



## Prof. Ali Sanayei

Head of ITM Research Group University of Isfahan

### Department:

Marketing

### Additional Titles:

Professor

**Date:** February 2026 (Update)

**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

**Google Scholar:** Prof. Ali Sanayei

**H Index:** 20

**Google Scholar:**

<https://scholar.google.com/citations?hl=en&user=Qm45M2MAAAAJ>

### Contact Information



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Prof\_ali\_sanayei



Prof Ali Sanayei



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## 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 in 1982, Bachelor of Science in Mechanical Engineering from Seattle University, Seattle Washington in 1987, his MBA (With honor) Marketing Management from Seattle University in 1990 and Ph.D. from Loughborough University, UK in 1998. 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.

He has written over 28 books in e-commerce and marketing field and two books in e-business with Emirate professor Efraim Turban and over 100 International paper published in refereed journals.

He is currently full time professor at department of Management, University of Isfahan and visiting professor at University of Illinois Chicago

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

Education		
Doctor of Philosophy	Loughborough University, Uk.	1995-1998
Master of Business Administration ( MBA)	Seattle University, Seattle , Washington, USA.	1988-1990
Bachelor of Science( BSc)	Mechanical Engineering, Seattle University, Seattle Washington USA.	1982-1987
Diploma	Skyline High School Oakland California, USA.	1981-1982

## **Areas of Expertise**

- E-Commerce
- Marketing Research
- Marketing Strategy
- E-business
- E-banking
- Management Marketing
- Marketing 6.0
- Integrated IOT, Customer Knowledge Management / B2C E-business/ AI/ Avatar

## **Language:**

English, Spanish, Persian

## **External Examiner:**

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

Rank or Title	Dates
Head of Iranian E-Commerce Scientific Association, Isfahan	2024-Present
Head of Iran Business Management Association in Isfahan	October 2023-present
Director of International Relations of the Iran Business Management Association	November 2023-2025
Visiting Professor University of Illinois Chicago US.	Jan 2023-June 2023
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- 2023
Head of Iran Scientific Marketing Association Isfahan	2018- 2023
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-Present

## 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.
- Editorial Board, International Journal of Information Scince and Management (IJISM), 2010-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

- Head of Scientific Marketing Association, Isfahan, September 2018- 2023.
- 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 Feasibility study of E-Commerce in Khuzestan Steel Complex	Khuzestan, Iran	2012
The Study of Competitive Advantage of Isfahan Textile Industry & How to Improve its Technological Level (1)	Isfahan Industry & Mines	2011
IT and Employment	Ministry of Labour	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

	TITLE	CITED BY	YEAR
147	The influence of supplier satisfaction, supplier resource mobilization and supplier relationship management on value co- creation: the mediating role of supplier innovation contribution. (Case Study: Iran's knowledge based companies)" Mahdi Emami, Ali Sanaye, Ali Kazemi Inderscience Submissions system		2026
146	Proposing a Value Co-Creation Model with a Reverse B2B Marketing Approach in Knowledge-Based Cooperative Companies in Isfahan Province Mahdi Emami, Ali Sanaye, Ali Kazemi <a href="https://doi.org/10.22108/nmrj.2025.143688.3128">https://doi.org/10.22108/nmrj.2025.143688.3128</a> New Marketing Research		2025
145	The antecedents of intelligent marketing strategy for achieving sustained competitive advantage and customer engagement. ALI SAAD ASSAAD; Ali Sanaye; Majid Mohammad Shafiee DOI: 10.1504/IJBEX.2023.10062603 Int. J. of Business Excellence.		2024
144	The impact of the Internet of Things and marketing intelligence on competitive advantage: The mediating role of marketing capability and innovation capability (case study: Snowa company) DOI:10.1504/IJBIR.2023.10062195 ALI SAAD ASSAAD; Ali Sanaye; Majid Mohammad Shafiee Int. J. of Business Innovation and Research		2024
143	System Management of Human-Made Crises: Analysis of the Use of Internet of Things in Justice Seyede Bita Solati Dehkordi, Ali Sanaye, Ali Safari Journal of Emergency Management (JOEM)		2024
142	The impact of the internet of things, customer relationship management, customer experience management and marketing intelligence on acheiving sustained competitive advantage (case study: Snowa company) International journal of information science and management (IJISM), ALI SAAD ASSAAD; Ali Sanaye; Majid Mohammad Shafiee Volume 22, Issue 4 , October 2024, Pages 267-286		2024

	TITLE	CITED BY	YEAR
141	The effect of artificial intelligence on the intention to use bank mobile applications (case study: private banks) A Sanayei, C Westland, A Adelpanah Marketing Science and Technology Journal 2 (2), 1-34		2023
140	Explanation of the structural, behavioral, and contextual functions of content marketing: The role of intention to revisit websites A Dadvand, A Sanayei, H Rezaee Dolat Abadi, A Ansari Journal of Business Administration Researches 15 (31), 79-95		2023
139	Investigating the impact of website attributes on online purchase intention with the mediating role of consumer internal states: an approach from the stimulus-organism-response ... A Sanayei, F Amini Marketing Science and Technology Journal 2 (1), 107-117		2023
138	Identifying effective factors in implementing e-insurance and its impact on competitive advantage and profitability in selected insurance companies M Seify, A Sanayei, SF Amiri Aghdaie, M Mohammad Shafiee, ... Journal of Executive Management 14 (28), 581-602	1	2023
137	Value proposition in the buyer-seller relationship quality: a mixed method approach SMJ Rejali, A Sanayei, MM Shafiee International Journal of Procurement Management 18 (3), 357-386	3	2023
136	Impact of customer knowledge management on organizational value creation in B2C E-commerce M Sharifi, A Sanayei, A Ansari Journal of Business Management 14 (2), 254-275		2022
135	The impact of electronic insurance implementation on agility, competitive advantage and profitability of selected insurance companies in Iran M Seify, A Sanayei, FA Aghdaie, M Mohammad Shafiee, ... Iranian Journal of Insurance Research 11 (3), 199-212	3	2022
134	Analyzing the Impact of Networking with Consumers on Retail Industry Performance: The Modifying Role of Entrepreneurial Orientation and Market Knowledge A Sanayei, F Maghsoudi Ganjeh, A Alamtabriz Consumer Behavior Studies Journal 9 (2), 64-83		2022
133	Designing customer knowledge management model to create value in online business: a case study of electronic retailers M Sharifi, A Sanayei, A Ansari Marketing Science and Technology Journal 1 (1), 115-142	1	2022
132	<u>Improving the Omnichannel Customers' Lifetime Value Using Association Rules Data Mining: A Case Study of Agriculture Bank of Iran.</u> M Rezaei, A Sanayei, SFA Aghdaie, A Ansari Iranian Journal of Management Studies 15 (1)	8	2022
131	<u>Use of IoT in Modeling the Judiciary Human Crisis Management with a Preventive Approach</u> A Sanayei, R Salehzadeh, A Safari, SB Solati Dehkordi Crime Prevention Approach 4 (4), 59-86		2021

	TITLE	CITED BY	YEAR
130	<a href="#">Using eye tracking to investigate the importance of packaging on consumers' visual attention</a> S Salehi, A Sanayeи, N Sammaknejad Management Research in Iran 23 (2), 101-125		2021
129	<a href="#">Meta-Analysis of Mediating Role of Sample Attributes in Relationship between Marketing Activities and Organizational Performance</a> B Asgarnezhad Nouri, A Sanayeи, S Fathi, A Kazemi Management Research in Iran 18 (1), 151-169	9	2021
128	<a href="#">Proposing a model for achieving sustained competitive advantage in crane industry in Iran</a> F Fadaeeи Fathabadi, A Ansari, A Shahin, A Sanayeи Journal of Executive Management 13 (25), 233-247	1	2021
127	<a href="#">Transformation in Urban Planning with a Localized Model of Water-Sensitive Urban Design</a> H Amini, A Sanayeи, H Talaei, A Yusefi Journal of Water and Wastewater; Ab va Fazilab (in persian) 32 (3), 138-151	3	2021
126	<a href="#">Determinants of medical tourists' revisit and recommend intention</a> M Heydari Fard, A Sanayeи, A Ansari International Journal of Hospitality & Tourism Administration 22 (4), 429-454	18	2021
125	<a href="#">Effect of Customer Perception on Salesperson Owned Commitment in Customer-Salesperson Relationship</a> O Ghanadiof, A Sanayeи, M Emami European Journal of Business and Management Research 6 (4), 137-142	4	2021
124	<a href="#">A networking capability perspective on marketing performance of SMEs: The role of market knowledge and entrepreneurial orientation</a> F Maghsoodi Ganjeh, A Sanayeи, A Alam Tabriz Journal of Industrial Strategic Management 6 (2), 33-53	2	2021
123	<a href="#">A Mixed Study on Buyer-Seller Relationships in Industrial Markets (B2B): Case Study of Iran Oil Supply Chain</a> SMJ Rejali, A Sanayeи, M Mohammad Shafiee Journal of Business Management 13 (1), 273-303	3	2021
122	<a href="#">Designing Content Marketing Model in Retail Internet Marketing to Develop Model for Effective Factors</a> A Dadvand, A Sanayeи, H Rezaei, A Ansari JOURNAL OF BUSINESS INTELLIGENCE MANAGEMENT STUDIES 10 (38002142), 69-107		2021
121	<a href="#">Removal of Reactive Dye Using a Magnetic Polymer Nanocomposite from Aqueous Solution</a> RHSМ Shirazi, M sadat Miralinaghi, E Moniri, SE Rokni		2021
120	<a href="#">Application of eye-tracking in assessing the role of mediator variable (brand awareness) in the relation between packaging elements and customers' choice</a> S Salehi, A Sanayeи, N Sammaknejad, A Kazemi International Journal of Business Excellence 25 (1), 1-20	2	2021
119	<a href="#">مدل سازی آسیب پذیری بافت های شهری تحت سناریوهای مختلف به منظور مدیریت بحران در برایر زلزله (مطالعه موردی: منطقه یک شهرداری تهران)</a>		2020

	TITLE	CITED BY	YEAR
	پویان, محمد حسن, صنایعی, انصاری, آذرنوش پژوهشی جغرافیای انسانی ۵۲ (۴)، ۱۲۹۳-۱۲۷۵		
118	<a href="#">An Integrity-based Conceptual Framework for Creating, Maintaining and Developing Marketing Capabilities, Sustained Competitive Advantage and Superior Business Performance</a> A Salimi, A Sanayei, A Ansari Journal of Business Management 12 (3), 594-626	<a href="#">6</a>	2020
117	<a href="#">Evaluating the Experience of Isfahan Mobarakeh Steel Customers</a> ALI Sanayei, A Ansari Journal of Advertising and Sales Management 1 (2), 151-170	<a href="#">1</a>	2020
116	<a href="#">An algorithm for identifying loyal customers in C2C electronic commerce models</a> A Ansari, A Sanayei International Journal of Productivity and Quality Management 31 (1), 79-97	<a href="#">3</a>	2020
115	<a href="#">Reviewing the concept of CKM with social perspective by means of the ANN-GT approach (case study: environmental protection by the water market implementation)</a> M Rabbanimehr, A Sanayei, A Kazemi International Journal of Procurement Management 13 (4), 462-481	<a href="#">2</a>	2020
114	<a href="#">Surveying of Criteria for Purchasing Television Set and Recognizing Customers' Decision Making Styles in Isfahan</a> M Karimian, A Sanayei, M Mohammad Shafiee Journal of Business Management 11 (3), 631-650	<a href="#">6</a>	2019
113	<a href="#">Marketing Mix Revision Adjusted for Debt Instruments Concentrating on Steel Industries</a> AH Naderi, S Fathi, A Sanayei, A Ansari Tadi Financial Accounting Research 11 (2), 75-88		2019
112	<a href="#">Investigating the Impact of Product Packaging Necklace on Attracting Customers' Attention using Eye Tracking</a> S Salehi, A Sanayei, N Sammaknejad New Marketing Research Journal 9 (2), 109-128	<a href="#">3</a>	2019
111	<a href="#">Ethnocultural empathy among frontline hospitality and tourism employees</a> M Sharifi-Tehrani, A Sanayei, A Kazemi, H Rezaie Dolat Abadi Tourism Culture & Communication 19 (1), 17-29	<a href="#">8</a>	2019
110	<a href="#">Developing the Marketing Mix for the Financial Products</a> AH Naderi, S Fathi, A Sanayei, AA Tadi JOURNAL OF FINANCIAL ACCOUNTING RESEARCH 11 (240), 75-88		2019
109	<a href="#">Application of the stimuli-organism-response framework to factors influencing social commerce intentions among social network users</a> M Dashti, A Sanayei, HR Dolatabadi, MHM Javadi International Journal of Business Information Systems 30 (2), 177-202	<a href="#">15</a>	2019
108	<a href="#">Developing an island destination brand equity model: the case of Kish Island in Iran</a> F Shahabi, A Sanayei, A Kazemi, H Teimouri Journal of Convention & Event Tourism 19 (4-5), 420-445	<a href="#">4</a>	2018

	TITLE	CITED BY	YEAR
107	<a href="#">An analysis of the effect of brand evidence and brand hearsay on customer choice persuasion of healthcare services with mediating role of brand image (study of medical ...</a> A Sanayei, A Ansari, F Abbaspour Journal of Business Management 10 (3), 509-528	<a href="#">7</a>	2018
106	<a href="#">Benchmarking and ranking three hotel groups based on relational-emotional skills of employees</a> M Sharifi-Tehrani, A Sanayei, H Rezaei, A Kazemi Journal of Tourism and Development 7 (2), 59-77		2018
105	<a href="#">Acceptance of E-commerce in Agricultural Business Enterprises (Case Study of Agricultural Cooperatives)</a> H Saadi, ZI Haji Hashem, A Sanayei Agricultural Extension and Education Research 11 (2), 17-28		2018
104	<a href="#">Effective Factors on Social Shopping Intention in Social Commerce</a> M Dashti, A Sanayei Journal of business management 10 (1), 97-120	<a href="#">15</a>	2018
103	<a href="#">Recognizing and Measurement of Effective Driver Key Factors on Tourism Destination's Sense of Place-Case Study: the City of Isfahan</a> AR Molaei Raddani, A Sanayei, A Ansari Tourism Planning and Development 7 (26), 52-67	<a href="#">6</a>	2018
102	<a href="#">Evaluation of E-health Adoption in Iran.</a> M Mazloomi, D Attaran, A Sanayei, M Omidvar, HH Aghdash Journal of Cardio-Thoracic Medicine 6 (1)		2018
101	<a href="#">Designing a Model on Factors Affecting Customer Participation in Social Commerce Based on Stimuli-Organism-Response Framework</a> M Dashti, A Sanayei, H Rezai Dowlat Abadi New Marketing Research Journal 7 (2), 17-42	<a href="#">3</a>	2017
100	<a href="#">The Impact of the Myers-Briggs Personality Dimensions on Shopping Intentions in Online Environments: A Comparative Study</a> AA Ahghar Bazargan Negin, Sanayei Ali Journal of Business Management 9 (1), 21-42	<a href="#">5</a>	2017
99	<a href="#">Factors affecting e-commerce adoption in agricultural cooperative's firms and offices</a> HZ HAJI, H Saadi, A SANAYEI CO-OPERATION AND AGRICULTURE (TAAVON) 5 (20), 113-140	<a href="#">1</a>	2017
98	<a href="#">Structural equation modelling of customer attitudes towards social network advertising: a case of Iranian social networking site</a> SM Mirmehdi, A Sanayei, HR Dolatabadi International Journal of Business Excellence 12 (4), 469-488	<a href="#">11</a>	2017
97	<a href="#">Designing a model for the relationship between marketing activities and organization performance: Meta-analysis on the moderating role of research topic characteristics</a> BA Nouri, A Sanayei, S Fathi, A Kazemi, M Soltani International Journal of Management Studies 23 (2), 1-26	<a href="#">4</a>	2016
96	<a href="#">Customer Experience Management and Persistence using Customers of Electronic Services Persistence</a> A Ansari, A Sanayei	<a href="#">1</a>	2016

	TITLE	CITED BY	YEAR
	Journal of Strategic Management Studies 7 (27), 65-87		
95	<a href="#"><b>DESIGNING A DEVELOPED MODEL FOR EFFECTIVENESS OF E-CULTURE FACTOR IN MARKET REGULATION AND PRICING GOODS AND SERVICES</b></a> S Osouli Ghareh Aghaji, A Sanayei, M Saeedabadi New Marketing Research Journal 6 (3), 53-66		2016
94	<a href="#"><b>An analysis of factors affecting intention to purchase products and services in social commerce</b></a> M Dashti, A Sanayei, HR Dolatabadi, MH Moshrefjavadi Modern Applied Science 10 (12), 98-106	<a href="#">22</a>	2016
93	<a href="#"><b>The impact of introversion/extroversion on online shopping intention (Case study: Computer and cell phone accessories)</b></a> A Sanayei, NA Bazargan, A Ansari 2016 10th International Conference on e-Commerce in Developing Countries ...	<a href="#">13</a>	2016
92	<a href="#"><b>A study of dry port implementation in Iran</b></a> SH Hatami-nasab, A Sanayei, SF Amiri Aghdaei, A Kazemi Journal of Business Administration Researches 8 (15), 211-239	<a href="#">1</a>	2016
91	<a href="#"><b>Analyzing and Evaluating the Effectiveness of Bank Advertising According to the Advertising Characteristics and Audience Involvement Using the AISDALSLOVE Model</b></a> A Sanayei, M Mohammad Shafiee, M Amini Velashani Journal of Business Administration Researches 8 (15), 185-209	<a href="#">5</a>	2016
90	<a href="#"><b>Investigation of customer perception of waiting time on the phone insurance system</b></a> A Hatami, A Sanayei, S Rouhani, MS Torkestani New Marketing Research Journal 5 (Special Issue), 45-64		2016
89	<a href="#"><b>Faculty of Humanities University of Mohaghegh Ardabili</b></a> ALI SANAYEI, S FATHI, ALI KAZEMI IJMS 23 (2), 1-26		2016
88	<a href="#"><b>BAGHER ASGARNEZHAD NOURI</b></a> ALI SANAYEI, S FATHI, ALI KAZEMI, M SOLTANI IJMS 23 (2), 1-26		2016
87	<a href="#"><b>Using Dry Ports to Facilitate International Trade in Iran; A Model of Success Factors for Implementation of Dry Ports</b></a> SH Hatami-nasab, A Sanayei, SFA Aghdaei, A Kazemi Modern Applied Science 10 (3)	<a href="#">1</a>	2016
86	<a href="#"><b>Investigating the effective factors in users' satisfaction with social network sites</b></a> SM Mirmehdi, A Sanayei, HR Dolatabadi International Journal of Electronic Customer Relationship Management 10 (2-4 ...	<a href="#">1</a>	2016
85	<a href="#"><b>EVALUATION OF THE EFFECTIVENESS OF ICT IN ISFAHAN MUNICIPALITY</b></a> ALI SANAYEI, BALI SHAEMI, MF NASSIRI		2016
84	<a href="#"><b>Prioritization of Critical Success Factors in ERPII Implementation: Case Study in Iran.</b></a> F Zeidi, A Sanayei International Journal of Information Science & Management	<a href="#">1</a>	2015
83	<a href="#"><b>Investigating the Customer Loyalty Model in the Chain Stores of Iran</b></a> A Sanayei, A Haddadian, A Bagherieh	<a href="#">4</a>	2015

	TITLE	CITED BY	YEAR
	New Marketing Research Journal 5 (1), 149-168		
82	<a href="#"><u>The impact of E-business on structural factors and its role in middle management positions in the organization</u></a> M Karimian, A Sanayei, M Hekmatpanah, H Faraghian 2015 9th International Conference on e-Commerce in Developing Countries ...	<a href="#"><u>2</u></a>	2015
81	<a href="#"><u>Investigating the Mediating Effect of Brand Involvement in the Impact of Brand Personality on Brand Loyalty</u></a> ALI SANAYEI, SM Mirmehdi, R SALEHZADEH JOURNAL OF BUSINESS MANAGEMENT PERSPECTIVE (MANAGEMENT PERSPECTIVE) 14 (323 ...		2015
80	<a href="#"><u>The Effect of Marketing Tactical Capabilities on the Financial Performance of the Firms: Meta-Analysis Approach.</u></a> BA Nouri, A Sanayei, S Fathi, A Kazemi Iranian Journal of Management Studies 8 (1)	<a href="#"><u>23</u></a>	2015
79	<a href="#"><u>Analysis of obstacles to the application of information technology in sport and youth offices of fars province using fuzzy topsis technique</u></a> A Sanayei, J Khazaei Pool, A Shamsi, M Soltan Hoseini Sport Management Journal 6 (2), 325-341	<a href="#"><u>3</u></a>	2014
78	<a href="#"><u>Design of a Model for Defining Factors Influencing Success of E-Insurance in Iran Insurance Industry: An Integrated View to Technology Acceptance by Policy Holders and Insurers ...</u></a> MS Torkestani, A Sanayei, MT Isaai New Marketing Research Journal 4 (2)	<a href="#"><u>2</u></a>	2014
77	<a href="#"><u>Measuring the Efficiency of Isfahan's Private Banks' Brand Based on Satisfaction and Loyalty of Customers by Data Envelopment Analysis</u></a> A Shahin, A Sanayei, MS Rezaee Production and Operations Management 5 (1), 125-142		2014
76	<a href="#"><u>Role of transformational leadership in development of organizational learning</u></a> B Asgarnezhad Noori, A Sanayei, S Fathi, A Kazemi Journal of Human Resource Management Researches 6 (2), 99-122	<a href="#"><u>2</u></a>	2014
75	<a href="#"><u>The Impact of Selected Internet Commerce Motives (Technological, Informing and Advertising) on the Success of an Online Shop. Case Study of Online Shops with E-Brand Trust</u></a> A Sanayei, HR Dolatabad, MZS Abadi International Journal of Academic Research in Accounting, Finance and ...	<a href="#"><u>1</u></a>	2014
74	<a href="#"><u>The role of brand image in forming airlines passengers' purchase intention: study of Iran aviation industry</u></a> MM Shafiee, A Sanayei, A Shahin, HR Dolatabadi International Journal of Services and Operations Management 19 (3), 360-376	<a href="#"><u>39</u></a>	2014
73	<a href="#"><u>Analyzing Factors Influencing Virtual Bank Acceptance as New Generation of e-Banking</u></a> A Shahin, A Sanayei, H Salimian New Marketing Research Journal 3 (3), 1-20		2013
72	<a href="#"><u>Analysis of Traditional Attributes and Website Attributes in Order to Improve Customers Trust in Electronic Banking</u></a> A Sanayei, ZS Saneian	<a href="#"><u>1</u></a>	2013

	TITLE	CITED BY	YEAR
	International Journal of Academic Research in Business and Social Sciences 3 ...		
71	<a href="#">Analysis of Traditional Attributes and Website Attributes in Order to Improve Customers Trust in Electronic Banking (The Case of Customers of Mellat Bank, Iran, Shiraz Branch)</a> A Sanayei, ZS Saneian International Journal of Academic Research in Business and Social Sciences 3 ...	5	2013
70	<a href="#">Analyzing of factors that affect the acceptance of telemedicine with combination of technology adoption and theory of planned behavior models (case study: physicians in Isfahan)</a> A Sanayei, J Khazaei Pool, S Jafari, H Balouei Jamkhaneh Health Information Management 10 (4), 571-580	5	2013
69	<a href="#">Analyzing Factors Influencing Virtual Bank Acceptance as New Generation of e-Banking with a Case Study on e-Citizens.</a> A Sanayei, A Shahin, H Salimian New Marketing Research Journal 3 (3)	2	2013
68	<a href="#">E-readiness survey of university libraries in Isfahan</a> N Oraee, M Cheshmeh Sohrabi, A Sanayei, H Jabbari Noghabi Library and Information Science Research 3 (2), 113-132	3	2013
67	<a href="#">The analysis of effecting factors on virtual education acceptance with emphasis on internal factors</a> A Sanayei, H Salimian Technology of Education Journal (TEJ) 7 (3), 149-158	8	2013
66	<a href="#">Dimensions of brand equity in E-services, case of electronic banking industry</a> A Sanayei, A Shaemi, P Ahadi International Journal of Information Science and Management (IJISM), 25-37	3	2013
65	<a href="#">Factors influencing brand equity in the age of electronic services (Case of: Educational services of Safir Institute)</a> A Sanayei, T Naami, A Ansari 7th International Conference on e-Commerce in Developing Countries: with ...	1	2013
64	<a href="#">E-Brand as a Strategic ICT-Based Leverage for Iranian Airline Companies in Religious Tourism's Industry</a> H Rezaei Dolatabadi, M Mohammad Shafiee, A Shahin, A Sanayei New Marketing Research Journal 3 (Special Issue), 1-12	3	2013
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**(41) How Does Artificial Intelligence (AI) Adoption Impact the E-business?**

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**(40) AI Evolution in Your Hands ...process of Artificial Intelligence in Mobile Banking,** 56<sup>th</sup> DSI International Conference, JW Marriot, Phoenix Arizona USA, 23 November 2024.

**(39) Analyzing the Effect of Avatar's Social Presence in Customer Online Experiences and the Avatar Usage Intent in Purchase Intention,** 54th Annual Conference of the Decision Sciences Institute, Georgia (USA), November 18 – 20, 2023, Atlanta.

**(38) Advantage and threats of artificial intelligence in E-commerce,** UIC IDS Conference AI in E-commerce Opportunities & Threats. University of Illinois Chicago (USA), May 12, 2023.

**(37) Investigating the impact of website attributes on online purchase intention with the mediating role of consumer internal states: an approach from the stimulus-organism-response model,** “1<sup>st</sup> International Conference of Business Development and Digital Transformation” at University of Isfahan, 9-10 November, 2022.

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

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**(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.

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**(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

### 2025

Designing a Value Co-Creation Model with a Reverse Marketing Approach in Business-to-Business Context (The Case of Knowledge-Based Cooperatives in Isfahan Province), PhD Thesis University of Isfahan November 2025.

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Designing a Model for Intelligent Marketing Strategy and its Impact on Sustained Competitive Advantage and Customer Engagement, PhD Thesis University of Isfahan November 2024.

### 2023

- Designing a model of effective factors in the implementation of electronic insurance and its effect on organizational agility, competitive advantage and profitability (case study: selected insurance companies in Iran), January 2023.
- Designing a Content Marketing Model with the Role of Intention of Revisiting the Website - The Case of: Digikala Website, January 2023.

### 2022

- Development of Customer Knowledge Management Model to Create Organizational Value in B2C E-Commerce, Case Study: Selected Online Stores – August, 2022.

### 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.
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## **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.

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