



Prof. Ali Sanayei

Head of ITM Research Group University of Isfahan

Department:

Marketing

Additional Titles:

Professor

Date: November 2025 (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: 19

Google Scholar:

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

Contact Information



a_sanayei@ase.ui.ac.ir



drsanyei@gmail.com



+983137935177



0000-0002-4729-7433



Prof_ali_sanayei



Prof Ali Sanayei

Academic Leadership and Awards

Teaching Awards

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

Biography

Prof. Ali Sanayei received his Diploma from Skyline High School, Oakland California 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" 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
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
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 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 Sanayei, Ali Kazemi https://doi.org/10.22108/nmrj.2025.143688.3128 New Marketing Research		2025
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 <i>Volume 22, Issue 4 , October 2024, Pages 267-286</i>		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 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
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

	TITLE	CITED BY	YEAR
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 F Maghsoodi Ganjeh, A Sanayei, A Alam Tabriz Journal of Industrial Strategic Management 6 (2), 33-53	2	2021
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)		2020

	TITLE	CITED BY	YEAR
	پویان, محمد حسن, صنایعی, انصاری, آذر نوش پژوهشهای جغرافیای انسانی ۵۲ (۴), ۱۲۹۳-۱۲۷۵		
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 Financial Accounting Research 11 (2), 75-88		2019
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

	TITLE	CITED BY	YEAR
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 New Marketing Research Journal 7 (2), 17-42	3	2017
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	1	2016

	TITLE	CITED BY	YEAR
	Journal of Strategic Management Studies 7 (27), 65-87		
95	DESIGNING A DEVELOPED MODEL FOR EFFECTIVNESS 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	<u>22</u>	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 ...	<u>13</u>	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	<u>1</u>	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	<u>5</u>	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 IJMS 23 (2), 1-26		2016
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 ERPII 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	<u>4</u>	2015

	TITLE	CITED BY	YEAR
	New Marketing Research Journal 5 (1), 149-168		
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 Production and Operations Management 5 (1), 125-142		2014
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	<u>1</u>	2013

	TITLE	CITED BY	YEAR
	International Journal of Academic Research in Business and Social Sciences 3 ...		
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 ...	5	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	5	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)	2	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	3	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	8	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	3	2013
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

	TITLE	CITED BY	YEAR
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	<u>20</u>	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 ...	<u>18</u>	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 ...	<u>26</u>	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	<u>86</u>	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 ...	<u>10</u>	2012
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	<u>7</u>	2012
53	Integrating TAM and TPB with perceived risk to measure customers' acceptance of internet banking A Sanayei, E Bahmani International Journal of Information science and management (IJISM), 25-37	<u>40</u>	2012
52	A hybrid technology acceptance approach for using the E-CRM information system in clothing industry A Sanayei, A Ansari, B Ranjbarian International Journal of Information Science and Management (IJISM), 15-25	<u>18</u>	2012
51	Selection of the Appropriate Wireless Payment Technology in Mobile Banking A Sanayei, A Ansari International Journal of Information Science and Management (IJISM), 13-26		2012
50	Designing a model for analyzing and forecasting of the customers purchasing behavior based on the functional attitude theory A Sanayei, R Shafei Iranian Journal of Trade Studies 16 (62), 153-192	<u>6</u>	2012

	TITLE	CITED BY	YEAR
49	An analysis of relationship between perceived value, perceived quality, customer satisfaction and re-purchase intention in Tehran department stores B Ranjbarian, M Rashid Kaboli, A Sanayei, A Hadadian Journal of business Management 4 (1), 55-70	35	2012
48	An analysis of brand image, perceived quality, customer satisfaction and re-purchase intention in Iranian department stores B Ranjbarian, A Sanayei, MR Kaboli, A Hadadian International Journal of Business and Management 7 (6), 40-48	192	2012
47	Determining the effect of ethics on advertising effectiveness with Mellat Bank customers A Sanayei, MHM Javadi, R Baluchianzade Interdisciplinary Journal of Contemporary Research in Business 3 (9), 96-104	13	2012
46	Effects of ICT on Marketing Mix in Electronic Tourism Shaping Marketing Strategies in E-Tourism Enterprises A Sanayei, M Mohammad Shafiee, H Shams, H Golchin EFFECTS OF ICT ON MARKETING MIX IN ELECTRONIC TOURISM SHAPING MARKETING ...		2012
45	The study and assessment of banking service quality in Isfahan Sepah bank through revised SERVPERF model H Karimi, A Sanayei, M Moshrefjavadi Asian Journal of Business and Management Science 2 (4), 9-22	6	2012
44	Investigation of customer knowledge management (CKM) dimensions: A survey research A Sanayei, M Sadidi International Journal of Business and Management 6 (11), 234	36	2011
43	An analysis of the factors affecting customers satisfaction and trust in mobile banking (Case study: Branches of bank Mellat in Isfahan) A Sanayei, A Shaemi, H Jamshidi Interdisciplinary Journal of Contemporary Research In Business 3 (7), 440-452	23	2011
42	Determinants of customer loyalty using mobile payment services in Iran A Sanayei, B Ranjbarian, A Shaemi, A Ansari Interdisciplinary Journal of Contemporary Research in Business 3 (6), 22-34	33	2011
41	The factors influencing the development of radio frequency identification technology in E-supply chain management (case study: Iran Khodro Industrial Group (IKCO)) A Sanayei, F Sobhanmanesh, A Ghazifard New Marketing Research Journal 1 (1), 41-70	12	2011
40	Analysis of the factors affecting of Internet banking: Case study of customers of Mellat Bank in Isfahan city A Sanayei, A Shaemi, M Salajegheh Interdisciplinary Journal of Contemporary Research In Business 3 (4), 751-761	6	2011
39	E-business in Developing Countries A Sanayei Koros Press	7	2011
38	E-service quality, e-satisfaction and e-loyalty from the view of Iranian users A Sanayei, A Shaemi, MA Nasirzadeh Interdisciplinary journal of contemporary research in business 3 (6), 807-815	13	2011

	TITLE	CITED BY	YEAR
37	Identifying the competitive advantages of tourism industry in order to attract foreign tourists' case study Isfahan province A Kazemi, K Azarbayjani, A Sanayei, B Ranjbarian Journal of Urban-Regional Studies and Research 2 (5), 93-110	<u>7</u>	2010
36	E-commerce in developing countries A Sanayei Koros Press Limited	<u>7</u>	2010
35	The Effect of Non-technical Factors in B2C E-Commerce: (A Case Study in Iran) A Sanayei, R Shafe'ei Global Security, Safety, and Sustainability: 6th International Conference ...	<u>1</u>	2010
34	Readiness assessment of Iran's insurance industry for e-commerce and e-insurance success A Sanayei, MS Torkestani, P Ahadi International Journal of Information Science and Management (IJISM) 7 (1 ...	<u>11</u>	2009
33	Critical successful factors contributing to e-commerce adoption among Iranian SMEs A Sanayei, L Rajabion International Journal of Information Science and Management (IJISM) 7 (2), 57-65	<u>23</u>	2009
32	Security of internet banking services and its linkage with users' trust: A case study of Parsian bank of Iran and CIMB bank of Malaysia A Sanayei, A Noroozi 2009 International Conference on Information Management and Engineering, 3-7	<u>21</u>	2009
31	Analyzing the Extent of Notice to Customer Attitude in the Organizational Structure of Vendors and Its Effect on e-Buyer's Trust: (A Case Study in Iranian Car Producers) A Sanayei, R Shafeai Global Security, Safety, and Sustainability: 5th International Conference ...	<u>2</u>	2009
30	Designing a model for evaluating the effectiveness of E-HRM (case study: Iranian organizations) A Sanayei, A Mirzaei International Journal of Information Science and Management (IJISM) 6 (2), 79-98	<u>72</u>	2008
29	Mobile customer relationship management and mobile security A Sanayei, A Mirzaei Global E-Security: 4th International Conference, ICGeS 2008, London, UK ...	<u>3</u>	2008
28	Relationship between Service Quality, Customer Satisfaction & Customer Loyalty in Shiraz Banking System A Sanayei, H Moeini, M Shafiei JOURNAL OF INTERNATIONAL MARKETING AND MARKETING RESEARCH 33 (1), 31	<u>2</u>	2008
27	THE CREATIVE NATURE ALI SANAYEI SCIENCE PRODUCTION		2008
26	ELECTRONIC INSURANCE SECURITY A Sanayei, MS Torkestani, P Ahadi IADIS International Conference WWW/Internet 2008, 59-66		2008

	TITLE	CITED BY	YEAR
25	The Roles of Culture, Gender and Experience in the Acceptance of E-commerce in the Developing Countries A Sanayei, A Noroozi 3 International conference on E-commerce With Focus in developing Countries	<u>1</u>	2008
24	E-Commerce and Security Governance in Developing Countries A Sanayei, L Rajabion Global E-Security: 4th International Conference, ICGeS 2008, London, UK ...	<u>5</u>	2008
23	Marketing in Iran M Marinov, A Sanayei Marketing in the Emerging Markets of Islamic Countries, 153-174		2007
22	°. Tabriz M Marinov, A Sanayei Marketing in the Emerging Markets of Islamic Countries, 153		2006
21	E-Banking Evolution in Third Millenium A Sanayei, H Rabbani JOURNAL OF INTERNATIONAL MARKETING AND MARKETING RESEARCH 31 (1), 3	<u>1</u>	2006
20	Knowledge oriented customer relationship management: An application model for hotels management A Sanayei, MG Karin 4th international management conference	<u>8</u>	2006
19	Suggestions on the Successful Management of IT Projects: Middle East Market, IT & ICT Software Scene A Sanayei, AA Shad JOURNAL OF INTERNATIONAL MARKETING AND MARKETING RESEARCH 31 (3), 141		2006
18	The Role of CRM in E-Business: An Application Model for the Pharmaceutical Industry A Sanayei, AA Shad JOURNAL OF INTERNATIONAL MARKETING AND MARKETING RESEARCH 31 (1), 31		2006
17	The role of knowledge management in CRM A Sanayei JOURNAL OF INTERNATIONAL MARKETING AND MARKETING RESEARCH 30 (3), 111	<u>2</u>	2005
16	Electronic commerce customer relationship management: a case study of the petrochemical industry A Sanayei International Journal of Information Science and Management (IJISM) 2 (2), 21-30	<u>1</u>	2004
15	Information technology and software export A Sanayei, M Jamshidian Journal of International Marketing and Marketing Research 29 (1), 13-20	<u>1</u>	2004
14	Globalization & Knowledge Economy A Sanayei, M Sadeghi		2004

	TITLE	CITED BY	YEAR
	JOURNAL OF INTERNATIONAL MARKETING AND MARKETING RESEARCH 29, 153-153		
13	Globalization and e-business ALI SANAYEI International Journal of Information Science and Management (IJISM) 1 (1), 87-95	<u>2</u>	2003
12	Information Technology And Software Export A Sanayei, M Jamshidian International Journal of Information Science and Management (IJISM) 1 (2), 26-31		2003
11	Electronic Commerce and Global Marketing A Sanayei Business Law Review 24 (2)		2003
10	Faculty of Administrative Sciences & Economics, University of Isfahan, IR of Iran email: Sanayeil10 (a) yahoo. com Abstract-The attempts of globalization in developing ... ALI SANAYEI Iranian Journal of Information Science & Technology 1 (1)		2003
9	Customer relationship management in the third millennium in the banking industry A Sanayei, MD Mahmood Gholami Karin Proceedings of the Second International Management Conference	<u>2</u>	2003
8	E-commerce in the Third Millennium A Sanayei University Jihad Publication, Isfahan Unit, Iran	<u>10</u>	2002
7	Electronic Commerce in the third millennium ALI Sanayei Academic Research Center Publication of Esfahan, Esfahan, Iran. Available at ...	<u>10</u>	2002
6	THE RANKS OF INDUSTRIAL ACTIVITIES IN ISFAHAN PROVINCE IN TERMS OF PRODUCTION AND EXPORTS; A COMPARATIVE AND COMPETITIVENESS ANALYSIS A SANAYEI, S MOALLEM IRANIAN JOURNAL OF TRADE STUDIES (IJTS) 6 (23), 3-4		2001
5	Proposing a Model for Achieving Sustained Competitive Advantage in Crane Industry in Iran F Fadaeei, A Ansari, A Shahin, A Sanayei		
4	An Introduction of a Multi-dimensional Model for Effectiveness of E-commerce in Market Regulation and Pricing of Commodities and Services A Case Study: Selected Guilds of Iran ... SOG Aghaji, A Sanayei		
3	Meta-Analysis of Mediating Role of Sample Attributes in Relationship between Marketing Activities and Organizational Performance BA Nouri, A Sanayei, S Fathi, A Kazemi		
2	HRM & HRP IN THE NEW ECONOMY A Sanayei		
1	Username: shahin password: 1383 Integration of CRM and QFD: A Novel Model for Enhancing Customer Participation		

	TITLE	CITED BY	YEAR
	A Shahin, A Sanayei, P Nikneshan		

(b)Books

- 29) Marketing 6.0: The future is Immersive, Commercial Publishing Company, Spring 2024
- 28) E-Commerce a Managerial Perspective with focus on Metaverse, Tehran Dibagaran Publishing, Fall 2022.
- 27) Electronic Governance, Commercial Publishing Company, Fall 2021.
- 26) Marketing 5.0& H2H Marketing Commercial Publishing Company, August 2021.
- 25) Industrial Marketing Management, Dibagaran Tehran, winter 2020
- 24) Neuro Marketing, Isfahan Publisher, Spring 2020.
- 23) IOT, Future Marketing, Iran Marketing Association, Tehran, 2019.
- 22) Advanced International Marketing, Publisher: Iran Marketing Association, Tehran, 2018
- 21) 4th Industrial Revolution, Dr. Ali Sanayei, Isfahan University Jihad Publications, Fall 2017
- 20) E-Commerce A Managerial Perspective, MFT, Publishing, 2017.
- 19) 96 Tip of Management, Isfahan Publisher, 2016.
- 18) New Marketing Research a Managerial Perspective, Second Edition, Isfahan Publisher, 2015.
- 17) Industrial Marketing Management, Second Edition, Isfahan Publisher, 2015.
- 16) CRM-SCM-ERP, with focus on e-commerce (ERP II) Isfahan Publisher, 2015.
- 15) Tourism Destination Branding, Shiraz: ISC.2014.
- 14) Iran's accession to WTO and its impact on the country's industries, Isfahan, Atropat 2000.

- 13) Industrial Marketing Management (B2B), Dr. Ali Sanayei, Jahad-e-Daneshgah Publications, Isfahan, (February 2012).
- 12) E-Brand Electronic Branding, Dr. Ali Sanayei, Citation Center for Islamic World Science Foundation (ISC), Shiraz First Edition, 2011.
- 11) E-Commerce with Managerial Attitude, Dr. Ali Sanaei, Dibagaran Publications, Tehran, 2011, Second Edition Spring 91
- 10) Electronic Brand a Managerial Perspective, Shiraz: ISC.2012.
- 9) New Marketing Research a Managerial Perspective, Isfahan....., 2012.
- 8) E-Commerce in developing Countries, University of Isfahan Publishing Co. First Edition, 2009.
- 7) Marketing Research: Applied, University of Isfahan Publishing Co., First Edition, October 2007, Second Edition 2009.
- 6) Marketing in the Emerging Markets of Islamic Countries, Marinov. Martin, Sanayei. Ali, New York: Palgrave MacMillan, Spring 2007.
- 5) Electronic Commerce, Isfahan: , University of Isfahan Publishing Co., First, Edition Sept. 2002, Second Edition, Winter 2005; Third Edition summer 2006, Fouth Edition Spring 2007.
- 4) IT for Managers, Isfahan: University of Isfahan Publishing Co, March. 2004.
- 3) Marketing & Electronic Commerce, Isfahan: University of Isfahan Publishing Co. 1st Edition, December 2000, Second Edition, June 2001, third edition, October 2002.
- 2) Joining of Iran to WTO & Forecasting its Effect on Industries. Isfahan: Atropat Publishing Co., August 1999.
- 1) Principle of Marketing & Marketing Management, 3rd, edition, Tehran: Porsesh, 1998.

Conferences/Paper Presentation

(41) How Does Artificial Intelligence (AI) Adoption Impact the E-business?

14th International E-Commerce Conference ECDC 2025, ISC, Shiraz, Iran, 13 February 2025.

(40) AI Evolution in Your Hands ...process of Artificial Intelligence in Mobile Banking, 56

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, “1st International Conference of Business Development and Digital Transformation” at University of Isfahan, 9-10 November, 2022.

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

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

(34) The Impact of Introversion Extroversion on Online Shopping Intention, 10th International

Conference of E-Commerce, Isfahan April, 2016.

(33) Evaluation Effects of Consumer Satisfaction and Trust on Tourism Services Loyalty, 9th

International Conference of E-Commerce, Isfahan April, 2015.

(32) A Study of Antecedents Influencing on Trust of Customers in Electronic Purchases, 8th

International Conference of E-Commerce, Mashhad April, 2014.

(31) Dimensions of Brand Equity in E-Services, Case of Electronic Banking Industry, 7th

International Conference of E-Commerce, Kish April, 2013.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(13) Electronic Customer Relationship Management. Paper Presented

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

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

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

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

(8) E-Commerce and its Role in Steel Industry. Paper Presented at Steel Symposium, Isfahan University of Technology, Iran, 20-21st 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.