>
<b>Samsung Electronics Tashkent Office</b> <b>Marketing manager</b>	<b>2011</b>
<b>Carlsberg Uzbekistan</b> <b>Research Specialist, Brand Manager, NPD</b>	<b>2009-2011</b>
<b>Marketing Research Consultant (Freelance)</b>	<b>2016 – ongoing</b>

## Publications:

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1. Khurana, K. and Ataniyazova, Z., 2024. Exploring the vital role of human resource management in the progress of Uzbekistan's tourism sector. *Cogent Arts & Humanities*, 11(1), p.2311002.
2. Ataniyazova, Zamira, Barry A. Friedman, and Prabha Kiran. "New corporate social responsibility brand evaluation in a developing country: Uzbekistan." *International Journal of Corporate Social Responsibility* 7.1 (2022): 3.
3. Ataniyazova Z.K (2021). GOVERNMENT ROLES IN SHAPING CORPORATE SOCIAL RESPONSIBILITY: FOREIGN EXPERIENCE AND IMPLICATION. *Statistical Bulletin of Uzbekistan*. Volume 3.
4. Khurana, K., & Ataniyazova, Z. (2020). Insights and future-forward for fashion and textile value chain in Uzbekistan. *Research Journal of Textile and Apparel*.

#### **Other achievements and awards:**

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- Future Leaders Exchange Program participant (2004-2005).
- Presidential award certificate for outstanding achievements in US high school (2005).
- First class honors Bachelor's degree for outstanding studies (2009).
- Recognized as Top Talent in Carlsberg Uzbekistan (2010).
- Winner at the Teaching and Learning Symposium of WIUT (2015).
- "Best paper award" at the 7th International Conference on CSR, Sustainability, Ethics & Governance. (2021).