

Czech University of Life Science Prague

Faculty of Economics and Management



Abstract of the Diploma thesis

**The Concept of Marketing its Role and Influence in
Mobile Operators of Azerbaijan**

Mehriban Ismayilova

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Abstract

The process of marketing management consists of analysis of market opportunities, target market selection, implementation of marketing activities. The management of marketing in the field of marketing research and supervision of the implementation of plans are drawn up. The need for marketing is a necessity only on a certain stage of development, production and marketing. Depending on the characteristics of each country, an effective approach to marketing activities is required. Mobile operators in Azerbaijan should be able to identify market opportunities. The concept of marketing in the mobile operator's view of the organization reflects sales activity.

Key words: Azerbaijan, marketing, mobile, operator, phone, mobile, roaming, economics, finance, satellite, information and communication technologies, telecommunications, gross domestic product, innovation.

1 Introduction

After the proclamation of independence of the Republic of Azerbaijan, progress has been reached in the communications sector. The concept of marketing and its role in the exploration of the mobile operators of Azerbaijan are extremely relevant. The network marketing of the 3 mobile operators in Azerbaijan, the country's position in the region, international recognition, trade relations with foreign countries, the role of mobile communications in the country's economy, population and employment levels have been analyzed extensively in other areas.

This thesis will be divided into several sections. The first chapter provides an introduction to the thesis. The second chapter describes the goals, objectives and methods of the thesis. The third section is literature review. The fourth section is dedicated to theoretical analysis of information and communication technologies in Azerbaijan. The fifth section deals with Azerbaijan's first telecommunications satellite. The sixth chapter compares Azerbaijani mobile operators, while the seventh one provides a comparative analysis of mobile operators in Azerbaijan and Turkey. The eighth chapter is dedicated to marketing in mobile communications. The ninth chapter contains the author's conclusions, and the tenth chapter provides the list of bibliographic sources used.

2 Aims and methodology

The main objective of this research is to examine the place and role of this sector of the national economy, and effectiveness of the international community, investigate other foreign operators in the future, the extent to which the activity of the positive or negative impact on people's lives will be taken into account with the assumption that the innovations in this field complete solution of the problems identified to date.

The methods used for analyzing the information on the given topic will include retrospective analysis, synthesis, comparison of data, statistical analysis, deductive thinking, and so on.

3 Theoretical background - concept of marketing

Marketing is destined to create favorable conditions for the sale of a product, its quality, range and volume of production, in order to adapt to consumer demand analysis and forecast market conditions. The main tasks of marketing include the following: study of market, the structure and dynamics of demand, consumer taste and wishes to collect information about the sound, the current and future needs of the production of goods that are relevant to various fairs, etc. The main motto of consumers on the basis of the principles of marketing is as follows: the market, the buyer is required to produce the product.

4 The current state of information and communication technologies in the republic of Azerbaijan

Information and communication technologies (ICT) are leading in the economy of the Republic of Azerbaijan. In 2012, the share of ICT in GDP was 1.74%, while the non-oil sector's one made up 3.7%. The yield on the sector accounted for about 65.4% which was the share of mobile operators.

5 Azerbaijan's first telecommunications satellite

Launch of Azerbaijan's first satellite "Azerspace-1" helped improve the quality of communication services and reduce the prices. Thus, when mobile operators use the

features of the satellite, they will save costs. Satellite resources will be used to meet the needs of 20%, while the remaining 80% will be exported to world markets.

6 Operators of mobile network in Azerbaijan and its comparative analysis

Each of the three mobile operators operating in Azerbaijan - Azercell, Bakcell and Azerfon are only operator offering discounts for local calls. Call to another operator will be much more expensive for the customer. For this reason, most citizens are forced to use numbers in each of the three operators. This means additional costs for citizens. Currently, as a result of lower prices for mobile phone subscribers in the tariff negotiations between operators is not only one operator service through the use of several other mobile operators will allow it to maintain contact. The price per minute of mobile phone talk is about 0.12 U.S. dollars, according to our political and economic situation we would be closer to former Soviet states of Uzbekistan is \$ 0.02, in Moldova is \$ 0.11, in Belarus is \$ 0.08, in Ukraine is \$ 0.07, in Tajikistan and Kyrgyzstan is \$ 0.05, in Georgia is \$ 0.15, Kazakhstan is \$ 0.13.

7 Comparative analysis of mobile operators network of Azerbaijan and Turkey

The study of Turkcell and Azercell has carried out a comparative analysis packages they offer roaming services. At present, there are the agreements of Turkcell in 148 countries and the agreements of Azercell in 68 countries. When mobile operator of Azercell from Azerbaijan is in Turkey calls to other mobile operators a cost of minute call is \$ 1.40 by U.S., in the case of incoming calls are U.S. \$ 0.51, calls in both directions through the mobile operator, Turkcell of Turkey 1 minute per 0.69 U.S. dollars. The figure was revealed as a result of the comparative analysis of roaming services. The cost of mobile operator Azercell is more expensive in comparison with the costs of Turkcell mobile.

8 Research marketing network in mobile communication

The main purpose of marketing is the analysis of market conditions, ways and methods of production of goods to the market development and sales, as well as increased activity of the enterprises, provision of movement of marketing products from the producer to the consumer with optimal speed. Marketing research helps identify the areas of potential business development. Each company is based on relationship marketing, because it is trying to establish closer relations with customers.

9 Conclusion

Research work carried out by the mobile network operators of Azerbaijan and their marketing network, as well as information and communication technologies, mobile network operators and the subscribers to the services and other issues have been analyzed scientifically. In Azerbaijan, mobile communications is the fastest developing sector of the economy. According to the level of mobile penetration among the population, our country holds one of the leading positions among the states of the former USSR. Analysis of mobile operators, results obtained from the use of the suggestions and predictions was development strategy of area and the basis for sustainable development in a market economy.

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