


CURRICULUM VITAE

Personal details		
Name	Abbos Utkirov	
Position and Area	Lecturer: Marketing Research, Business Management and Business Organizations and Society, Integrated marketing Communication	
Designated Responsibilities (Module Leadership, etc.)	<ul style="list-style-type: none"> Managing staff in subject area of Marketing Quality assurance of marketing modules Professional development of staff Development of research and scholarly activities Integrating practice through attracting external stakeholders Introduction to Management and Organizational Behaviour module: <ul style="list-style-type: none"> -delivery of quality lectures and seminars; -providing students feedback and support. 	 <p>e-mail: autkirov@gmail.com phone: +99891 163 32 04</p>
Education (Higher Education Only) Repeat for each Qualification		
Institution	Westminster International University in Tashkent	
Dates	2021-present	
Degrees/diplomas/certificates	Candidate for the degree of the Doctor of Philosophy Programme (PhD)	
Institution	Westminster International University in Tashkent	
Dates	2020-2021	
Degrees/diplomas/certificates	Postgraduate Certificate of Special Study in Teaching and Learning - Inquiry based Professional Learning - Assessment Matters	
Institution	Westminster International University in Tashkent	
Dates	2018-2020	
Degrees/diplomas/certificates	Master of Arts in International Business Management	
Institution	Westminster International University in Tashkent	
Dates	2017-2018	
Degrees/diplomas/certificates	Postgraduate Certificate of Special Study in Teaching and Learning - Student Support in Learning	
Institution	City University London, United Kingdom	
Dates	2014-2015	
Degrees/diplomas/certificates	Strategic Management and Leadership Course	

Institution	Westminster International University in Tashkent
Dates	2009-2013
Degrees/diplomas/certificates	Bachelor of Arts in Business Management
Work experience	
Last 20 years Repeat for each Employment	
Dates	2022-present
Company	Academy of Public Administration under the President of the Republic of Uzbekistan and British Council.
Position	Trainer
Description	<p>Trainer at writing retreat program at Academy of Public Administration under the President of the Republic of Uzbekistan which was hosted by the Creative Spark and British Council.</p> <ul style="list-style-type: none"> • Build networking with international universities, managers and administration staff • Conducting research project to improve quality of higher education • To achieve Sustainable Development Goals 4 (SDG 4) which commits all countries to equal access to affordable and quality education, including higher education, by 2030. • Identifying the module team, working with a module team to ensure quality and comparability of student experience.
Dates	2022-present
Company	Management Development Institute of Singapore in Tashkent
Position	Lecturer: Marketing Research, Integrated marketing communication, Understanding markets and marketing and Business organizations and society
Description	<ul style="list-style-type: none"> • Development of research and scholarly activities • Integrating practice through attracting external stakeholders • Responsible for organizing and delivering lectures to students, evaluating students' classwork and homework and creating a vibrant teaching atmosphere • To ensure students are cared for with reasonable and responsible advice re progression and related issues • To engender a course spirit that reflects the objectives and rational of the course and is within the framework of the Universities policies, procedure and culture
Dates	2023-present
Company	TEAM University in Tashkent
Position	Lecturer in Economic and math
Description	<ul style="list-style-type: none"> • Teaches fundamental economic challenges faced by entrepreneurs. • Focuses on core economic principles and strategic decision-making under risk and uncertainty. • Equips students with essential economic tools and analytical skills. • Guides students in launching, sustaining, and growing enterprises. • Introduces and emphasizes the economic way of thinking.

	<ul style="list-style-type: none"> • Highlights the importance of economics in both strategic and daily entrepreneurial decisions.
Dates	2022-present
Company	Bucheon University in Tashkent
Position	Lecturer in Brand Management, Marketing Communications, New Product Development, Digital Marketing, HRM
Teaching projects/Achievements	Consultancy (research) projects for OLX, P&G, Colgate-Palmolive, BM Group, etc.
Dates	2019-2022
Company	Westminster International University in Tashkent
Position	Senior Specialist in Blended learning and Trainer for English Teachers programme
Description	<ul style="list-style-type: none"> • Designing II course materials • Preparing video tutorials • Writing materials for Information Intelligence (II) seminars • Delivering II seminars • Conducting training sessions • Organizing Reading Club sessions <p>(both mixed online and offline sessions of delivered sessions for English teachers are on this following links:</p> <ul style="list-style-type: none"> • https://www.youtube.com/watch?v=JF63uaSq0JI • https://www.youtube.com/watch?v=xKlnQbyNI74 • https://www.youtube.com/watch?v=BSBr7e5AEug <p>(More details on this link: http://www.wiut.uz/ru/news/item/381-teachers-professional-course)</p>
Dates	2017-2019
Company	Republican Scientific Practical Center (UzSPIC) and British Council of Uzbekistan's projects
Position	Teacher trainer
Description	<p>To facilitate participants in achieving the following outcomes of Blended Learning:</p> <ul style="list-style-type: none"> • Collaborating in the evaluation, selection, and implementation of instructional technology materials and software • Working with curriculum staff to develop and implement technology-enhanced curriculum integration projects. • Conduct lectures • Contributing on designing materials for sessions • Conducting seminars • Marking students' works
Dates	20016-2017
Company	A-Plus Technologies
Position	English Teacher
Description	Responsible for organizing and delivering lectures to students, evaluating students' classwork and homework and creating a vibrant teaching atmosphere.

Dates	2014-2015
Company	THREE colours, London, United Kingdom
Position	Business Analyst
Description	<ul style="list-style-type: none"> Responsible for business analytics in Marketing, Sales and Procurement departments, monitoring the distribution of leaflets, magazines, newspapers, newsletters, brochures, pamphlets, samples Providing trainings and support for new employees to meet customers' expectations Promoting materials and magazines and ensure to reach and attract the right customers
Dates	2013-2014
Company	“Shaxlo Ulkan Savdo” LLC
Position	Head of Sales Department
Description	<ul style="list-style-type: none"> Managing marketing activities for all product categories Market research and presentations
Teaching and Educational Interests	
Teaching Interests	Marketing communication, Entrepreneurship, Strategic Management, Fundamentals of Management, Design Thinking, Organisational Behaviour and Leadership
Teaching Responsibilities	<p>Introduction to Management and Organizational Behaviour</p> <p>Delivery of quality lectures and seminars; setting and assessment of questions papers and assignments; providing students feedback and support.</p> <p>Information Intelligence, Referencing,</p> <p>“Information and digital literacy skills” course design contribution and teaching, 1 hour sessions embedded into CIFS STAAPS (Strengthening Thinking and Problem-solving skills) Module, 12 hours workload</p>
Teaching Projects/Achievements	<p>Appreciation letters awarded by London Metropolitan University and British Council due to Excellent competition coordinator and preparing students for start-up competition of Creative Spark Big Idea Challenge pitch competition and teaching effort was recognised by feedback of project participants.</p> <p>Teaching young generation on how to attract investors and start their own business with minimum viable product/service: - Creative Spark International workshop participation, T for T Promotional campaign at WIUT and Tashkent Economics University, training for InnoWIUT Admin staff - Virtual Ideation Workshop, Bootcamp, - Individual coaching, feedback on scripts; virtual workshop on how to prepare the successful pitch (technical issues). Evaluation of submitted pitches</p>
Research Interests	
Area of Interest	<p>Labour market, Consumer market insights, Quality of education, Marketing communication, Total Quality Management, Teaching and Gamification Methods, Library activities, Student motivation Orcid ID: https://orcid.org/0000-0002-1926-7384</p>

Publications	<ul style="list-style-type: none"> • Abbos Utkirov (2025a). Evaluating Service Quality in Higher Education Institutions: A SERVQUAL-Based Study with Structural Equation Modeling in Uzbekistan. SSRN Electronic Journal, [online] 10(1). doi: https://doi.org/10.2139/ssrn.5084194 • Utkirov, A. (2025b). MODERNIZING UNIVERSITY SERVICES IN UZBEKISTAN: A SERVQUAL FRAMEWORK APPROACH. SSRN Electronic Journal, [online] 1(5). doi: https://doi.org/10.2139/ssrn.5110855 • Utkirov, A. (2025c). The Role of Soft and Hard TQM Practices in Enhancing University Performance: Evidence from Uzbekistan. SSRN Electronic Journal, [online] 10(1). doi: https://doi.org/10.2139/ssrn.5102391 • Utkirov, A. (2025d). TRANSFORMING HIGHER EDUCATION IN EMERGING MARKETS THROUGH INTEGRATED TQM PRACTICES. Ssrn.com, [online] 4(1). doi: https://doi.org/10.2139/ssrn.5110630 • Utkirov A. (2024a). Artificial Intelligence impact on higher education quality and efficiency, Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4942428 • Utkirov A. (2024b). Enhancing Alumni Employability: Aligning Higher Education Quality with Workforce Expectations, Available at: https://doi.org/10.5281/zenodo.13786997 • Utkirov A. (2024c). Servqual as a tool for measuring and enhancing higher education service quality, Available at: https://doi.org/10.5281/zenodo.14195564 • Utkirov, A. (2023a). Total Quality Management and Performance Achievement in Higher Education, Asia Pacific Journal of Educators and Education. Available at: http://dx.doi.org/10.2139/ssrn.4426381 • Utkirov, A. (2023b). Challenges in implementing tqm in higher education institutions Available at: https://doi.org/10.47390/SCP1342V3I7Y2023N09 • Utkirov, A., and Salahodjayev, R. (2021). Impact of WIUT library activities on labor market outcome, International Journal of Higher Education Pedagogies (IJHEP) 2021-09-29 Journal article WOSUID: https://doi.org/10.33422/ijhep.v2i2.26 • Utkirov, A, and Shadmanova, L. (2020). Automatisatation of References. ALTFL in Uzbekistan 3(20) pp.20-22. URL: https://www.researchgate.net/publication/347335140_Automatisatation_of_References
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	<ul style="list-style-type: none"> • Utkirov, A., and Gulamova, N. (2018). Foreign languages teaching in non-linguistic higher education institutions, Teaching foreign languages and applied linguistics 4 pp. 405-407. URL: https://www.researchgate.net/publication/348295642_Foreign_languages_teaching_in_non-linguistic_higher_education_institutions_Teaching_foreign_languages_and_applied_linguistics_2018_year#fullTextFileContent • Utkirov, A., and Akhmedjanov, T. (2017). Advantages of paper-based and computer English proficiency testing system, Technology of education in different languages (4) pp. 166-172. URL: https://www.researchgate.net/publication/348295526_Advantages_of_paper-based_and_computer_English_proficiency_testing_system_Technology_of_education_in_different_languages_2017_year
Conference and other outputs	<ul style="list-style-type: none"> • <i>Amsterdam International Conference on Teaching, Education & Learning, 07-08 August 2023</i> <i>Abbos Utkirov: Implementing TQM in HE</i> <i>TERA Conference Proceedings 2023- Volume 2:</i> https://teraevents.org/wp-content/uploads/2023/08/TERA-Conference-Proceeding-Volume-20231308.pdf • Khurshid Djalilov , Abbas Utkirov and Morrison.(2023). The Great Silk Road Conference: Opportunities and/or Challenges for the Development of Eurasia: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4976542 • 6th ICTEL 2022 – International Conference on Teaching, Education & Learning, 30-31 May, Paris: Presentation: https://youtu.be/15Yigg6Uf_0 <ul style="list-style-type: none"> - The relationship between soft and hard quality management practices (TQM), students' perspectives, financial and non-financial performance of higher education:https://teraevents.org/wp-content/uploads/2022/08/TERA-Conference-Proceeding-Volume-2022.pdf • Sustainable Development Goal 4: Quality Education - TQM practices in HE: Presentation: https://www.youtube.com/watch?v=TNIPnztM9Kw • Conducted research on topic “Impact of WIUT library activities on labor market outcome”. Discovering current job market needs and develop LRC activities based on alumni graduates feedback: <ul style="list-style-type: none"> • Poster presentation at LAC 2020: https://www.libraryassessment.org/program/2020-posters/ • Video presentation at LAC 2020: https://www.youtube.com/watch?v=D4dEY1m5h8I

	<p>HYPERLINK "https://www.youtube.com/watch?v=D4dEY1m5h8I&t=3s" "& HYPERLINK "https://www.youtube.com/watch?v=D4dEY1m5h8I&t=3s" "t=3s</p> <ul style="list-style-type: none"> • Seminar presentation at WIUT 2020: https://www.youtube.com/watch?v=FayNg-lxzPQ HYPERLINK "https://www.youtube.com/watch?v=FayNg-lxzPQ&t=170s" "& HYPERLINK "https://www.youtube.com/watch?v=FayNg-lxzPQ&t=170s" "t=170s • Conference presentation: Milan Italy 8—May, 2021 <i>Presentation link:</i> https://www.youtube.com/watch?v=fN07dABveFU <i>Description:</i> https://www.dpublication.com/proceeding/3rd-wcfeducation#Table-of-Contents <i>Full text:</i> https://diamondopen.com/journals/ijhep/article/view/26 • Why Another Study on Motivation? EMI versus EFL Universities in Uzbekistan Presentation link: https://www.youtube.com/watch?v=ZEsqE8xIlUw Conference: http://conference.wiut.uz/conference-programme • Conducted research and engaged in the training of United States Department of State English Language Specialist devoted on scholarly research and publication in International journals and research conference proposal of topic “Business students’ motivations and teachers’ perceptions of them at WIUT: match or mismatch” through publishing at International TESOL Convention (July, 2019) and British Association of Lecturers in English for Academic Purposes (August, 2019).
Membership of professional bodies and awards	
British Council and London Metropolitan University	<p>Utkirov is the founder of Brightbridge (www.brightbridge.uz), which originally started as Business Glossary. He led the project to win Uzbekistan’s “Category Winner” and “Country Champion” in the 2019 Creative Spark Big Idea Challenge by the British Council and London Metropolitan University</p> <p>(https://www.britishcouncil.uz/en/programmes/education-society/creative-spark/big-idea-challenge). BrightBridge.uz now supports</p>

	startups, professionals, and students with networking, training, and career development. (available here:
United Nations	<p>United People Global (UPG) Sustainability Leadership</p> <p>To create community to train students for start-up communities and contribute for the development of the quality of education (SDG). Strong networking and commitment needed. I believe that these enhancements can be achieved by building and sharing the knowledge which stays in a priority level of UPG. Find more here:</p> <p>https://www.youtube.com/watch?v=H2IjHt86t8M HYPERLINK</p> <p><a &"="" href="https://www.youtube.com/watch?v=H2IjHt86t8M&t=2s">"https://www.youtube.com/watch?v=H2IjHt86t8M&t=2s"& HYPERLINK</p> <p>"https://www.youtube.com/watch?v=H2IjHt86t8M&t=2s" t=2s The</p> <p>training was facilitated by United People Global and the Hurricane Island Center for Science and Leadership and conducted in close collaboration with leading institutions, experts and stakeholders</p>