



## Prof. Ali Sanayei

Head of ITM Research Group University of Isfahan

### Department:

Marketing

### Additional Titles:

Professor

**Date:** October 2021

**Initials:** As

**SURNAME:** Sanayei(Sanaie)

**FIRST NAME:** Ali

**DEPARTMENT/SCHOOL:** Management/ Marketing Division

**FACULTY:** Administrative Sciences and Economics, Department of Management

**PRESENT RANK:** Full Professor

**H Index:** 15 (Google Scholar)

### Contact Information



[a\\_sanayei@ase.ui.ac.ir](mailto:a_sanayei@ase.ui.ac.ir)



+983137935177



Prof\_ali\_sanayei

### Academic Leadership and Awards

#### Teaching Awards

Session	Topic	Program
2019- Present	Marketing Strategies	MBA
2015- Present	E-Commerce	Master & PhD
1990-present	Marketing Research	Master & PhD
2004- present	Advance Marketing course	PhD
2004-present	International Marketing course	PhD
1990-present	IT & Computer for Management	Master

## **Biography**

Prof. Ali Sanayei received his Diploma from Skyline High School, Oakland California, Mechanical Engineering from Seattle University, Seattle Washington and his MBA (With honor) Marketing Management from Seattle University and Ph.D. from University of Loughborough, UK. He teaches a wide range of marketing courses in University of Isfahan graduate and post graduate programs, including Marketing Strategies, E-Commerce, Marketing Research, Advance Marketing course, International Marketing course, IT & Computer for Management.

Prof. Ali Sanayei also speaks often on various topics related to marketing strategy and tactics, design-thinking for business innovation, AI, 5G, and Retail enterprise IOT.

## **Areas of Expertise**

- E-Commerce
- Marketing Research
- Marketing Strategy
- E-business
- E-banking
- Management Marketing
- Marketing 5.0
- Integrated IOT
- E- Governance
- Retail enterprise IOT
- Customer Knowledge Management / B2C E-business

## **Language:**

English, Spanish, Persian

## External Examiner:

- I. [CHA 120026]- PhD. Faculty of Business & Accountancy, UM, Malaya, Universiti Malaya, Feb 2016
- II. [WHA 040036]- PhD. Faculty of Computer Science, IT, UM, Malaya, Universiti Malaya, May 2014
- III. PhD. Faculty of Management, University of Tehran, Sep, 2019.

Rank or Title	Dates
Head of ITM Research Group, University of Isfahan, Iran	2005- present
Professional Member of the American Scientific Marketing Association	2021-Present
Head of Management Research Institute University of Isfahan, Iran	2012-2018
Member of the Board of the Iranian Scientific Marketing Association	2019- Present
Head of Iran Scientific Marketing Association Isfahan	2018- Present
Professor, Faculty of Administrative Sciences Economics, University of Isfahan	1990- Present
Chairman of the Business Committee of the Chamber of Commerce	2019- Present
Head of Virtual University of Isfahan, Iran	2009- 2014
Director for Research and Industry Affairs, Isfahan University, Iran	2005-2007
Director of Middle East Export and Marketing Research Institution, Isfahan Science & Technology Town	2001- present
Professor, "E-Commerce" <a href="http://vu.ui.ac.ir">http://vu.ui.ac.ir</a> University of Isfahan, Iran	2002-present
Marketing in Tourism, Master Program, (Professor), (Joint program with Lulea University Sweden & University of Isfahan), Iran	2006-2008
Adviser, and Member of Isfahan Chamber of Commerce, Iran	2010- Present
General Chair of ECDC International Conference e-commerce in developing Countries	2009-2020

## Service to the University

Memberships on committees, including offices held and dates

- Editorial Board, Electronic Commerce Research Journal, Southern Methodist University; Dallas Texas, USA, February 2006- present.
- Editor in Chief Journal Consumer Behavior Studies, University of Kurdistan, 2016- Present.
- Editor in Chief Journal Marketing Science and Technology, Iranian Scientific Marketing Association, 2021- Present.

- Editorial Board of JIB (Journal of International Business), University of Tehran, 2018- Present.
- Editor-in-Chief of New Marketing Research, 2010- Present
- Editorial Board, Journal of International Marketing & Marketing Research, European Marketing Association, 18 St. Peters Steps, Brixham, Devon, UK, 1995- 2012.
- Editorial Board, World Review of Science, Technology & Sustainable Development, University of East London, UK, 2002-2012.

### **Service to the Community/ Consultancy**

- Top Advisor Deesman Cement Company. Aug, 2019- Present.
- Head of Scientific Marketing Association, Isfahan, September 2018- Present.
- Isfahan Chamber of Commerce, Marketing Research Advisor, 2004-Present.
- Sepahan Cement Manufacturing Company... Marketing Research Advisor. Isfahan, Iran, May 1999-2000.

## Research

Title	Employer	Date
Customer Experience	Mobarekeh Steel Complex, Isfahan, Iran	2018-2019
Measurement on Abfa Khorasan Razavi	Khorasan Razavi, Mashhad, Iran	2017-2018
The Performance Effectiveness Assessment of Information and Communication Technology in the Isfahan Municipality	Isfahan Municipality, Iran	2015
The Study of Competitive Advantage of Isfahan Textile Industry & How to Improve its Technological Level (1)	Isfahan Industry & Mines	2010
The Feasibility study of E-Commerce in Khuzestan Steel Complex	Khuzestan, Iran	2005
IT and Employment	Ministry of Lab our	2005
Evaluating the Foreign Market, Its presence and Export Barriers in Iran Textile Industry	Ministry of Industry, Mine and Trade	2004
Evaluating Isfahan's Handicraft Exports Barriers	Ministry of Industry, Mine and Trade	2000-2004
The Effect of Foreign Direct Investment on the Promotion of Exports in the Iran's Export Free Zones	University of Isfahan	2000-2001
The Evaluation of OIC Member Countries Trade Potentials	The Institute for Trade Studies and Research, Tehran	1999-2000
The Study of Marketing & Electronic Commerce	Industrial Managers Association of Isfahan	1999-2000
Research Project	University of Isfahan	1988-2000
Joining of Iran to WTO & Forecasting its Effect on Industries	. Industrial Managers Association of Isfahan	1988-1999

## Awards and Distinctions

- Best Researcher Award of Isfahan Province, V.C of Ministry of Science & Technology, December 2005.
- Best Researcher Award of Isfahan Province. Chancellor University of Isfahan, December 2003.
- Dean's List, Seattle University, Seattle Washington, U.S.A, 1990

## Refereed Publications

### **(a) Journals**

(55) Study of Improving the Omnichannel Customers' Lifetime Value Using Association Rules Data Mining (Case Study: Iran Agricultural Bank), *Iranian Journal of Management Studies*, Jan 2022.

(54) Study of Improving the Lifetime Value of All-Channel Customers Using Data Mining Association Rules (Case Study: Agricultural Bank), *Journal of Executive Management*, Feb 2022

(53) Transformation in Urban Planning with a Localized Model of Water-Sensitive Urban Design, *Journal of Water and Wastewater*, 2021.

(52) Mixed study on the seller-buyer relationship in industrial markets (B2B) studied: Iran Oil Industry Supply Chain, Tehran University of Business Management Quarterly, *Journal of Business Management (JBM)*, Vol. 13, Issue 1, 2021.

(51) Proposing a model of achieving sustained competitive advantage in the Iran crane industry, *Executive Management Research Journal*, No. 24, fall-winter 2020.

(50) Reviewing the concept of CKM with social perspective by means of the ANN-GT approach (case study: environmental protection by the water market implementation), *Int. J. Procurement Management*, Vol. 13, No. 4, 2020

(49) Integrated Conceptual Model for Creating, Maintaining and Developing Marketing Capabilities, Sustainable Competitive Advantage and Top Business Performance, *Journal of Business Management (JBM)*, fall 2020.

(48) Study of TV Shopping Criteria and Identification of Customer Decision Styles in Isfahan, *Commercial Management*, Spring 2019.

(47) Investigating the Importance of Product Packaging in Consumer Visual Attention Using Ocular Detector, *Management Research in Iran*, summer, 2019.

(46) Ethnocultural Empathy among Frontline Hospitality and Tourism Employees, Tourism, *Culture & Communication*, Vol. 19, 2019.

(45) Surveying of Criteria for Purchasing Television Set and Recognizing Customers' Decision Making Styles in Isfahan, *Journal of Business Management*, Vol 11, April 2019.

(44) Identifying and measuring the key drivers that are effective in determining the sense of place of tourism destinations, *Tourism Planning and Development*, autumn, 2018.

(43) Developing an island destination brand equity model: The case of Kish Island in Iran, *Journal of Convention & Event Tourism*, 2019.

(42) Frontline Employees' Ethno cultural Empathy in Hospitality and Tourism, *Tourism, Culture & Communication*, Vol. 19, pp. 17-29, 2018.

(41) Identify and measure key drivers for determining the sense of destination Tourism Case Study: Isfahan City, *Journals of Tourism Planning and Development*, 2018.

(40) Designing a Model on Factors Affecting Customer Participation in Social Commerce Based on Stimuli-Organism- Response Framework, *Journal of New Marketing Research*, Vol.4, No.2, summer, 2017.

- (39) Future Trends in Banking, *International Journal of Humanities and Cultural Studies*, spring, 2016.
- (38) Designing a Model for Development of Dry Port in Iran, *Journal of New Marketing Research*, Vol. 4, No. 19, winter 2016.
- (37) Strategies for developing senior tourism; approaches toward market segmentation using neural network, *Journal of Business Management Perspective*, Vol 20, 2015.
- (36) Analyzing Factors Influencing Virtual Bank Acceptance as New Generation of e-Banking with a Case Study on e-Citizens, *Journal of new marketing research*, Vol.5, No. 1, Spring2015.
- (35) An Investigation on Customer Loyalty Model in the Chain Stores of Iran, *Journal of New Marketing Research*, Vol.3, No. 3, Autumn2013.
- (34) Dimensions of Brand Equity in E-Services-Case of Electronic Banking Industry, *International Journal of Information... (IJISM)*, Index by EBSCO-ELSEVIER-ISC-SCOPUS-RICeST, Special Issue, April 2013
- (33) The Influence of Service Quality on Service Loyalty Case, *International Journal of Academic Research in Business and Social Sciences*, VOL.2, NO.8, 1/5/2012.
- (32) Determining the effect of ethics on ...- *Interdisciplinary Journal of Contemporary Research in Business (IJCRB)* Index by EBSCO, ULRICHS: London: 2012/vol.3, No.3.
- (31) An Analysis of Brand Image, Perceived Quality .... International Journal of Business and Management Canadian Center ... Index by EBSCO, ULRICHS: Canadian/ Mar 2012/vol.3, No.6.
- (30) International Journal of Business and Management, Canadian Center of Science and Education: Vol. 6, No. 11 November2011.



(29) A Hybrid Technology Acceptance Approach for Using the E-CRM Information System in Clothing Industry, *International Journal of Information... (IJISM)*, Index by EBSCO, Special Issue 2010.

(28) Analyzing the Extent of Notice to Customer Attitude in the Organizational Structure..., *Communication in Computer &..., Global Security, Safety, and Sustainability* 45, Index by ISI & Springer, September 2009.

(27) CRM Implementation &... Using E-Commerce Technology, *International Journal of Information... (IJISM)*, Index by EBSCO, Vol 7, No. 2. January 2009.

(26) Critical Successful Factors Contributing To E-Commerce Adoption among Iranians SMEs, *International Journal of Information... (IJISM)*, Index by EBSCO, Vol 7, January 2009.

(25) The Use of Integrated Method of the Fishbein's Attitude Model & Customer ...., *Journal of International Marketing & Marketing Research (JIMMR)*, Index by EBSCO, Vol 34, No. 3, January 2009.

(24) E-Commerce and Security Governance ..., *Communication in Computer &..., Global E-Security* 12, Index by ISI & Springer, June 2008.

(23) Mobile Customer Relationship Management ..., *Communication in Computer & Information science Global E-Security* 12, Index by ISI & Springer, June 2008.

(22) Readiness Assessment of Iran's Insurance industry, *International Journal of Information (IJISM)*, Index by EBSCO, Vol,7 No. 1, November 2008.

(21) An Empirical Study of Consumers` Acceptance of Wireless Advertising (A case Study of Iranian Mobile Device Users), *Journal of International Marketing & Marketing Research*, Index by EBSCO, Vol,33, No,3, October 2008, UK.

(20) Designing A Model for Evaluating the Effectiveness of E-Hrm, *Journal of Information Science & Technology*, Vol, 6, No, .2, 2008, UK.

- (19) The Key Role of Information Security in E –Commerce, *Journal of Information Science & Technology*, Vol.5, No.1, 2007, Dubai: Turbo glen, Regional Library of Science & Technology.
- (18) Suggestions on the Successful Management of IT Projects: Middle East Market, IT & ICT Software Scene, *Journal of International Marketing & Marketing Research*, Vol, 31, No .3, October 2006, UK.
- (17) E-Banking Evolution in Third Millennium, *Journal of International Marketing & Marketing Research*, Vol. 31. No.1, Jan- February 2006, UK.
- (16) The Role of CRM in E-Business: An Application Model for Pharmaceutical Industry,  
*Journal of International Marketing & Marketing Research*, Vol. 31. No.1, Jan-Feb. 2006, UK.
- (15) THE ROLE OF KNOWLEDGE MANAGEMANT IN CRM, *Journal of International Marketing & Marketing Research*, Vol. 30. No.3, Oct 2005, UK.
- (14) Electronic Customer Relationship Management: A Case study of the Petrochemical Industry, Iranian, *Journal of Information Science and Technology*, Volume 2 No.2. December 2004.
- (13) Globalization & Knowledge Economy, *Journal of International Marketing & Marketing Research*, Vol. 29. No.3, Oct 2004, UK.
- (12) Electronic Commerce & Global Marketing, *Business Law Review*, February 2003, U.S.A
- (11) A Preliminary Study on the Effects of FDI on the Promotion of Export in Iran's EFZ. *Journal of International Selling & Sales Management*, Vol 8, No.1, spring, 2002, UK.
- (10) Importance of exporters' awareness of the global Market opportunities for the Bushehr dates' export. *Agricultural Economics and Development*, Vol. 9, No.1, June 2001, Iran.

- (9) Trade with Iran: Opportunities for Textile & Other Industries, *Journal of International Selling & Sales Management*, Vol.6, No.2, autumn, 2000, UK.
- (8) Foreign Trade among OIC Member Countries: Iran's Case Study (1989-94), *Journal of International Marketing & Marketing Research*, Vol. 25. No.2, June 2000, UK.
- (7) The Role of Consumer Behaviour in Developing Export Market: The case of Iran's Hand Made Carpet, *Journal of International Selling & Sales Management*, Vol.6, No.1. February, 2000, UK.
- (6) Islamic Countries and International Food Commodity Markets, *Journal of International Marketing & Marketing Research* , Vol. 24, No.3, October 1999.
- (5) Preliminary Study on Evaluating Comparative Advantages of Non-Oil Export Products between Islamic Countries, *Journal of International Marketing & Marketing Research*, Vol. 24, No.2, June 1999.
- (4) Marketing, Economics, and Management Style in Iran and its Competitors. *Journal of International Marketing & Marketing Research*, Vol. 23. June 1998.
- (3) International Marketing: Does Iran Want to Join the GATT Club, *Journal of International Marketing & Marketing Research*, Vol. 22, June 1997.
- (2) Marketing in Islamic Countries, *Journal of International Marketing & Marketing Research*, Vol.21, October, 1996.
- (1) Fiber Optics: Its Economic & Marketing Specifications, *Journal of Faculty of Administrative Sciences & Economics*, University of Isfahan, Iran, October 1991.

## **(b) Books**

- 28) Electronic Governance, Commercial Publishing Company, Fall 2021
- 27) Marketing 5.0 & H2H Marketing, Commercial Publishing Company, Summer 2021.
- 26) Industrial Marketing Management, Dibagaran Tehran, winter 2020
- 25) E-Commerce A Managerial Perspective, New Version, (Eighth edition), Publishing, Fall 2020.
- 24) Neuro Marketing, Isfahan Publisher, Spring 2020.
- 23) IOT, Future Marketing, Iran Marketing Association, Tehran, 2019.
- 22) Advanced International Marketing, Publisher: Iran Marketing Association, Tehran, 2018
- 21) 4th Industrial Revolution, Dr. Ali Sanayei, Isfahan University Jihad Publications, Fall 2017
- 20) E-Commerce A Managerial Perspective, MFT, Publishing, 2017.
- 19) 96 Tip of Management, Isfahan Publisher, 2016.
- 18) New Marketing Research a Managerial Perspective, Second Edition, Isfahan Publisher, 2015.
- 17) Industrial Marketing Management, Second Edition, Isfahan Publisher, 2015.
- 16) CRM-SCM-ERP, with focus on e-commerce (ERP II) Isfahan Publisher, 2015.
- 15) Tourism Destination Branding, Shiraz: ISC.2014.

- 14) Iran's accession to WTO and its impact on the country's industries, Isfahan, Atropat 2000.
- 13) Industrial Marketing Management (B2B), Dr. Ali Sanayei, Jahad-e-Daneshgah Publications, Isfahan, (February 2012).
- 12) E-Brand Electronic Branding, Dr. Ali Sanayei, Citation Center for Islamic World Science Foundation (ISC), Shiraz First Edition, 2011.
- 11) E-Commerce with Managerial Attitude, Dr. Ali Sanaei, Dibagaran Publications, Tehran, 2011, Second Edition Spring 91
- 10) Electronic Brand a Managerial Perspective, Shiraz: ISC.2012.
- 9) New Marketing Research a Managerial Perspective, Isfahan....., 2012.
- 8) E-Commerce in developing Countries, University of Isfahan Publishing Co. First Edition, 2009.
- 7) Marketing Research: Applied, University of Isfahan Publishing Co., First Edition, October 2007, Second Edition 2009.
- 6) Marketing in the Emerging Markets of Islamic Countries, Marinov. Martin, Sanayei. Ali, New York: Palgrave MacMillan, Spring 2007.
- 5) Electronic Commerce, Isfahan: , University of Isfahan Publishing Co., First, Edition Sept. 2002, Second Edition, Winter 2005; Third Edition summer 2006, Fouth Edition Spring 2007.
- 4) IT for Managers, Isfahan: University of Isfahan Publishing Co, March. 2004.
- 3) Marketing & Electronic Commerce, Isfahan: University of Isfahan Publishing Co. 1st Edition, December 2000, Second Edition, June 2001, third edition, October 2002.
- 2) Joining of Iran to WTO & Forecasting its Effect on Industries. Isfahan: Atropat Publishing Co., August 1999.

1) Principle of Marketing & Marketing Management, 3rd, edition, Tehran: Porsesh, 1998.

## **Conferences/Paper Presentation**

**(37) 14<sup>th</sup> International Conference on E-commerce with Focus on IOT & Digital Marketing, General Chair, University of Vienna, Austria, 8 April 2021.**

**(36) 1<sup>st</sup> International Conference on Management, Tourism and Technology, Scientific Committee, Oxford Cert Universal, Penang, Malaysia, 12-13 November 2020.**

**(35) Analysis of the Effect between Viral Marketing and Purchase intention by Mediating Role of Customer Satisfaction and loyalty (Case study: Qhategh online store), 16<sup>th</sup> International Management Conference, Tehran, December 2019.**

**(34) The Impact of Introversion Extroversion on Online Shopping Intention, 10<sup>th</sup> International Conference of E-Commerce, Isfahan April, 2016.**

**(33) Evaluation Effects of Consumer Satisfaction and Trust on Tourism Services Loyalty, 9<sup>th</sup> International Conference of E-Commerce, Isfahan April, 2015.**

**(32) A Study of Antecedents Influencing on Trust of Customers in Electronic Purchases, 8<sup>th</sup> International Conference of E-Commerce, Mashhad April, 2014.**

**(31) Dimensions of Brand Equity in E-Services, Case of Electronic Banking Industry, 7<sup>th</sup> International Conference of E-Commerce, Kish April, 2013.**

**(30) Determine the effects of mobile technology, mobile learning on customer satisfaction and loyalty (case study: MELLAT BANK), 6<sup>th</sup> International Conference of E-Commerce, Shiraz May 2012.**

**(29) Effects of ICT on marketing mix in electronic tourism shaping marketing strategies in e-tourism enterprises, 6<sup>th</sup> International Conference of E-Commerce, Shiraz May 2012.**

**(28) Selection of Appropriate Wireless Payment Technology in Mobile Banking,** 5<sup>th</sup> International Conference of E-Commerce, Kish September, 2010.

**(27) Electronic insurance business models,** 4th International Conference of E-Commerce on Developing Countries, ECDC09, Kuala Lumpur, Malaysia, Nov. 2009

**(26) E-Loyalty & Influencing Factors on Online Customers.** Loyalty, the 4th International Conference on ICTM, Tehran, Feb, 2008.

**(25) Designing a Model for E-HRM ..:** Iranian Organizations, the 4th International Conference on ICTM, Tehran, Feb, 2008.

**(24) The Future E-Government: Iran 2025,** the First International Conference on E-City, 2-21 Feb. 2008. Tehran Iran.

**(23) E-Citizenship Training ...,** the First International Conference on E-City, 2-21 Feb. 2008. Tehran Iran.

**(22) Presenting the Tree Dimension Model.** The First International Conference on E-City, 2-21 Feb. 2008. Tehran Iran.

**(21) E-Commerce Technology. CRM Implementation...,** The Second International E-commerce & World Trade Conference., Tehran, 24th of October 2007.

**(20) Vendors Rating and its Effect in E-Customers with Regard to Supply Chain Management & E-Security,** 3rd International Conference of E-Security, IC Ges 2007, University of London, UEL, UK. 18-20 April 2007, London, UK.

**(19) Application of ICTs in the Control of Scientific Literature in Africa, Deficits and HRP,** Paper presented to 2nd Biennial Conference of the Academy of World Business, Marketing and Management Development Conference, Pole Universitaire, Paris La Defense, Cedex, France, 10-13 July, 2006.

**(18) Middle East Region and Iran: IT & ICT Software Scene**, Paper presented to 3rd World Congress for Software Quality, 26-30 September 2005. Technical University Munich, Germany.

**(17) The Role of Information Technology in the E-Commerce Security (case study: custom)** " Paper presented to The 2nd International Conference on Customs & information Technology, IRAN-Tehran, IRB Int.I Conference Center(ICC),13 and 14 July 2005.

**(16) "E-Commerce Application in the Pharmaceutical Industry**. Paper presented to The 3rd Conference e-Commerce: Development, Constrictions Strategist, IRAN-Tehran, IRB Int.I Conference enter {ICC), May 31, Jun1 2005.

**(15) E-Banking Evolution in Third Millennium**, First International Conference of E-Security, ICGes 2005, University of London, UEL, UK.22-24 April 2005.

**(14) The Importance of HRM & HRP in the Knowledge Economy**, 2nd Asia Pacific Business Conference, University Teknologi, Mara, Malaysia, 8-9 March 2005.

**(13) Electronic Customer Relationship Management**. Paper Presented

**(12) E-Commerce in perspective of Foreign Trade and Iran.s Fourth Development Plan.**, Paper presented to The First International Conference on Information and Knowledge & Technology, IKT2003, Poly Technic University, Tehran- Iran, 30 Dec2003 -1 January 2004.

**(11) IT & Software Export.** , Paper presented to The First International Management Conference. MC2003, Sharif University, Tehran- Iran, Dec.29-31 December 2003.



**(10) Globalization E-Commerce in Third Millennium.** Paper Presented to World Review of Science, Technology & Sustainable Development, University of East London, UK, Nov. 11, 2003.

**(9) New Methods of Trade and E-Commerce in Carpet Industry".** First Carpet Research Conference, Proceeding, Tehran, Oct.2003.

**(8) E-Commerce and its Role in Steel Industry.** Paper Presented at Steel Symposium, Isfahan University of Technology, Iran, 20-21<sup>st</sup> February 2002.

**(7) Electronic Commerce & Global Marketing.,** Paper presented at International Conference on E-Commerce (ICEC 2001), Wien, Austria, 31st October-4th November 2001.

**(6) Marketing & E-Commerce.** Paper presented to the International Conference on Internet City, Kish Island, Sponsored by Iran Science & Technology University, May 2001.

**(5) Dialogue among Civilization and the OIC.** Paper presented to Conference on Dialogue among Civilization, Institute of Islamic Studies, London, October 27, 28, 2000, UK.

**(4) Trade with Iran: Opportunities for Textile & Other Industries.,** paper presented to Awareness Seminar on Iran, Bradford Chamber of Commerce, June 14, 2000, UK.

**(3) Foreign Trade Among OIC Member Countries: Iran's Case Study (1989-94).,** paper presented to the Fourth European Conference of Iranian Studies, Sorbonne University, Paris, 6-10 September 1999, France

**(2) Expansion of Trade & Economic Co-operation between Islamic Countries,** paper presented to the seminar on. Evaluation of Trade Potential between OIC member Countries. Tehran, Ministry of Trade, 16-17 February, 1999.

**(1) The History of Iran's Economy (Foreign Trade):** 1971-78., paper presented to the Third European Conference of Iranian Studies, University of Cambridge, 11-15 Sept. 1995, UK.

## **Supervision**

### **2021**

- Developing a model of customer knowledge management for organizational value creation in B2C E-commerce, University of Isfahan, 2021
- Designing an Omni channel marketing model for the formation of customer behavioral intentions with the mediation role of perceptual dimension of brand equity- the case study: Iran Keshavarzi bank, University of Isfahan, July 2021.

### **2020**

- Designing Sustainable Competitive Advantage Model in Mix Activities of Environmental Uncertainty Marketing Considering the Mediating Role of Competitive and Organizational Intelligence – The Case of Crane Industry, University of Isfahan, December 2020.
- Designing a 'customer value proposition' model based on 'customer perceived value', using big data analytics in cell phone industry, PhD thesis, University of Isfahan, December 2020.
- Presenting a value-based model of seller-buyer relationship in industrial markets (B2B) studied: supply chain in Iran's oil industry, university of Isfahan, June 2020.

### **2019**

- Financial Marketing Mix: case study. Steel industry, university of Isfahan, september2019. (PhD thesis)

- Developing a tourism destination brand equity model based on sense of place determinant factors - case study: Isfahan tourism destination, University of Isfahan, October 2019. (PhD thesis)
- Designing a Model for Creating Sustained Competitive Advantage (SCA) Based on Business intelligence, Marketing Capabilities, and Knowledge Management, University of Isfahan, October 2019. (PhD thesis)
- Designing a Model for Competitive Strategy Based on Organization Capabilities and Industrial Structure and Its Impact on Buyer disposition of Television Brand (The Case of SNOWA Television Brand in selected cities of Iran), University of Isfahan, July 2019. (PhD thesis)
- Designing a Neural Marketing Model for Customer Attention to Dairy Packaging (Case Study: Camel Doogh), University of Isfahan, Aug, 2019. (PhD thesis)
- Hierarchical Model Analysis of Sales Force Ethnic-Cultural Empathy Skills: Case Study of Three Hotel Groups in Iran, University of Isfahan, Jan 2019. (PhD thesis)
- Designing a Customer Knowledge Management Model for Social Facilitation of Zayandehrood Basin Water Market, University of Isfahan, April, 2019. (PhD thesis)

## **2016**

- Feasibility Study of establishing Dry Port in Institute PhD. Thesis, University of Isfahan, **Jan 2016.**
- Feasibility Study of establishing investigating the Determinants of Social Network's User Satisfaction: A Thematic Analysis, University of Isfahan, Jan 2016.

## **2015**

- Proposing a Model for effectiveness of E-Commerce, S.P. Research- Institute PhD. Thesis, University of Isfahan, August 2015.

### **2013**

- Identifying and Modeling the Factors Influencing Corporate Brand Image ..., PhD. Thesis, Dept of Management, University of Isfahan, Dec. September 2013.

### **2012**

- Designing a Model Which Describes Factors Influencing Success of E-Insurance in Iran's Insurance..., PhD. Thesis, Dept. of Management, University of Isfahan, Feb 2012.

### **2006**

- The Feasibility study of Establishing a Virtual Islamic Common Market (VICM), PhD. Thesis, Dept. of Management, University of Isfahan, 2006.
- 
- Presenting a Model for Vendor Rating and its effects in E-Customers with Regards to SCM, PhD. Thesis, Dept of Management, University of Isfahan, Dec. 2006.
- Feasibility Study Settlement of E-Commerce in Isfahan petrochemical Industry.

### **2003**

- Evaluating the Relationship between Cooperation and Performance of Isfahan's Handicraft Firms (Case study: Parquetry), Faculty of Administrative Sciences & Economics, University of Isfahan Oct.2003.
- Evaluating Barriers of Expanding Iran s Software Export. Faculty of Administrative Sciences & Economics, University of Isfahan, Nov. 2003.
- The Feasibility Study of Establishing E-commerce in Iran's Custom, Dept. of Industrial Engineering, Azad University, Master Thesis, February 2003.
- Identifying the Position of Textiles in Iran's Non-Oil Exports and Assessing Barriers of Exporting Textile, Faculty of Administrative Sciences & Economics, University of Isfahan, Nov. 2003.

## **2002**

- Ceramics-Manufacturing Products, Department of Management, University of Isfahan, Master Thesis, February 2002.

## **2001**

- The Effect of Foreign Direct Investment on the Promotion of Exports in the Iran's Export Free Zone (Qeshm), Dept. of Management, University of Isfahan, Master Thesis, September 2001.
- Identifying the Position of Cement in Iran's Non-Oil Exports and Assessing Barriers of Exporting Cement
- Manufacturing Products. Dept. of Management, University of Isfahan, Master Thesis, October 2001.
- Identifying the Position of Ceramics & Tiles in Iran's Non-Oil Exports, and Assessing Barriers of Exporting

## **2000**

- Manufacturing Products. Dept. of Management, University of Isfahan, Master Thesis, September 2000.