



## Prof. Ali Sanayei

Head of ITM Research Group University of Isfahan

### Department:

Marketing

### Additional Titles:

Professor

**Date:** July 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



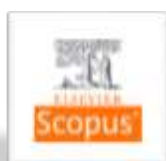
Prof Ali Sanayei



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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<br>Oakland California, USA.                     | 1981-1982 |

## Areas of Expertise

- E-Commerce
- Marketing Research
- Marketing Strategy
- E-business
- E-banking
- Management Marketing
- Marketing 7.0
- 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 Science 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         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|--------------|
| Developing a Model of Smart Contracts in Smart Logistics with Using Blockchain Technology for Post Industry (Case Study: National Post Company of the Islamic Republic of Iran) | ITRC<br>Ministry of I.C.T                            | 2026-Present |
| 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 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

|     | TITLE                                                                                                                                                                                                                                                                                                                                | CITED BY | YEAR |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------|
| 149 | The effect of humanization of artificial intelligence on the intention to continue using it in the banking system<br>Arash Adelpanah, Ali Sanayei<br>Iranian Journal of Management Studies                                                                                                                                           |          | 2026 |
| 148 | Designing a Digital Marketing Communications Model with a Perceived Humanism and Artificial Intelligence Approach and Its Role in the Intention to Use Mobile Banking (Case Study: Private Banks)<br>Arash Adelpanah, Ali Sanayei<br>Consumer Behavior Studies Journal                                                               |          | 2026 |
| 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)"<br>Mahdi Emami, Ali Sanayei, Ali Kazemi<br>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<br>Mahdi Emami, Ali Sanayei, Ali Kazemi<br><a href="https://doi.org/10.22108/nmrj.2025.143688.3128">https://doi.org/10.22108/nmrj.2025.143688.3128</a><br>New Marketing Research              |          | 2025 |
| 145 | The antecedents of intelligent marketing strategy for achieving sustained competitive advantage and customer engagement.<br>ALI SAAD ASSAAD; Ali Sanayei; Majid Mohammad Shafiee<br>DOI: 10.1504/IJBEX.2023.10062603<br>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)<br>DOI:10.1504/IJBIR.2023.10062195<br>ALI SAAD ASSAAD; Ali Sanayei; Majid Mohammad Shafiee<br>Int. J. of Business Innovation and Research |          | 2024 |

|     | TITLE                                                                                                                                                                                                                                                                                                                                                                                          | CITED BY | YEAR |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------|
| 143 | System Management of Human-Made Crises: Analysis of the Use of Internet of Things in Justice<br>Seyede Bita Solati Dehkordi, Ali Sanayei, Ali Safari<br><b>Journal of Emergency Management (JOEM)</b>                                                                                                                                                                                          |          | 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)<br>International journal of information science and management (IJISM),<br>ALI SAAD ASSAAD; Ali Sanayei; Majid Mohammad Shafiee<br>Volume 22, Issue 4 , October 2024, Pages 267-286 |          | 2024 |
| 141 | The effect of artificial intelligence on the intention to use bank mobile applications (case study: private banks)<br>A Sanayei, C Westland, A Adelpanah<br>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<br>A Dadvand, A Sanayei, H Rezaee Dolat Abadi, A Ansari<br>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 ...<br>A Sanayei, F Amini<br>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<br>M Seify, A Sanayei, SF Amiri Aghdaie, M Mohammad Shafiee, ...<br>Journal of Executive Management 14 (28), 581-602                                                                                                                       | 1        | 2023 |
| 137 | Value proposition in the buyer-seller relationship quality: a mixed method approach<br>SMJ Rejali, A Sanayei, MM Shafiee<br>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<br>M Sharifi, A Sanayei, A Ansari<br>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<br>M Seify, A Sanayei, FA Aghdaie, M Mohammad Shafiee, ...<br>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<br>A Sanayei, F Maghsoodi Ganjeh, A Alamtabriz<br>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<br>M Sharifi, A Sanayei, A Ansari<br>Marketing Science and Technology Journal 1 (1), 115-142                                                                                                                                                                            | 1        | 2022 |

|     | TITLE                                                                                                                                                                                                                                                         | CITED BY           | YEAR |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|------|
| 132 | <a href="#">Improving the Omnichannel Customers' Lifetime Value Using Association Rules Data Mining: A Case Study of Agriculture Bank of Iran.</a><br>M Rezaei, A Sanayei, SFA Aghdaie, A Ansari<br>Iranian Journal of Management Studies 15 (1)              | <a href="#">8</a>  | 2022 |
| 131 | <a href="#">Use of IoT in Modeling the Judiciary Human Crisis Management with a Preventive Approach</a><br>A Sanayei, R Salehzadeh, A Safari, SB Solati Dehkordi<br>Crime Prevention Approach 4 (4), 59-86                                                    |                    | 2021 |
| 130 | <a href="#">Using eye tracking to investigate the importance of packaging on consumers' visual attention</a><br>S Salehi, A Sanayei, N Sammaknejad<br>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><br>B Asgarnezhad Nouri, A Sanayei, S Fathi, A Kazemi<br>Management Research in Iran 18 (1), 151-169          | <a href="#">9</a>  | 2021 |
| 128 | <a href="#">Proposing a model for achieving sustained competitive advantage in crane industry in Iran</a><br>F Fadaeei Fathabadi, A Ansari, A Shahin, A Sanayei<br>Journal of Executive Management 13 (25), 233-247                                           | <a href="#">1</a>  | 2021 |
| 127 | <a href="#">Transformation in Urban Planning with a Localized Model of Water-Sensitive Urban Design</a><br>H Amini, A Sanayei, H Talaei, A Yusefi<br>Journal of Water and Wastewater; Ab va Fazilab (in persian) 32 (3), 138-151                              | <a href="#">3</a>  | 2021 |
| 126 | <a href="#">Determinants of medical tourists' revisit and recommend intention</a><br>M Heydari Fard, A Sanayei, A Ansari<br>International Journal of Hospitality & Tourism Administration 22 (4), 429-454                                                     | <a href="#">18</a> | 2021 |
| 125 | <a href="#">Effect of Customer Perception on Salesperson Owned Commitment in Customer-Salesperson Relationship</a><br>O Ghanadiof, A Sanayei, M Emami<br>European Journal of Business and Management Research 6 (4), 137-142                                  | <a href="#">4</a>  | 2021 |
| 124 | <a href="#">A networking capability perspective on marketing performance of SMEs: The role of market knowledge and entrepreneurial orientation</a><br>F Maghsoodi Ganjeh, A Sanayei, A Alam Tabriz<br>Journal of Industrial Strategic Management 6 (2), 33-53 | <a href="#">2</a>  | 2021 |
| 123 | <a href="#">A Mixed Study on Buyer-Seller Relationships in Industrial Markets (B2B): Case Study of Iran Oil Supply Chain</a><br>SMJ Rejali, A Sanayei, M Mohammad Shafiee<br>Journal of Business Management 13 (1), 273-303                                   | <a href="#">3</a>  | 2021 |
| 122 | <a href="#">Designing Content Marketing Model in Retail Internet Marketing to Develop Model for Effective Factors</a><br>A Dadvand, A Sanayei, H Rezaei, A Ansari<br>JOURNAL OF BUSINESS INTELLIGENCE MANAGEMENT STUDIES 10 (38002142), 69-107                |                    | 2021 |

|     | TITLE                                                                                                                                                                                                                                                                                   | CITED BY | YEAR |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------|
| 121 | <a href="#">Removal of Reactive Dye Using a Magnetic Polymer Nanocomposite from Aqueous Solution</a><br>RHSM 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><br>S Salehi, A Sanayei, N Sammaknejad, A Kazemi<br>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 برابر زلزله (مطالعه موردی: منطقه یک شهرداری تهران)</a><br>پویان, محمد حسن, صناعی, انصاری, آذر نوش<br>پژوهشهای جغرافیای انسانی ۵۲ (۴), ۱۲۹۳-۱۲۷۵                                              |          | 2020 |
| 118 | <a href="#">An Integrity-based Conceptual Framework for Creating, Maintaining and Developing Marketing Capabilities, Sustained Competitive Advantage and Superior Business Performance</a><br>A Salimi, A Sanayei, A Ansari<br>Journal of Business Management 12 (3), 594-626           | 6        | 2020 |
| 117 | <a href="#">Evaluating the Experience of Isfahan Mobarakeh Steel Customers</a><br>ALI Sanayei, A Ansari<br>Journal of Advertising and Sales Management 1 (2), 151-170                                                                                                                   | 1        | 2020 |
| 116 | <a href="#">An algorithm for identifying loyal customers in C2C electronic commerce models</a><br>A Ansari, A Sanayei<br>International Journal of Productivity and Quality Management 31 (1), 79-97                                                                                     | 3        | 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><br>M Rabbanimehr, A Sanayei, A Kazemi<br>International Journal of Procurement Management 13 (4), 462-481 | 2        | 2020 |
| 114 | <a href="#">Surveying of Criteria for Purchasing Television Set and Recognizing Customers' Decision Making Styles in Isfahan</a><br>M Karimian, A Sanayei, M Mohammad Shafiee<br>Journal of Business Management 11 (3), 631-650                                                         | 6        | 2019 |
| 113 | <a href="#">Marketing Mix Revision Adjusted for Debt Instruments Concentrating on Steel Industries</a><br>AH Naderi, S Fathi, A Sanayei, A Ansari Tadi<br>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><br>S Salehi, A Sanayei, N Sammaknejad<br>New Marketing Research Journal 9 (2), 109-128                                                                     | 3        | 2019 |
| 111 | <a href="#">Ethnocultural empathy among frontline hospitality and tourism employees</a><br>M Sharifi-Tehrani, A Sanayei, A Kazemi, H Rezaie Dolat Abadi<br>Tourism Culture & Communication 19 (1), 17-29                                                                                | 8        | 2019 |
| 110 | <a href="#">Developing the Marketing Mix for the Financial Products</a><br>AH Naderi, S Fathi, A Sanayei, AA Tadi<br>JOURNAL OF FINANCIAL ACCOUNTING RESEARCH 11 (240), 75-88                                                                                                           |          | 2019 |

|     | TITLE                                                                                                                                                                                                                                                                             | CITED BY | YEAR |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------|
| 109 | <a href="#">Application of the stimuli-organism-response framework to factors influencing social commerce intentions among social network users</a><br>M Dashti, A Sanayei, HR Dolatabadi, MHM Javadi<br>International Journal of Business Information Systems 30 (2), 177-202    | 15       | 2019 |
| 108 | <a href="#">Developing an island destination brand equity model: the case of Kish Island in Iran</a><br>F Shahabi, A Sanayei, A Kazemi, H Teimouri<br>Journal of Convention & Event Tourism 19 (4-5), 420-445                                                                     | 4        | 2018 |
| 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><br>A Sanayei, A Ansari, F Abbaspour<br>Journal of Business Management 10 (3), 509-528 | 7        | 2018 |
| 106 | <a href="#">Benchmarking and ranking three hotel groups based on relational-emotional skills of employees</a><br>M Sharifi-Tehrani, A Sanayei, H Rezaei, A Kazemi<br>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><br>H Saadi, ZI Haji Hashem, A Sanayei<br>Agricultural Extension and Education Research 11 (2), 17-28                                                      |          | 2018 |
| 104 | <a href="#">Effective Factors on Social Shopping Intention in Social Commerce</a><br>M Dashti, A Sanayei<br>Journal of business management 10 (1), 97-120                                                                                                                         | 15       | 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><br>AR Molaei Raddani, A Sanayei, A Ansari<br>Tourism Planning and Development 7 (26), 52-67                                   | 6        | 2018 |
| 102 | <a href="#">Evaluation of E-health Adoption in Iran.</a><br>M Mazloomi, D Attaran, A Sanayei, M Omidvar, HH Aghdash<br>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><br>M Dashti, A Sanayei, H Rezai Dowlat Abadi<br>New Marketing Research Journal 7 (2), 17-42                                         | 3        | 2017 |
| 100 | <a href="#">The Impact of the Myers-Briggs Personality Dimensions on Shopping Intentions in Online Environments: A Comparative Study</a><br>AA Ahghar Bazargan Negin, Sanayei Ali<br>Journal of Business Management 9 (1), 21-42                                                  | 5        | 2017 |
| 99  | <a href="#">Factors affecting e-commerce adoption in agricultural cooperative's firms and offices</a><br>HZ HAJI, H Saadi, A SANAYEI<br>CO-OPERATION AND AGRICULTURE (TAAVON) 5 (20), 113-140                                                                                     | 1        | 2017 |
| 98  | <a href="#">Structural equation modelling of customer attitudes towards social network advertising: a case of Iranian social networking site</a><br>SM Mirmehdi, A Sanayei, HR Dolatabadi<br>International Journal of Business Excellence 12 (4), 469-488                         | 11       | 2017 |

|    | TITLE                                                                                                                                                                                                                                                                                                     | CITED BY | YEAR |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------|
| 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><br>BA Nouri, A Sanayei, S Fathi, A Kazemi, M Soltani<br>International Journal of Management Studies 23 (2), 1-26 | 4        | 2016 |
| 96 | <a href="#">Customer Experience Management and Persistence using Customers of Electronic Services Persistence</a><br>A Ansari, A Sanayei<br>Journal of Strategic Management Studies 7 (27), 65-87                                                                                                         | 1        | 2016 |
| 95 | <a href="#">DESIGNING A DEVELOPED MODEL FOR EFFECTIVNESS OF E-CULTURE FACTOR IN MARKET REGULATION AND PRICING GOODS AND SERVICES</a><br>S Osouli Ghareh Aghaji, A Sanayei, M Saeedabadi<br>New Marketing Research Journal 6 (3), 53-66                                                                    |          | 2016 |
| 94 | <a href="#">An analysis of factors affecting intention to purchase products and services in social commerce</a><br>M Dashti, A Sanayei, HR Dolatabadi, MH Moshrefjavadi<br>Modern Applied Science 10 (12), 98-106                                                                                         | 22       | 2016 |
| 93 | <a href="#">The impact of introversion/extroversion on online shopping intention (Case study: Computer and cell phone accessories)</a><br>A Sanayei, NA Bazargan, A Ansari<br>2016 10th International Conference on e-Commerce in Developing Countries ...                                                | 13       | 2016 |
| 92 | <a href="#">A study of dry port implementation in Iran</a><br>SH Hatami-nasab, A Sanayei, SF Amiri Aghdaei, A Kazemi<br>Journal of Business Administration Researches 8 (15), 211-239                                                                                                                     | 1        | 2016 |
| 91 | <a href="#">Analyzing and Evaluating the Effectiveness of Bank Advertising According to the Advertising Characteristics and Audience Involvement Using the AISDALSLOVE Model</a><br>A Sanayei, M Mohammad Shafiee, M Amini Velashani<br>Journal of Business Administration Researches 8 (15), 185-209     | 5        | 2016 |
| 90 | <a href="#">Investigation of customer perception of waiting time on the phone insurance system</a><br>A Hatami, A Sanayei, S Rouhani, MS Torkestani<br>New Marketing Research Journal 5 (Special Issue), 45-64                                                                                            |          | 2016 |
| 89 | <a href="#">Faculty of Humanities University of Mohaghegh Ardabili</a><br>ALI SANAYEI, S FATHI, ALI KAZEMI<br>IJMS 23 (2), 1-26                                                                                                                                                                           |          | 2016 |
| 88 | <a href="#">BAGHER ASGARNEZHAD NOURI</a><br>ALI SANAYEI, S FATHI, ALI KAZEMI, M SOLTANI<br>IJMS 23 (2), 1-26                                                                                                                                                                                              |          | 2016 |
| 87 | <a href="#">Using Dry Ports to Facilitate International Trade in Iran; A Model of Success Factors for Implementation of Dry Ports</a><br>SH Hatami-nasab, A Sanayei, SFA Aghdaei, A Kazemi<br>Modern Applied Science 10 (3)                                                                               | 1        | 2016 |
| 86 | <a href="#">Investigating the effective factors in users' satisfaction with social network sites</a><br>SM Mirmehdi, A Sanayei, HR Dolatabadi<br>International Journal of Electronic Customer Relationship Management 10 (2-4 ...                                                                         | 1        | 2016 |
| 85 | <a href="#">EVALUATION OF THE EFFECTIVENESS OF ICT IN ISFAHAN MUNICIPALITY</a>                                                                                                                                                                                                                            |          | 2016 |

|    | TITLE                                                                                                                                                                                                                                                                                                          | CITED BY  | YEAR |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------|
|    | ALI SANAYEI, BALI SHAEMI, MF NASSIRI                                                                                                                                                                                                                                                                           |           |      |
| 84 | <a href="#">Prioritization of Critical Success Factors in ERP II Implementation: Case Study in Iran.</a><br>F Zeidi, A Sanayei<br>International Journal of Information Science & Management                                                                                                                    | <u>1</u>  | 2015 |
| 83 | <a href="#">Investigating the Customer Loyalty Model in the Chain Stores of Iran</a><br>A Sanayei, A Haddadian, A Bagherieh<br>New Marketing Research Journal 5 (1), 149-168                                                                                                                                   | <u>4</u>  | 2015 |
| 82 | <a href="#">The impact of E-business on structural factors and its role in middle management positions in the organization</a><br>M Karimian, A Sanayei, M Hekmatpanah, H Faraghian<br>2015 9th International Conference on e-Commerce in Developing Countries ...                                             | <u>2</u>  | 2015 |
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**(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

### 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.

### 2024

Designing a Model for Intelligent Marketing Strategy and its Impact on Sustained Competitive Advantage and Customer Engagem, 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.
- 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.