

01.08.2021

1. Full name and date

- Surname: Mansourimoayyed, Given name: Fereshteh
- Gender: Female
- Date: 01 August 2021

2. Date and place of birth, nationality, current residence

- Date and place of birth: 13 December 1979, Tehran
- Nationality: Iranian
- Address: Unit4, No.2, Roshangar St, Gheytariyeh St, Tehran, Iran ,
P.O. Box: 1931985666

3. Education and degrees awarded

- Doctoral degree, Business Administration, Allameh Tabatabaei University, Tehran, Iran, Marketing Management, (2005-2009),
- Master degree, Business Administration, Allameh Tabatabaei University, Tehran, Iran, Marketing, (2002-2004),
- Bachelor's degree, Management, Allameh Tabatabaei University, Tehran, Iran, Business Administration, (1999-2002)

4. Linguistic skills

- Mother tongue: **Persian** (Farsi)
- Other languages: **English**; Listening (C1), Speaking (C1), Reading (C1), Writing (C1)
French; Listening (B2), Speaking (B2), Reading (B2), Writing (B2)
Arabic; Listening (A1), Speaking (A1), Reading (A2), Writing (A2)

5. Current position

- Assistant professor, Tarbiat Modares University, Tehran, (2012 - ongoing)
(Teaching in Master and PhD courses, supervising the thesis, member of dissertation committees, workshops, seminars, lectures)

6. Previous work experience

- Owner & Managing director, Morvarid Siah Padra Co., Tehran, (2012-ongoing)
- International Business manager, Part Gostar Co, Tehran, (2010-2013)
- International Business expert, Daroo Gostar Co, Tehran, (2007-2010)

7. Research Work and Projects

- Productivity and Marketing in Electric Power Industry in Iran, (2020-2021)
- Strategist, Marketing Strategies for Melli bank In Iran, (May 2018- 2020)
- Scientific communication strategies, Iranian Research Institute for Information Science and Technology, (May 2007- January 2008)
- Implementation of Organizing system for administrative function, Iranian Research Institute for Information Science and Technology, (October 2006- March 2007)
- Implementation system of products sales, Iranian Research Institute for Information Science and Technology (October 2006- March 2007)
- Developing a model for organization research through marketing view, Iranian Research Institute for Information Science and Technology (October 2006- March 2007)
- Developing a model for tender a bid, Research Institute of Petroleum Industry, (May 2006- September 2006)
- Developing a model for market research in KIBS, Research Institute of Petroleum Industry, (May 2006- September 2006)
- Assessment of strategic business units (SBU) in order to allocate the budget, Holding in Ministry of Education, (August 2004- December 2004)

8. Supervision of theses & Dissertation committees

Row	Subject	Program	Role	Year
1	A Model of Digital Marketing Ecosystem in Iran	PhD	supervisor	ongoing
2	Developing A Growth Model for Startups in Iran: Based on Data mining	PhD	supervisor	2021
3	A Model of Branding Ecosystem in Iran	PhD	Dissertation committee	ongoing
4	Exploring different brand personality modes based on psychological personality patterns	PhD	Dissertation committee	ongoing
5	The effect of consumer consciousness on consumer preferences of foreign and local products: the role of attitudes toward foreign goods	PhD	Dissertation committee	2019
6	A Model of consumption considering the consumer and brand identity	PhD	Dissertation committee	2020
7	Identifying and Verifying the Factors Affecting on Internationalization in Raw Material extraction Companies	Master	supervisor	2021

Row	Subject	Program	Role	Year
8	The Impact of Sustainable Marketing Strategies on Creating Shared Value: The Role of Costumer Equity	Master	supervisor	2021
9	studying the effect of digital marketing and entrepreneurial branding on marketing performance by explaining the role of innovation capabilities in start-ups	Master	supervisor	2021
10	The Impact of Cognitive Biases on Entrepreneurs' Heuristic Decision Making: The Role of Gender	Master	supervisor	2021
11	Modeling Creating Shared Value by Investigating Personal Value, Social Identity, and Perceived Corporate Authenticity: Promethee Approach	Master	supervisor	2021
12	The Impact of Dynamic Capabilities on Organizational Performance: The Role of Social Capital and Entrepreneurial Leadership	Master	supervisor	2021
13	A Model of Digital Innovation Ecosystem of Startup in ICT	Master	Dissertation committee	2021
14	The Role of Entrepreneurial Marketing in Enhancing the Brand Image to Launch New Products on Instagram	Master	Dissertation committee	ongoing
15	Studying The Effect of Return migrant (urban-rural) on Rural Entrepreneurship: The Role of Technology Infrastructure and Government policy	Master	Dissertation committee	ongoing
16	The Impact of Values & Attitudes of X,Y & Z Generation's Consumers on Online Purchase Intention	Master	supervisor	2019
17	Model of Entrepreneurial Ecosystem to Develop Startups in New Technology-Based firms (NTBF)	Master	supervisor	2019
18	The Impact of on-line communication through web on on-line marketing effectiveness	Master	supervisor	2019
19	The Survey Effect of Information Credibility on Community Engagement Through Customer Experience: The Moderating Role of Involvement of Web	Master	supervisor	2018
20	Investigating continuance shopping intention by internal and external factors affecting customer satisfaction : the role of personality and emotional stability	Master	supervisor	2018
21	The effect of customer orientation and market orientation cellulose industry's export performance: the role of marketing resources, communication, behavioral commitment	Master	supervisor	2018
22	Customer Satisfaction and Touch points and Brand Experience in Organic Products: The Role of Shopping Values	Master	supervisor	2018
23	The impact of innovation on customer loyalty: The role of customer equity, advertising and acculturation	Master	supervisor	2018
24	Consumer Behavior Analysis Based on Classical Chaos Theory	Master	Dissertation committee	2018

Row	Subject	Program	Role	Year
25	Impact of environmental stimuli to social purchase intention : the mediator role of social commerce	Master	supervisor	2017
26	The effect of green export orientation on non-financial performance of export companies considering green competitive advantage and business strategies of green export at exporting companies	Master	supervisor	2017
27	The effect of attitude components on online purchase intention: role of shopping value of Online users in Tehran	Master	supervisor	2017
28	Identifying and prioritizing purchasing decision-making styles among Iranians' consumers of different age groups: Based on Sproles & Kendall Model (CSI)	Master	supervisor	2017
29	The effect of Market Information System on Innovation Strategy and Organizational Responsiveness and their impact on Marketing Competitive Advantage (Case Study: Iranian Cooperative Union of Livestock Industry)	Master	supervisor	2017
30	The Impact of Nostalgia Emotion and Experiential Marketing on Customer Satisfaction Through Experiential Values: A Study Of Esfahan Torism Places	Master	Dissertation committee	2017
31	Model of consumer behavior: The role of marketing metaphoria	Master	supervisor	2016
32	The Effect Of Brand Satisfaction On Consumer Post Purchase Intention: The Modiating role of lifestyle and hedonic values	Master	supervisor	2016
33	Analysis Of Customer Purchase Behaviour Under Crises : Investigating The Influence Of Brand Equity, Branding Strategy ,Customer Purchase intention And The Time After The Crises	Master	Dissertation committee	2016
34	Identifying and prioritizing of BOT contracts success factors in upstream sector of Oil & Gas industry	Master	Dissertation committee	2016
35	Recognizing and prioritizing effective factors on multi-sensory brand with F-MCDM approach- Case study: Hyperstar	Master	supervisor	2015
36	The study of factors on sustainability of supply chain management and prioritizing on steel industry	Master	supervisor	2015
37	Impact of E-advertisement on purchase intention in adolescents: Role of Packaging	Master	supervisor	2015
38	The Survey of Customer Satisfaction and Involvement Based on Packaging Features and Customer Attitudes	Master	supervisor	2015
39	The impact of Effectiveness of Services Marketing Mix Factors on Brand Image in Iranian Banks	Master	supervisor	2015
40	The effect of Brand Experience and Brand Orientation on Brand Equity through Event Marketing:The role of Experimental Value	Master	Dissertation committee	2015

9. Merits in teaching and pedagogical competence

- Teaching in Master and Ph.D. programs in Universities (Marketing/ Consumer Behavior/ International Business & Marketing/ Sales Management/ ...)
- Work-Shops in Iranian Organization (Digital Marketing/ Business Models/ Business Management/ Organizational Culture/ Change Management/ ...)
- Involvement in curriculum planning for some PhD programs in ministry of science and Technology of Iran

10. Other academic merits

Memberships and positions in scientific and scholarly societies

- Member of Iranian Academy of Management (since 2014)
- Member of Iranian Academy of Marketing (since 2016)
- Member of Iran Chamber of Commerce, Industries and Mines (I.C.C.I.M), Membership no. 11140413 (Since 2010)
- Evaluation and steering committees, 18th international conference on management, Tehran, Iran, ICM (December 2021)
- Evaluation and steering committees, 17th international conference on management, Tehran, Iran, ICM (December 2020)
- Evaluation and steering committees, 16th international conference on management, Tehran, Iran, ICM (December 2019)
- Evaluation and steering committees, 15th international conference on management, Tehran, Iran, ICM (December 2018)
- Evaluation and steering committees, Conference on electronic business in digital transformation context, Tehran, Iran, (13 May 2018)
- Evaluation and steering committees, National tourism conference, Tehran, Iran, (October 2016)

Positions in scientific and scholarly journals and publication series

- Member of editorial board, <http://mapjournal.ir>
- Member of referee committee, Journal of Management Research in Iran, <http://mri.modares.ac.ir>
- Member of referee committee, Organizational Resources Management Researches <http://ormr.modares.ac.ir>
- Member of referee committee, Biannual Peer Review journal of business strategies, <http://cs.shahed.ac.ir>
- Member of referee committee, Journal of Management Studies in Development and Evolution, <http://jmsd.atu.ac.ir>
- Member of referee committee, Journal of Tourism Management Studies, <http://tms.atu.ac.ir>

11. Scientific and societal impact of research

Most important publications

- Mansourimoayyed, F., Colabi, A.M., Semiari, M. (2020). Explaining the Competencies of Project Managers According To PMCDF Model, *International Journal of Supply and Operations Management*, 7(4): 322-343.
- Mansourimoayyed, F., Khodadad Hoseini, H., Sabahi, H. (2020). The analysis of customer satisfaction of organic products and the impact of touchpoints, brand experience and shopping values, *Journal of Advanced Pharmacy Education and Research*, 10(S4).
- Mansourimoayyed, F., Yavarigohar, F., Colabi, A.M., (2020). Investigating the Creativity in Marketing Strategy: The Role of Emotional Intelligence and Marketing Effectiveness, *International Journal of Psychosocial Rehabilitation*, 24(8).
- Mansourimoayyed, F., Colabi, A.M., Khodadad Hoseini, H., Binesh, H. (2020). Factors Affecting E-Satisfaction and Repurchase Intention: The Role of Ewom and Personality, *Journal of Critical Reviews*.
- Sheikhepoor. Z., Moshabaki, A., Khodadad Hosseini, H., Mansourimoayyed, F. (2020). Designing a model for consumer willingness to buy domestic products: explaining the effect of consumer consciousness, *Journal of Organisational Studies and Innovation*, 7(4).
- Mansourimoayyed, F., Kordheidari, R., Ghasemian, A. (2020). The Role of Knowledge Brokers in Developing of technical knowledge marketing model for Knowledge-Intensive Business Service, *Journal of Management Research in Iran*, 24(2).
- Yavarigohar, F. Mansourimoayyed, F. (2020). Analysis the role of advertising on behavioral intentions in tourism industry in post-corona era, *Tourism Management Studies*, 15: Special Issue.
- Sheikhepoor. Z., Moshabaki, A., Khodadad Hosseini, H., Mansourimoayyed, F. (2020). The Effect of the Consumer's Attitude Toward Foreign Products in General on the Willingness to Buy Iranian Products, *Journal of Business Reviw*, 18(122).
- Sheikhepoor. Z., Moshabaki, A., Khodadad Hosseini, H., Mansourimoayyed, F. (2020). Designation the model of consumer willingness to domestic products given the role of consumer consciousness in Iranian beverage industry, *Consumer Behavior Studies Journal*,7(1).
- Yavarigohar, F., Mansourimoayyed, F. (2020). The Impact of Role Stress on Employed Satisfactions: The Role of Islamic work ethics and organizational commitment, *Journal of Developement of Logestics & Human Resource Management*, 15(55).
- Kordheidari, R., Mansourimoayyed, F., Khodadad Hosseini, H., (2019). Metasynthesis of Factors Affecting to Develop Startups in New Technology-Based Firms in Entrepreneurial Ecosystem, *Journal of Entrepreneurial Development*, 12(1).
- Zarepour, E, Khodadad Hosseini, H., Kordnaeij, A., Mansourimoayyed, F. (2019). The Effect of Gender Identity on brand Loyalty Emphasizing on Personal Identity, Consumption Patterns, and Purchase Decision Making Styles, *Journal of Management Research in Iran*, 23(3).

- Mansourimoayyed, F., Ganjeh, K., Behzadnejad, K., (2019). Investigating Managerial, Organizational, and Marketing Capabilities, Considering the Role of Service Innovation, *Journal of Resource Management*, 23.
- Naghipour, M., Mansourimoayyed, F., Kordnaeij, A., (2019). Tourism Cognitive and Behavioral Response: The Role of Attitudes and Values, *Journal of Tourism & Development*, 8(3).
- Sheikhepoor. Z., Moshabaki, A., Khodadad Hosseini, H., Mansourimoayyed, F. (2019). The Relationship between Brand Consciousness and Consumer Buying Behavior of Iranian nonalcoholic Beverages, *Quarterly Journal of Brand Management*, 6(18).
- Mansourimoayyed, F., Delkhah, J, Mohamad Hoseini, N.(2019). The role of customer equity, advertising and acculturation on the impact of innovation on customer loyalty, *Journal of Executive Management*, 11(22).
- Eshfagh, S., Khodadad Hosseini, H., Mansourimoayyed, F. (2019). The Impact of Nostalgia and Experimental Marketing on Customer Satisfaction through Explaining Experimental Values: A Study of Isfahan Tourist Attractions, *Journal of Urban Tourism*, 6(2).
- Yavarigohar, F. , Mansourimoayyed, F., Karoubi, M. (2019). The Impact of Spirituality and Ethical Values on Tour Operator's Performance: The Role of Empathy and Commitment, *International Journal of Tourism and Spirituality*, 4(2).
- Mansourimoayyed, F., Semiari, Majid., Hamzeloei, S., Semiari, Masoud (2019). Identifying the Factors Affecting Manufacturing Investment Projects and Using TOPSIS Method for Prioritizing Projects, *International Journal of Finance and Managerial Accounting*, 3(12).
- Mansourimoayyed, F., Semiari, Majid., Semiari, Masoud (2018). Prioritizing purchasing decision-making styles among Iranians' consumers of different age groups by Using the TOPSIS technique, *Organizational Resources Management Researchs*, 8(3).
- Mansourimoayyed, F., (2018). Pricing Approaches for Investment Companies, *International Journal of Finance and Managerial Accounting*, 3(11).
- Mansourimoayyed, F., Yavarigohar, F. (2018). Social Security and Tourism Image Building: The Role of Experience, Values and Attitudes, *Iranian Journal of Management Sciences*, 13(49).
- Afrasiabi, M., Moshabaki, A., Mansourimoayyed, F., (2018). Exploring the Effect of Factors of Covert Advertising on Customer's Purchase Intention; A Moderating Role of Demographic Factors and Brand Reputation, *Business Strategy*, 25(11).
- Arian, M., Mansourimoayyed, F., Kordnaeij, A., (2018). Brand Satisfaction and Repurchase Intention: The Role of Lifestyle and Hedonic Value, *Organizational Resources Management Researchs*, 8(1).
- Semiari, Masoud, Mansourimoayyed, F., Semiari, Majid., (2018). Investigating factors affecting on impulsive and compulsive buying with the role of moderating hedonic value, *Journal of Development Evolution Management*, 1396.
- Mansourimoayyed, F., Yavarigohar, F. (2018). The Impact of Role Stress on Employed Women Satisfactions The Role of Self-Efficacy, *Journal of Management Studies in Development and Evolution*, 26(86).

- Yavarigohar, F. , Mansourimoayyed, F., (2018). Tourism Crisis Management: The Failure Mode and Effect Analysis (FMEA), *Tourism Management Studies*, 12(40).
- Mansourimoayyed, F., Moradi, M. Molaei, F. (2017). The Impact of Service Recovery Performance on Word-of-Mouth Communication The Role of Perceived Value Customer Experience Emotional Response and Brand Loyalty, *Tourism Management Studies*, 12(39).
- Mansourimoayyed, F., Daneshfar, S., Barati, S. (2017). The impact of self-image congruence with Store image on store purchase intention the role of Store brand equity, *Journal of Business Administration Researches*, 9(17).
- Sahafzadeh, A., Mansourimoayyed, F., Khodadad Hosseini, H., Kordnaeij, A.,(2016). The Survey of Customer Satisfaction and Involvement Based on Packaging Features and Customer Attitudes, *Journal of food science and technology*, 59(13).
- Yavarigohar, F. , Mansourimoayyed, F. (2016). A Competitive Pricing Model for Tender A Bid, *African Journal of Environmental Assessment and Management*, 21(4).
- Mahjoob, H., Kordnaeij, A., Mansourimoayyed, F., (2015). The Effect of Self-Congruency on Customer Behavior and Involvement, *International Journal of Marketing Studies*, 7(3).
- Manasourimoayyed, F., Khorram, j., Mosayyebi, A. (2014). Investigating the Effect of Social Stimulants of Store Atmosphere on Buyer Extra-role Behavior, *New Marketing Research Journal*, 4(2).
- Manasourimoayyed, F., Soleymani, S. (2012). Marketing Tools and Tourists` Destination Image *Tourism Management Studies*, 7(18).
- Kazemi, H. , Manasourimoayyed, F. , Maghshineh, N. (2009). Developing a model for Market-centric Organization Analysis, *The International Journal of Humanities*, 16(2).

Conferences and workshops attended

- The Impact of Social Identity on Brand Loyalty: Emphasizing the Role of Trust, Satisfaction and Customer Attitude, 16th conference of international management, Tehran, Iran, (December 2019)
- Developing a marketing model For KIBS by focusing on knowledge broker, 15th conference of international management, Tehran, Iran, (December 2018)
- The effect of green export orientation on non-financial performance of export companies considering green competitive advantage, International Conference on Management Patterns in the Progressive Era, Tehran, Iran, (May 2017)
- The Impact of Managerial, Organizational, Marketing and Service quality Capabilities on Purchase Intention: The Role of Service Innovation, Second international conference of industrial management, Babolsar University, Iran (April 2017)
- The employees attitudes differences among ages on ethical business culture and organizational performance , Second international conference on management and accounting, Tehran, Iran, (January 2017)

- Attitudinal brand loyalty and the role of hedonic value of cosmetics Conference on cosmeceutical products “Trends in Multidisciplinary Business and Economic Research” (TMBER- March 25-26, 2015) Bangkok Thailand.
- The impact of relationship marketing on financial firms performance, Conference on “GLOBAL ISSUES IN MULTIDISCIPLINARY ACADEMIC RESEARCH” (Dubai UAE., Jan 05-06, 2015)”.
• Developing a model for Market-centric Organization Analysis Accepted in "Sarawak International Library Conference 2007- University Malaysia Sarawak

12. Other merits

IT skills

- MS Office (Professional)
- Scientometrics (Intermediate)
- Rapid miner, Knime (Familiar)
- R (Familiar)
- Python (Familiar)

Social skills and competences

- Flexibility & creativity
- Ambition
- High sense of responsibility

Organizational skills and competences

- Interpersonal Skills
- Team Working
- Negotiation
- Social Skills

13. Interests

Playing Tennis, Swimming, Hiking, Playing piano, Charity, Poem