



Prof. Ali Sanayei

Head of ITM Research Group University of Isfahan

Department:

Marketing

Additional Titles:

Professor

Date: September 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>

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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 30 books in e-commerce and marketing field and two books in e-business with Emirate professor Efraim Turban and over 151 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 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" http://vu.ui.ac.ir 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 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
151	Predicting Intelligent Customer Interaction Using Machine Learning in the Context of Internet of Things Platform Karimi, K., Sanayei, A., Pirzad, A. <i>Journal of Customer Behavior Service (CBS)</i> , Summer of 2026.		2026
150	Designing a Model of Intelligent Interaction with Customers Through the Internet of Things in Online Stores in Iran Karimi, K., Sanayei, A., Pirzad, A. <i>Journal of Executive Management</i> , Fall of 2026.		2026
149	The effect of humanization of artificial intelligence on the intention to continue using it in the banking system Arash Adelpanah, Ali Sanayei <i>Iranian Journal of Management Studies</i>		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) Arash Adelpanah, Ali Sanayei <i>Consumer Behavior Studies Journal</i>		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)" Mahdi Emami, Ali Sanayei, Ali Kazemi <i>Inderscience Submissions system</i>		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 Sanayei, Ali Kazemi https://doi.org/10.22108/nmrj.2025.143688.3128 <i>New Marketing Research</i>		2025

	TITLE	CITED BY	YEAR
145	The antecedents of intelligent marketing strategy for achieving sustained competitive advantage and customer engagement. ALI SAAD ASSAAD; Ali Sanayei; 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 Sanayei; 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 Sanayei, 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 Sanayei; Majid Mohammad Shafiee 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) A Sanayei, C Westland, A Adelpannah 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

	TITLE	CITED BY	YEAR
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 Maghsoodi 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	Improving the Omnichannel Customers' Lifetime Value Using Association Rules Data Mining: A Case Study of Agriculture Bank of Iran. M Rezaei, A Sanayei, SFA Aghdaie, A Ansari Iranian Journal of Management Studies 15 (1)	8	2022
131	Use of IoT in Modeling the Judiciary Human Crisis Management with a Preventive Approach A Sanayei, R Salehzadeh, A Safari, SB Solati Dehkordi Crime Prevention Approach 4 (4), 59-86		2021
130	Using eye tracking to investigate the importance of packaging on consumers' visual attention S Salehi, A Sanayei, N Sammaknejad Management Research in Iran 23 (2), 101-125		2021
129	Meta-Analysis of Mediating Role of Sample Attributes in Relationship between Marketing Activities and Organizational Performance B Asgarnezhad Nouri, A Sanayei, S Fathi, A Kazemi Management Research in Iran 18 (1), 151-169	9	2021
128	Proposing a model for achieving sustained competitive advantage in crane industry in Iran F Fadaeei Fathabadi, A Ansari, A Shahin, A Sanayei Journal of Executive Management 13 (25), 233-247	1	2021
127	Transformation in Urban Planning with a Localized Model of Water-Sensitive Urban Design H Amini, A Sanayei, H Talaei, A Yusefi Journal of Water and Wastewater; Ab va Fazilab (in persian) 32 (3), 138-151	3	2021
126	Determinants of medical tourists' revisit and recommend intention M Heydari Fard, A Sanayei, A Ansari International Journal of Hospitality & Tourism Administration 22 (4), 429-454	18	2021
125	Effect of Customer Perception on Salesperson Owned Commitment in Customer-Salesperson Relationship O Ghanadiof, A Sanayei, M Emami European Journal of Business and Management Research 6 (4), 137-142	4	2021
124	A networking capability perspective on marketing performance of SMEs: The role of market knowledge and entrepreneurial orientation	2	2021

	TITLE	CITED BY	YEAR
	F Maghsoodi Ganjeh, A Sanayei, A Alam Tabriz Journal of Industrial Strategic Management 6 (2), 33-53		
123	A Mixed Study on Buyer-Seller Relationships in Industrial Markets (B2B): Case Study of Iran Oil Supply Chain SMJ Rejali, A Sanayei, M Mohammad Shafiee Journal of Business Management 13 (1), 273-303	3	2021
122	Designing Content Marketing Model in Retail Internet Marketing to Develop Model for Effective Factors A Dadvand, A Sanayei, H Rezaei, A Ansari JOURNAL OF BUSINESS INTELLIGENCE MANAGEMENT STUDIES 10 (38002142), 69-107		2021
121	Removal of Reactive Dye Using a Magnetic Polymer Nanocomposite from Aqueous Solution RHSM Shirazi, M sadat Miralinaghi, E Moniri, SE Rokni		2021
120	Application of eye-tracking in assessing the role of mediator variable (brand awareness) in the relation between packaging elements and customers' choice S Salehi, A Sanayei, N Sammaknejad, A Kazemi International Journal of Business Excellence 25 (1), 1-20	2	2021
119	مدل سازی آسیب پذیری بافت های شهری تحت سناریوهای مختلف به منظور مدیریت بحران در برابر زلزله (مطالعه موردی: منطقه یک شهرداری تهران) پویان, محمد حسن, صناعی, انصاری, آذرنوش پژوهشهای جغرافیای انسانی ۵۲ (۴), ۱۲۹۳-۱۲۷۵		2020
118	An Integrity-based Conceptual Framework for Creating, Maintaining and Developing Marketing Capabilities, Sustained Competitive Advantage and Superior Business Performance A Salimi, A Sanayei, A Ansari Journal of Business Management 12 (3), 594-626	6	2020
117	Evaluating the Experience of Isfahan Mobarakeh Steel Customers ALI Sanayei, A Ansari Journal of Advertising and Sales Management 1 (2), 151-170	1	2020
116	An algorithm for identifying loyal customers in C2C electronic commerce models A Ansari, A Sanayei International Journal of Productivity and Quality Management 31 (1), 79-97	3	2020
115	Reviewing the concept of CKM with social perspective by means of the ANN-GT approach (case study: environmental protection by the water market implementation) M Rabbanimehr, A Sanayei, A Kazemi International Journal of Procurement Management 13 (4), 462-481	2	2020
114	Surveying of Criteria for Purchasing Television Set and Recognizing Customers' Decision Making Styles in Isfahan M Karimian, A Sanayei, M Mohammad Shafiee Journal of Business Management 11 (3), 631-650	6	2019
113	Marketing Mix Revision Adjusted for Debt Instruments Concentrating on Steel Industries AH Naderi, S Fathi, A Sanayei, A Ansari Tadi		2019

	TITLE	CITED BY	YEAR
	Financial Accounting Research 11 (2), 75-88		
112	Investigating the Impact of Product Packaging Necklace on Attracting Customers' Attention using Eye Tracking S Salehi, A Sanayei, N Sammaknejad New Marketing Research Journal 9 (2), 109-128	3	2019
111	Ethnocultural empathy among frontline hospitality and tourism employees M Sharifi-Tehrani, A Sanayei, A Kazemi, H Rezaie Dolat Abadi Tourism Culture & Communication 19 (1), 17-29	8	2019
110	Developing the Marketing Mix for the Financial Products AH Naderi, S Fathi, A Sanayei, AA Tadi JOURNAL OF FINANCIAL ACCOUNTING RESEARCH 11 (240), 75-88		2019
109	Application of the stimuli-organism-response framework to factors influencing social commerce intentions among social network users M Dashti, A Sanayei, HR Dolatabadi, MHM Javadi International Journal of Business Information Systems 30 (2), 177-202	15	2019
108	Developing an island destination brand equity model: the case of Kish Island in Iran F Shahabi, A Sanayei, A Kazemi, H Teimouri Journal of Convention & Event Tourism 19 (4-5), 420-445	4	2018
107	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 Sanayei, A Ansari, F Abbaspour Journal of Business Management 10 (3), 509-528	7	2018
106	Benchmarking and ranking three hotel groups based on relational-emotional skills of employees M Sharifi-Tehrani, A Sanayei, H Rezaei, A Kazemi Journal of Tourism and Development 7 (2), 59-77		2018
105	Acceptance of E-commerce in Agricultural Business Enterprises (Case Study of Agricultural Cooperatives) H Saadi, ZI Haji Hashem, A Sanayei Agricultural Extension and Education Research 11 (2), 17-28		2018
104	Effective Factors on Social Shopping Intention in Social Commerce M Dashti, A Sanayei Journal of business management 10 (1), 97-120	15	2018
103	Recognizing and Measurement of Effective Driver Key Factors on Tourism Destination's Sense of Place-Case Study: the City of Isfahan AR Molaei Raddani, A Sanayei, A Ansari Tourism Planning and Development 7 (26), 52-67	6	2018
102	Evaluation of E-health Adoption in Iran. M Mazloomi, D Attaran, A Sanayei, M Omidvar, HH Aghdash Journal of Cardio-Thoracic Medicine 6 (1)		2018
101	Designing a Model on Factors Affecting Customer Participation in Social Commerce Based on Stimuli-Organism-Response Framework M Dashti, A Sanayei, H Rezai Dowlatabadi	3	2017

	TITLE	CITED BY	YEAR
	New Marketing Research Journal 7 (2), 17-42		
100	The Impact of the Myers-Briggs Personality Dimensions on Shopping Intentions in Online Environments: A Comparative Study AA Ahghar Bazargan Negin, Sanayei Ali Journal of Business Management 9 (1), 21-42	5	2017
99	Factors affecting e-commerce adoption in agricultural cooperative's firms and offices HZ HAJI, H Saadi, A SANAYEI CO-OPERATION AND AGRICULTURE (TAAVON) 5 (20), 113-140	1	2017
98	Structural equation modelling of customer attitudes towards social network advertising: a case of Iranian social networking site SM Mirmehdi, A Sanayei, HR Dolatabadi International Journal of Business Excellence 12 (4), 469-488	11	2017
97	Designing a model for the relationship between marketing activities and organization performance: Meta-analysis on the moderating role of research topic characteristics BA Nouri, A Sanayei, S Fathi, A Kazemi, M Soltani International Journal of Management Studies 23 (2), 1-26	4	2016
96	Customer Experience Management and Persistence using Customers of Electronic Services Persistence A Ansari, A Sanayei Journal of Strategic Management Studies 7 (27), 65-87	1	2016
95	DESIGNING A DEVELOPED MODEL FOR EFFECTIVENESS OF E-CULTURE FACTOR IN MARKET REGULATION AND PRICING GOODS AND SERVICES S Osouli Ghareh Aghaji, A Sanayei, M Saeedabadi New Marketing Research Journal 6 (3), 53-66		2016
94	An analysis of factors affecting intention to purchase products and services in social commerce M Dashti, A Sanayei, HR Dolatabadi, MH Moshrefjavadi Modern Applied Science 10 (12), 98-106	22	2016
93	The impact of introversion/extroversion on online shopping intention (Case study: Computer and cell phone accessories) A Sanayei, NA Bazargan, A Ansari 2016 10th International Conference on e-Commerce in Developing Countries ...	13	2016
92	A study of dry port implementation in Iran SH Hatami-nasab, A Sanayei, SF Amiri Aghdaei, A Kazemi Journal of Business Administration Researches 8 (15), 211-239	1	2016
91	Analyzing and Evaluating the Effectiveness of Bank Advertising According to the Advertising Characteristics and Audience Involvement Using the AISDALSLOVE Model A Sanayei, M Mohammad Shafiee, M Amini Velashani Journal of Business Administration Researches 8 (15), 185-209	5	2016
90	Investigation of customer perception of waiting time on the phone insurance system A Hatami, A Sanayei, S Rouhani, MS Torkestani New Marketing Research Journal 5 (Special Issue), 45-64		2016
89	Faculty of Humanities University of Mohaghegh Ardabili ALI SANAYEI, S FATHI, ALI KAZEMI		2016

	TITLE	CITED BY	YEAR
	IJMS 23 (2), 1-26		
88	BAGHER ASGARNEZHAD NOURI ALI SANAYEI, S FATHI, ALI KAZEMI, M SOLTANI IJMS 23 (2), 1-26		2016
87	Using Dry Ports to Facilitate International Trade in Iran; A Model of Success Factors for Implementation of Dry Ports SH Hatami-nasab, A Sanayei, SFA Aghdaei, A Kazemi Modern Applied Science 10 (3)	<u>1</u>	2016
86	Investigating the effective factors in users' satisfaction with social network sites SM Mirmehdi, A Sanayei, HR Dolatabadi International Journal of Electronic Customer Relationship Management 10 (2-4 ...	<u>1</u>	2016
85	EVALUATION OF THE EFFECTIVENESS OF ICT IN ISFAHAN MUNICIPALITY ALI SANAYEI, BALI SHAEMI, MF NASSIRI		2016
84	Prioritization of Critical Success Factors in ERP II Implementation: Case Study in Iran. F Zeidi, A Sanayei International Journal of Information Science & Management	<u>1</u>	2015
83	Investigating the Customer Loyalty Model in the Chain Stores of Iran A Sanayei, A Haddadian, A Bagherieh New Marketing Research Journal 5 (1), 149-168	<u>4</u>	2015
82	The impact of E-business on structural factors and its role in middle management positions in the organization M Karimian, A Sanayei, M Hekmatpanah, H Faraghian 2015 9th International Conference on e-Commerce in Developing Countries ...	<u>2</u>	2015
81	Investigating the Mediating Effect of Brand Involvement in the Impact of Brand Personality on Brand Loyalty ALI SANAYEI, SM Mirmehdi, R SALEHZADEH JOURNAL OF BUSINESS MANAGEMENT PERSPECTIVE (MANAGEMENT PERSPECTIVE) 14 (323 ...		2015
80	The Effect of Marketing Tactical Capabilities on the Financial Performance of the Firms: Meta-Analysis Approach. BA Nouri, A Sanayei, S Fathi, A Kazemi Iranian Journal of Management Studies 8 (1)	<u>23</u>	2015
79	Analysis of obstacles to the application of information technology in sport and youth offices of fars province using fuzzy topsis technique A Sanayei, J Khazaei Pool, A Shamsi, M Soltan Hoseini Sport Management Journal 6 (2), 325-341	<u>3</u>	2014
78	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 ... MS Torkestani, A Sanayei, MT Isaai New Marketing Research Journal 4 (2)	<u>2</u>	2014
77	Measuring the Efficiency of Isfahan's Private Banks' Brand Based on Satisfaction and Loyalty of Customers by Data Envelopment Analysis A Shahin, A Sanayei, MS Rezaee		2014

	TITLE	CITED BY	YEAR
	Production and Operations Management 5 (1), 125-142		
76	Role of transformational leadership in development of organizational learning B Asgarnezhad Noori, A Sanayei, S Fathi, A Kazemi Journal of Human Resource Management Researches 6 (2), 99-122	<u>2</u>	2014
75	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 A Sanayei, HR Dolatabad, MZS Abadi International Journal of Academic Research in Accounting, Finance and ...	<u>1</u>	2014
74	The role of brand image in forming airlines passengers' purchase intention: study of Iran aviation industry MM Shafiee, A Sanayei, A Shahin, HR Dolatabadi International Journal of Services and Operations Management 19 (3), 360-376	<u>39</u>	2014
73	Analyzing Factors Influencing Virtual Bank Acceptance as New Generation of e-Banking A Shahin, A Sanayei, H Salimian New Marketing Research Journal 3 (3), 1-20		2013
72	Analysis of Traditional Attributes and Website Attributes in Order to Improve Customers Trust in Electronic Banking A Sanayei, ZS Saneian International Journal of Academic Research in Business and Social Sciences 3 ...	<u>1</u>	2013
71	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 Sanayei, ZS Saneian International Journal of Academic Research in Business and Social Sciences 3 ...	<u>5</u>	2013
70	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 Sanayei, J Khazaei Pool, S Jafari, H Balouei Jamkhaneh Health Information Management 10 (4), 571-580	<u>5</u>	2013
69	Analyzing Factors Influencing Virtual Bank Acceptance as New Generation of e-Banking with a Case Study on e-Citizens. A Sanayei, A Shahin, H Salimian New Marketing Research Journal 3 (3)	<u>2</u>	2013
68	E-readiness survey of university libraries in Isfahan N Oraee, M Cheshmeh Sohrabi, A Sanayei, H Jabbari Noghabi Library and Information Science Research 3 (2), 113-132	<u>3</u>	2013
67	The analysis of effecting factors on virtual education acceptance with emphasis on internal factors A Sanayei, H Salimian Technology of Education Journal (TEJ) 7 (3), 149-158	<u>8</u>	2013
66	Dimensions of brand equity in E-services, case of electronic banking industry A Sanayei, A Shaemi, P Ahadi International Journal of Information Science and Management (IJISM), 25-37	<u>3</u>	2013

	TITLE	CITED BY	YEAR
65	Factors influencing brand equity in the age of electronic services (Case of: Educational services of Safir Institute) A Sanayei, T Naami, A Ansari 7th International Conference on e-Commerce in Developing Countries: with ...	1	2013
64	E-Brand as a Strategic ICT-Based Leverage for Iranian Airline Companies in Religious Tourism's Industry H Rezaei Dolatabadi, M Mohammad Shafiee, A Shahin, A Sanayei New Marketing Research Journal 3 (Special Issue), 1-12	3	2013
63	SMS advertising and consumer privacy: Analysis of factors affecting consumer willingness to send and receive information in permission and data based SMS advertising S Fathi, A Sanayei, M Siyavooshi تحقیقات بازاریابی نوین ۳ (ویژه نامه) ۱۰۱-۱۲۴	16	2013
62	Effect of information technology on value chain of Iranian Exemplary Exporter Manufacturer Companies A Sanayei, MA Feizpour, M Naderi Beni New Marketing Research Journal 2 (4), 22-43		2013
61	Analysis of factors affecting the acceptance of virtual education with emphasis on Internal factors A Sanayei, H Salmanian Journal of Technology of Education 7 (4), 226-266	12	2013
60	Evaluating the effectiveness of TV advertisement and analyzing its influence on attraction of saving deposit accounts of Ansar Bank in the city of Isfahan A Sanayei, A Shahin, SN Amirosadt Journal of Business Administration and Management Sciences Research 2 (2), 53-58	20	2013
59	An investigation of the factors affecting relationship marketing (RM) and the satisfaction of key customers (A Case Study: key Customers of Saderat Bank) A Sanayei, E Sahami International Journal of Basic and Applied Sciences 2 (1), 20		2013
58	Analyzing the effects of brand innovativeness on attitude towards the brand considering the moderating role of consumer innovativeness with a case study in students of ... A Sanayei, A Shahin, A Taherfar International Journal of Academic Research in Accounting, Finance and ...	18	2013
57	Determining the effect of electronic services quality on electronic satisfaction and positive word of mouth (case study: different branches of shiraz mellat bank customers) A Sanayei, A Jokar International Journal of Academic Research in Accounting, Finance and ...	26	2013
56	Evaluation of the consumers' trust effect on viral marketing acceptance based on the technology acceptance model SFA Aghdaie, A Sanayei, M Etebari International Journal of Marketing Studies 4 (6), 79	86	2012
55	The influence of service quality on service loyalty case study: Irangate company A Sanayei, A Shahin, A Taheri International Journal of Academic Research in Business and Social Sciences 2 ...	10	2012

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54	Determine the effects of mobile technology, mobile learning on customer satisfaction and loyalty (Case study: Mellat Bank) A Ansari, A Sanayei International Journal of Information Science and Management (IJISM), 137-152	7	2012
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