

Lifetime CV

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Amir Albadvi

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1. Educational & Professional Certifications/Designations

1.1 Education & Degrees

| Date | Degree | Institution | Specialization |
|------|--------|----------------------------------|---------------------------|
| 1997 | PhD | London School of Economics (LSE) | Information Systems |
| 1989 | MSc | Sharif University of Technology | Industrial & Systems Eng. |
| 1986 | BSc | Sharif University of Technology | Industrial Eng. |

1.2 Professional Expertise:

gained from long-term research collaboration and student supervision in systems thinking and applied system analysis and modeling techniques

| Date | Activity | Description |
|-------------|--|---|
| 1988-1989 | System Dynamics Modeling | Sharif University of Technology |
| 1993-1995 | Rapid soft system Prototyping | LSE, London |
| 1995 -97 | Semiotics System Analysis Technique (SSAT) | Information Security Research Center – LSE, London |
| 1997 | Discrete-Event Simulation, Markov Chain Analysis, and System Optimization Techniques | STICERD Research Center, London |
| 1998-2001 | Stock and Flow Representation Technique | System Thinking – Sharif University of Technology |
| 1998 - 2001 | Analytical Hierarchy Processing (AHP), Preference Ranking Organization METHod for Enrichment Evaluations (PROMETHEE), and Gaia | Different Research Collaborations – briefly with Professor Jean-Pierre Brans (Brussels) |

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|-------------|--|--|
| 2006 – 2009 | System Archetypes, Analytical Network Process (ANP), Genetic Algorithms | Different MSc Supervision Projects – Tarbiat Modares University |
| 2007-2010 | Systems Thinking Approach to Learning Organization – Shared Mental Model | Different MBA Supervision Projects – Kish University (Inspired by Fifth Discipline Approach) |
| 2008 - 2015 | Liberating Structures (Collaboration Facilitation Tools and Techniques, Complementary to Systemic Analysis) | Different case studies and field stories by students, Applied Industry projects in creativity and innovation |
| 2009 - 2012 | Process Mining, Complex Network Analysis, Expert Systems | Different Ph.D. Supervision Projects, industry-related research projects |
| 2010 - 2015 | Predictive Analytics, Big Data Analytics, and Data Visualization Techniques | Different M.Sc. and Ph.D. Supervision Projects |
| 2015 - 2020 | Machine Learning Models, Deep Learning Models, Reinforcement Learning, Text Mining and Sentiment Analysis | Different Ph.D. Supervision Projects |
| 2018 - 2023 | Complex Adaptive Systems (CAS) Modeling, Complex Systems Decomposition, Artificial Intelligence and Recurrent Neural Networks (RNN), Federated Machine Learning (FL) | Different Ph.D. Supervision Projects, industry-related research projects |
| Current | Explainable AI (XAI): Fairness, Accountability, Transparency, and Ethics (FATE), Symbiotic Intelligence (Human – AI Teams) | Concept Level |

1.3 Professional Memberships

| Date | Membership | Organization | Current |
|-------------------------------|---|--|-----------|
| 2012 - Present | Associate Member | Iran Academy of Science | Yes |
| 1996 -2001 & 2020 - Present | Regional | Association of Information Systems (AIS) | Yes |
| 2014 - 2016 | Research Associate | Big Data Analytics, University of Calgary | No |
| 2011- 2013 | Advisory Board | International Academy for Management and Business (IAMB) | No |
| 1999 - 2001 2011 - Present | Board Member Associate Member | Industrial Engineering Scientific Society | No Yes |
| 1999 -2001 | Country Representative | Information Resource Management Association (IRMA - USA) | No |
| 1995 - 1997 | Member of advisory group in Information | British Computer Society | No |

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|-------------|--|--|----|
| | Systems Development Methodologies (ISDM) | | |
| 1995 - 1997 | Associate Member | Computer Security Research Society - LSE | No |

1.3 Language Certifications

| Date | Certificate | Organization/ Institution |
|------|-------------------------|-----------------------------|
| 1980 | French Language Diploma | Insitut François de Teheran |
| 2020 | Spanish Language | Barcelona |

1.4 Professional Development

| Date | Activity | Description |
|----------|------------------------------|----------------------------------|
| 1996 | Teaching Quality Assurance | LSE, London |
| 1995 -96 | Qualitative Research Methods | Research Institute – LSE, London |
| 1996-97 | Simulation Methods | STICERD Research Center, London |
| 2009 | Teaching Technologies | UBC, Canada |

1.5 Executive Education Completed

| Date | Organization | Module/ Course or Activity Completed |
|-------------|------------------------------------|--|
| 2009 - 2010 | ADKAR | Change Management Tools and Methods |
| 2008 | Industrial Management Organisation | Effective Negotiation Skills |
| 2017 | Open Innovation Institute | Open Innovation Tools and Techniques for Large Organizations |

2. Employment History

2.1 Work Experience (Academic and non-academic)

| Dates (start-end) | Job Title & Company | Job Responsibility |
|-------------------|--|--|
| 1989 - 1992 | Faculty Member - Sharif University of Technology | Teaching BSc courses in Systems Eng. |
| 1994 - 1996 | Teaching Assistant - LSE | Information Systems Development Methodologies (ISDM) courses |
| 1997 - 2006 | Contractual Faculty Member, Tarbiat Modares University | Teaching & Research |
| 2006- Present | Professor, Faculty of Industrial & Systems Engineering, Tarbiat Modares University (TMU) | Teaching, Research & Service |
| 2012 - Present | Associate Member, Iran Academy of Science | Research, Thought leadership |
| 2012 - Present | Co-founder and Member of the Board of Trustees – MehrAstan University | Strategic Planning |

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|----------------|--|--|
| 2006-2009 | Program Co-Chair - Joint MBA Program – Lulea University of Technology, Sweden | Curriculum Development – e-Commerce Teaching & Research |
| 2007-2012 | Invited Professor, Kish University | MBA/Executive MBA/ DBA Teaching and Research |
| 2017 - 2020 | Program Co-Chair – Joint Program in Entrepreneurship – Copenhagen Business School (CBS), Denmark | Curriculum Development – Entrepreneurship Teaching & Startup Formation Workshops |
| 2011 - 2018 | Invited Professor in different universities: Amir Kabir University of Technology, Science and Technology University, University of Tehran, Khatam University, Azad University, Khaja-Nasir University, ... | Lectures for different courses, MSc / PhD advisory and Examiner |
| 2009-2010 | Visiting professor, University of British Columbia (UBC), Management of Information Systems | Research on Unbundling the Firm Using Information Technology |
| 2009-2010 | Sessional Professor, University of Victoria | MBA Program |
| 2009 - Present | Principal Management Consultant, Parallax Solutions Enterprise, Canada | Information Technology Transformation and Change Management Workshops |
| 2011- 2018 | Principal Investigator, Academic Consulting Group | Change Management Consultancy |
| 2018 - Present | Founder, Albadvi & Associates Consulting Group | Open Innovation and Change Management Consultancy |

2.2 Consulting, including Industry Engagement

| Date | Company | Project Responsibilities |
|-------------|---|---|
| 1998 - 2000 | Study Centre for Management & Productivity, Sponsored by Tarbiat Modares University | Research Partner in Business Process Re-engineering for civil services |
| 1999 - 2001 | Telecommunication Research Center | Project Research Head, Decision Support System for IT Strategy Development |
| 2001 - 2009 | SAP (ERP) project Consultancy in the automotive industry | Principle Consultant, ERP system for Supply Chain, Finance, Production, and Logistics |
| 2006 - 2007 | Small Business Development Center (SBDC) | Co-researcher in e-Commerce B2B model for SMEs |
| 2007 - 2008 | Small Business Development Center (SBDC) | Principle Researcher in the Incubation process for innovative e-business models |
| 2006 - 2009 | Private Retail Banking | IT Consultant to the Board of Directors |
| 2011- 2013 | Energy Corporation | Principle Researcher in Corporate Identity Development and Change |
| 2012 - 2014 | Mobile Telecommunication Group | Principle Researcher in New Product Development |

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|-------------|--|---|
| 2012 - 2014 | TAX Integrated Software System | Principle Researcher in Change Management |
| 2015 - 2018 | Private Insurance | Change Management and IT Consultant to the Board of Directors |
| 2015 - 2019 | Tarbiat Modares University | Head of Strategic Assessment and Change Plan (2016 -2025) |
| 2023 - 2024 | Urban Resilience Research Group– Iran National Science Foundation (INSF) | Head of Research Group - Urban Resilience and Sustainability |

2.3 International Involvement

| Date | Name | Description |
|-------------|---|--|
| 2022 - 2023 | Different Researchers in Japan, Europe, and the USA | Complex Network Analysis Methodology for Urban Resilience and Sustainability |
| 2017 - 2020 | Program Co-Chair with Copenhagen Business School (CBS), Denmark | Joint Program in Entrepreneurship, Promotion of Entrepreneurship in Biotech Industry |
| 2017-2018 | Consulting Group, Amsterdam | New Product Development through Open Innovation |
| 2017 | Collaboration with Chamber of Commerce, Torino, Italy | Collaboration on the Internationalization of SMEs |
| 2006-2009 | Program Co-chair with Lulea University of Technology, Sweden | Joint Program in e-Commerce, Promotion of e-Commerce |

2.4 Industry-Scholarly Activity in International Context

| Date | Organization | Description of Scholarly Output |
|------|---|---|
| 2023 | Iran National Science Foundation (INSF) | A Strategic Initiative Proposal for Urban Resilience and Sustainability in a Global Context |
| 2016 | Vivaldi- Germany | A technique for Technology Competence Leveraging (TCL) |
| 2015 | Venture Cup - Denmark | Open Innovation, A technique for Analysis of Areas of Innovation (AAI) |

2.5 Assessments and Reviews

| Date | Exam | Description |
|-------------|---|--|
| 2016 - 2020 | Higher Education Strategic Assessment | Tarbiat Modares University, Strategic Change Plan toward 3 rd Generation Universities |
| 2016 | University Startup World Cup - Denmark | Member of the Final Jury |
| 2009 | ISO 9001 Quality Standard in Higher Education | Principle Investigator, Tarbiat Modares University |

3. Scholarly and Industry Honours and Awards

| Date | Honour or Award | Awarding Body |
|-----------|---|--|
| 1994-1996 | Overseas Research Students (ORS) Award | Committee of Vice Chancellors and Principles (CVCP) of the Universities of the United Kingdom. |
| 2001 | Kharazmi International Award, The most prestigious research award in Iran | Research Organization for Science and Technology |
| 2012 | Distinguished Researcher | Tarbiat Modares University (TMU) |
| 2020 | Distinguished International Research and Collaboration | Tarbiat Modares University (TMU) |

4. Academic Teaching and Research

4.1 Teaching

| Dates (start-end) | Institution | Course Name | Credits |
|----------------------------|---|--|----------|
| 2012 - 2023 | Faculty of Industrial & Systems Engineering, TMU | Research Method | 48 hours |
| 2012-2016 | Management & Economic School, Sharif | Research Method in Business | 48 |
| 2023 | Faculty of Industrial & Systems Engineering, TMU | How to get Published (Research Seminar Series) | 16 |
| 2023 | Faculty of Industrial & Systems Engineering, TMU | Research in the Wild (Research Seminar Series) | 16 |
| 2023 | Faculty of Industrial & Systems Engineering, TMU | How to Apply for a Grant (Research Seminar Series) | 16 |
| 2009 - 2023 | Joint MBA Program with Lulea University of Technology | e-Strategy | 48 |
| 2006 - 2016 | Faculty of Industrial & Systems Engineering, TMU - Management & Economic School, Sharif – Amir Kabir University – Management School, University of Tehran | Business Strategy and Management | 48 |
| 1999 – 2001 2007 - 2016 | Faculty of Industrial & Systems Engineering, TMU - Management & Economic School, Sharif | Change Management (Systems Dynamic Approach) | 48 |
| 2021 - 2022 | Faculty of Industrial & Systems Engineering, TMU | Case Writing (Research Seminar Series) | 16 |
| 2007 - 2012 | Executive MBA Kish University | IT Strategy | 48 |
| 2011 – 2014 2020 - 2023 | Faculty of Industrial & Systems Engineering, TMU - Management & Economic School, Sharif - Amir Kabir University | Customer Relationship Management (CRM) | 48 |
| 2009 - 2014 | e-Commerce MSc Program - Khaje-Nasir University - Khatam University | Digital Marketing Strategies | 48 |
| 2017 - 2020 | Joint Program with Copenhagen Business School (CBS) | Fundamentals of Innovation and Entrepreneurship | 36 hours |

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| 2017 - 2020 | Joint Program with Copenhagen Business School (CBS) | Entrepreneurship Workshop [Launchpad] | 36 |
| 1997 - 2016 | Faculty of Industrial & Systems Engineering, TMU | System Thinking: Tools and Techniques for Applied System Analysis and Modeling | 48 |
| 1997 - 2001 | Faculty of Industrial & Systems Engineering, TMU | Business Process e-Engineering | 48 |

4.2 Graduate Supervision

Throughout my academic career, I have guided numerous MSc and Ph.D. students (about 167 Theses and Dissertations), contributing to the successful completion of impactful research projects. Below are representative examples of contributions made by my students, acknowledging the collaboration efforts that have resulted in joint publications.

| Date | Name | Project |
|---|----------------------------|--|
| Ph.D. Supervision Projects with Publication: | | |
| 2023 | H. Mirashk | Liquidity risk prediction through sentiment analysis of news trends (Research in Progress) |
| 2022 | M.H. Samani | An ontology model for the stock and financial markets (Research in Progress) |
| 2021 | A.R. Mosaddegh | Dynamics of customer segments: A predictor of customer lifetime value (Best PhD Thesis Award) |
| 2020 | Parasto Hatami | Business model innovation driven by the Internet of Things technology (PhD Co-Advisor) |
| 2019 | Meisam Dehghani | Valuation of start-up businesses by venture capitalists using the real options approach |
| 2018 | H. Hashemi | A framework for bus reliability evaluation based on AVL data |
| 2018 | Farhad Rousta | Foresight of international strategic cooperation in Iran's automobile industry |
| 2017 | Kazem Kayal | A Collaborative Model of stakeholder interaction in innovation networks with an open innovation approach |
| 2017 | Nafiseh Soleymani | A Mathematical Model for Employees' Value |
| 2016 | Maryam Shekari | Presenting a Model for Calculating Customer Lifetime Value by Markov Chain Using Data Mining Technique |
| 2016 | A. Norouzi | A Hybrid Model for customer portfolio analysis in retailing |
| 2016 | Mojtaba Azizi | A Conceptual Model for Project Management Inter-Organizational Knowledge Transfer |
| 2015 | Elham Akhondzadeh-Noughabi | An analysis of structural changes in customer segments by a hybrid method of clustering and association rule |

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|---|---------------------|---|
| 2015 | H. Koosha | Allocation of marketing budgets to customer acquisition and retention spending based on decision calculus |
| 2014 | N. Abdolvand | Performance management using a value-based customer-centered model |
| 2013 | M. Ranjbarfard | Identifying knowledge management Barriers using a process-based method (PhD Co-Advisor) |
| 2012 | A. Khalili Nasr | Explaining Necessary Conditions of Value Creation Using Shareholder Value Creation Process |
| 2011 | M. Hosseini | Mapping B2B value exchange in relationship marketing: A Systematic Approach |
| 2010 | M. Behzadian | Integration of marketing research techniques into house of quality and product family design (PhD Co-Advisor) |
| 2009 | B. Ostadi | Desired Organisational Capabilities (DOCs): mapping in BPR context (PhD Co-Advisor) |
| 2008 | M.H. Motlagh | Optimization of Transportation Services in e-marketplaces using Combinatorial Double Auction |
| 2007 | A. Esfahanipour | Portfolio Selection in Stock Exchange through Industries and Companies Ranking |
| 2006 | A. Keramati | Assessing the Impact of Information Technology on Firm Performance Considering the Role Intervening, Organisational Infrastructures, and Business Process |
| 2006 | M. Saedi (Deceased) | A Conceptual Framework for Knowledge-based Business Models |
| M.Sc. Supervision Projects with Publication: | | |
| 2023 | Mehdi Bahrami | Deep Learning for Identifying Iran's Cultural Heritage Buildings in Need of Conservation |
| 2023 | Milad Behroozi | Designing a Blockchain-Based Customer Loyalty Programme |
| 2023 | Hosna Heidarian | Association Rule Mining Co-occurrence of Chronic Disease |
| 2022 | Anahita Mesbahpour | Application of Information Technology in Energy Management |
| 2022 | Zeinab Jam | Deep Learning Application in Diagnosing Breast Cancer Recurrence |
| 2022 | A. Mohsen Kasaie | Cargo chain platform: Blockchain application in the port management |
| 2022 | M.H. Nabi | Data-Driven Product Lifecycle Management |
| 2021 | Sadegh Ilbeigi | Supervised learning for patients' characteristics to discover symptom patterns |
| 2021 | S. Shirazi | A new application of community detection for identifying the real specialty of Physicians |

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|------|-----------------------|---|
| 2020 | H. Baziyad | Dynamic Co-wording Analysis for Mapping Intellectual Structures |
| 2019 | H. Havaeji | Citizen Relationship Management |
| 2019 | Farzaneh Sandoghbaran | Optimal allocation of resources by combining data mining and optimization |
| 2018 | Mahyar KarimKhani | Effective Factors on Consumers' Acceptance and Participation in Smart Grid |
| 2017 | Saeed Asadi | Calculating the market risk capital requirement in the financial wealth model of insurance companies |
| 2016 | S.M. Mostafavi | Design of supply chain architecture for new product |
| 2016 | A. Ashoori | Hybrid Model for customer Churn in ISP companies |
| 2016 | M. Saeedi | Human resource performance evaluation from a CRM perspective |
| 2016 | A. Charkhestani | Asymmetry effect and ownership structural change in stock liquidation |
| 2015 | B. Pourrajab | Evaluation and Measurement of Factors Affecting on Efficient Implementation of Grid Network |
| 2014 | Z. Noorolah | Prevention of accidents through Police continuous development |
| 2014 | M. Saeidi | Modeling CLV using network effects in the banking industry |
| 2013 | S. Khazaeli | A Knowledge Management System Analysis: Using Human Resources and Technology Approaches |
| 2013 | A.H. Ghapanchi | A conceptual model for proactive-interactive customer complaint management systems |
| 2012 | A. Atlikhan | A Model for Calculating Customer Life Time Value (CLV) In the Construction Machinery Industry |
| 2012 | Ali Dehghan | A Model for Relationship between Service Quality and Customer Satisfaction |
| 2012 | G. Sadad | Web Site Evaluation of Tourism and Hospitality Organizations: E-Commerce Website Feature Engineering |
| 2011 | A. Zahedi | Application of Smart Card Technology in Higher Education from the Users' Perspective |
| 2011 | S. Varasteh | Application of Segmentation Techniques in Customers' Churning Behaviour Modelling |
| 2011 | M. Ostovari | Identifying customer perceived value in the mobile cellular telecommunication market |
| 2010 | P. AminAli | Electronic Readiness Assessment of SMEs in IT Implementation: |
| 2009 | R. Gharaee | Delphi Application in Solicitation of Qualitative Risk Factors Estimation of a Perceived Probability of Default |
| 2009 | M. Tavakolijou | Customer Value Assessment through Customer Life Time Value Framework |

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|------|-----------------------|--|
| 2009 | M. Shahbazi | A Hybrid Recommendation Technique Based on Product Category Attributes |
| 2009 | N. Naserbakht | Analysis of the Impact of Information Technology on Shaping Market Learning Capability |
| 2009 | M. Khanjani | Integration of Market and Production Strategies in Product Design |
| 2008 | Z. Ferdowsi | Assessing Readiness for Business Process Reengineering |
| 2008 | F. Alijani | Study on e-learning and workers' Productivity improvement |
| 2007 | B. Zareiee | A Framework for e-government planning and implementation |
| 2007 | H. Zebardast | Evaluation Model for trust in strategic partnership |
| 2007 | R. Mostaghel | A Cross-Cultural Comparison Service Quality Prioritization |
| 2007 | P. Rassoli | A Model for Knowledge Management in Call Centres |
| 2007 | H.Gh. Saremi | Application of PROMETHEE for Market Targeting |
| 2006 | H. Rajab Harsini | Impact of Information Technology on Quality Management Systems |
| 2001 | A.R. SarafPour Habibi | Information Technology and its Role in Human Resource Management |
| 2001 | M.H. Shafazand | A Knowledge Archiving Model: An Introduction to Auto-Knowledge Creating Systems |

4.3 Other Teaching Activities

| Date | Activity | Description |
|------|------------------------|---------------------------------------|
| 2006 | Curriculum Redesign | MSc in Information Technology |
| 2006 | Curriculum Redesign | MBA in e-Commerce |
| 2012 | Curriculum Development | Ph.D. in Information Technology |
| 2017 | Curriculum Development | Entrepreneurship & Innovation Program |

4.4 Executive and Professional Education

| Date | Organization | Module/ Course Taught |
|-------------|--------------------------------------|--|
| 2021 | Tarbiat Modares University | Liberating Structures (Tools & Techniques) |
| 2020 | Iran Academy of Science | Complex System Decomposition |
| 2012 - 2014 | Energy Corporation | Brand Identity & Change Management |
| 2011 - 2013 | Mobile Communication | Customer Relationship Management |
| 2010 | UNDP | e-Business Models |
| 2010 | UNDP | IT policy and e-Government |
| 2009 | Municipality Transportation Division | Collaborative Management and Change |
| 2008 | World Bank Sponsored Workshops | Strategies for e-Commerce |

5. Research Funding & Scholarship

| Date | Value of funding | Institution |
|-------------|--------------------------------------|---|
| 2023 | \$24,000 | Iran National Science Foundation |
| 2017 | \$70,000 | Office for Science and Innovation |
| 2007- 2010 | \$300,000 | e-Commerce Promotion and Research Program Fund |
| 2010 - 2020 | Smaller funds between \$10 - \$12000 | Different Students' Research Funds, Canada and Iran |

6. Publications & Scholarly Activity

Unless explicitly stated otherwise, all publications feature my Ph.D./M.Sc. students as the primary authors, with their names taking precedence before mine as a common practice in academic publishing. However, I retain the responsibility as the corresponding author for each publication.

Refereed Articles:

Recent Refereed Articles Published in International Journals (2018-2023)

“Designing a Blockchain-Based Customer Loyalty Programme Using Design Science Research Method”, The Journal of The British Blockchain Association, 2023.

“Implementing Process Mining Techniques to Analyze Performance in EPC Companies”, International Journal of Information & Communication Technology Research, 14(2). 54-66, (with Dr. Aghdasi), 2022.

“Cluster-based analysis of COVID-19 cases using self-organizing map neural network and K-means methods to improve medical decision-making”, Informatics in Medicine, Vol. 32, Nov. 2022.

“Developing Tourism Users’ Profiles with Data-Driven Explicit Information”, Mathematical Problems in Engineering, 2022.

“Supervised learning of COVID-19 patients’ characteristics to discover symptom patterns and improve patient outcome prediction”, Informatics in Medicine, Vol. 31, 2022.

“Dynamics of customer segments: A predictor of customer lifetime value”, EXPERT SYSTEMS WITH APPLICATIONS, 172(1), Distinguished Best Paper Award, June 2021.

“Real-Time Heart Arrhythmia Detection Using Apache Spark Structured Streaming”, Journal of Healthcare Engineering, April 2021.

“Mapping the intellectual structure of GIS-T field (2008-2019): a dynamic co-word analysis”, SCIENTOMETRICS, 126(4), 2667 - 2688, April 2021.

“Business model innovation-driven by the Internet of Things technology, in Internet service providers' business context”, Information Systems and E-Business Management, (With Dr. Hanafizadeh), Sep. 2021.

"A new application of community detection for identifying the real specialty of physicians", INTERNATIONAL JOURNAL OF MEDICAL INFORMATICS, Vol. 140, pp. 1 - 16, Aug. 2020.

"Allocation of marketing budgets to maximize customer equity", Operation Research, Vol. 20, pp. 561-583, (with Dr. Koosha), June 2020.

"How to balance your technology sourcing portfolio in a developing country: The case of Iran biopharmaceutical Industry", Journal of Science and Technology, Sep. 2019.

"Presenting a Model for Calculating ISACO Customers Lifetime Value by Markov Chain Using Data Mining Techniques, International Journal of Industrial Engineering and Production Research, 30(4), pp. 429 - 441, Fall 2019,

"Citizen feedback and executives: improving government performance through citizen relationship management", International Journal of Organization Theory and Behavior, 3(22), pp. 242 - 258, Sep. 2019.

"A New Application of Louvain Algorithm for Identifying Disease Fields Using Big Data Techniques", Journal of Biostatistics and Epidemiology, 3(5), pp. 183 - 193. Summer 2019.

"GLMM-Based Modeling and Monitoring Dynamic Social Network", International Journal of Industrial Engineering and Production Research, 29 (3), pp. 247-259, (with Dr. KazemZadeh), Sep. 2018.

"A statistical analysis framework for bus reliability evaluation based on AVL data: A case study of Qazvin", Journal of Industrial Engineering and Management Studies, 5(1), pp. 85 - 105, Winter 2018.

"GLMM-Based Modeling and Monitoring Dynamic Social Network", International Journal of Industrial Engineering & Production Research, 29(3), 247-259, Sep. 2018.

Recent Refereed Articles Published in Persian Journals (2018-2023)

"Prediction of liquidity risk through sentiment analysis of news trends", Iran Information and Communication Technology, 15(56), 2023

"A new CRV-based method to calculate the value of customers in the Cinema and theater industries", Sharif Industrial Engineering and Management Journal, 2023.

"An effective ontology model for the Persian stock and financial markets", Information Processing and Information Management, 2023.

"Optimal allocation of short-term marketing resources using customer lifetime value approach", Insurance research paper, 2020.

"A model for start-up valuation for venture capital investments considering real options before and after commercialization", Innovation Management, 2 (9), Summer, 2020, 151-175.

"Key drivers influencing international strategic cooperation in the automotive industry: A systematic review", *Tomorrow's Management* (ISSN:2228-6047), 62 (19), pp. 123-142, (with Dr. Heidari), 2020.

"Exploring the relationship between customer dynamics and market trends using big data analysis", *Business Management Perspective*, 35 (17), pp. 13-34, Fall 2019.

"Implementation of open innovation approach in innovation development: challenges, considerations, and solutions: A study of banking and payment industries", *Management Researches in Iran*, 2 (23), pp. 201-225, Summer 2019.

"Exploration of customer dynamic patterns in the banking industry", *New Marketing Research*, 2 (9), pp. 1-30, Summer 2019.

"Economic, social, and technological aspects of the emergence of the smart electricity network", *Policy of Science and Technology*, 1 (9), pp. 21-32, Spring, 2019.

"A mathematical formula in employees' value", *New Researches in Decision Making*, 1(4), pp. 101-118, Spring 2019.

"Calculating the customer lifetime value by considering the dynamics of their behavior using the Markov chain", *Management Researches in Iran*, 4 (22), pp. 1-22, Winter 2018.

"Strategies for a platform business implementation in the banking and payment industry", *Innovation Management*, 2 (7), pp. 113-136, Summer 2018.

"Inter-organizational learning modeling of project management capabilities in international projects of Iran's oil industry", *Organizational Resource Management Researches*, 3 (8), pp. 92-107, Fall 2018.

"Valuation of start-up businesses by venture capitalists using the real options approach in the first round of funding", *Management Researches in Iran*, 3 (22), pp. 1-27, Fall 2018.

"Identification of key actors in the development of the innovation ecosystem of Iran's downstream petrochemical industry", *Journal of Science & Technology Parks and Incubators*, 54 (14), pp. 37-46, (with Dr. Mohammadi), Spring 2018.

Refereed Articles Published (2004-2017)

"Calculating the market risk capital requirement in the financial wealth model of insurance companies", *Insurance Journal*, 3 (32), pp. 83-102, Fall 2017.

"The relationship between the integrated concept of CLV and organizational values in insurance", *Business Management*, 3(9), pp. 527-550, Fall 2017.

"Designing the structure of the supply chain for a new product: Case of a manufacturing company", *Industrial Engineering and Management*, 1-32 (2/2), pp. 15-25, Winter 2016.

"Design of supply chain architecture for new product", *Sharif Industrial Engineering & Management Journal*, pp.1-32, 2016.

"A hybrid model for customer portfolio analysis in retailing", *Management Research Review*, 39 (6), pp. 630-654, 2016.

"Human resource performance evaluation from CRM perspective: a two-step association rule analysis", *International Journal of Business Performance Management*, 17 (1), pp. 89-102, March 2016.

"Mining the dominant patterns of customer shifts between segments by using top-k and distinguishing sequential rules", *MANAGEMENT DECISION*, 53 (9), Oct, pp. 1976-2003, 2015.

"A Robust Optimization Approach to Optimal Allocation of Marketing Budgets in Maximizing the CE", *Journal of New Marketing Research*, 5 (1), pp. 21-42, Spring 2015.

"Evaluation & measurement of Factors Affecting on Efficient Implementation of Grid Network: Case of Tarbiat Modares University (TMU)", *EUROPEAN ONLINE JOURNAL OF NATURAL AND SOCIAL SCIENCES*, 3 (3), pp. 925-934, Fall 2015.

"An analysis of structural changes of customer segments by a hybrid method of clustering and association rule", *Journal of Business Management*, 7 (3), pp. 515-542, Fall 2015.

"The Conceptual Model of Project Management Inter-Organizational Knowledge Transfer in Iran Petroleum International Consortiums", *Journal of Science and Technology Policy*, 7 (2), pp. 1-15, Summer 2015.

"Allocation of marketing budgets to customer acquisition and retention spending based on decision calculus", *Journal of Modelling in Management*, 10 (2), pp. 179-197, July 2015.

"Performance management using a value-based customer-centered model", *International Journal of Production Research*, 53 (18), pp. 5472-5483, April 2015.

"Pricing decisions in a two-echelon decentralized supply chain using bi-level programming approach", *Journal of Industrial and Systems Engineering*, 8 (1), pp. 106-124, (with Dr. Zegordi), Winter 2015.

"Prevention of accidents through Police continuous development", *Rahvar*, 3 (8), pp. 87-114, Spring 2014.

"An Integrated Pareto/NBD- fuzzy weighted RFM model for customer segmentation in non-contractual setting", *Journal of Business Management*, 6 (3), pp. 417-440, Fall 2014.

"Application of Decision Calculus in Allocation of Marketing Budgets Based on Markov Chains", *International Journal of Industrial Engineering*, 25 (1), pp. 109-122, June 2014.

"The Relationship between Government Administration Performance and Citizen Relationship Management", *Sharif Industrial Engineering & Management Journal*, pp. 51-61 Summer 2014.

"Mining customer dynamics in designing customer segmentation using data mining techniques", *Journal of Information Technology Management*, 6 (1), pp. 1-30, Spring 2014.

“Using downside CAPM theory to improve customer lifetime value prediction in non-contractual setting”, *Management Science Letters*, 3 (12), pp. 3002-3012, Winter 2014.

“Identifying knowledge management problems using a process-based method (a case study of process 137)”, *Business Process Management Journal*, 19 (2), pp. 263-291, April 2013.

“A Knowledge Management System Analysis: Using Human Resources and Technology Approaches”, *Journal of Science & Technology Parks and Incubators*, 9 (35), pp. 32-38, Summer 2013.

“Key Innovation in project-oriented organizations: Case of Iranian Oil Industry”, *Innovation and value creation*, 1 (1), pp. 39-50, Fall 2013.

“A conceptual model for proactive-interactive customer complaint management systems”, *International Journal of Business Information Systems*, 13 (4), pp. 490-503, Aug. 2013.

“Knowledge Management Barriers Identification for the Four Kinds of Business Processes”, *Journal of Information Technology Management*, 5 (1), pp. 61-88, March 2013.

“Explaining Necessary Conditions of Value Creation Using Shareholder Value Creation Process”, *Journal of Basic and Applied Scientific Research*, 3 (1), pp. 1025-1033, Jan. 2013.

“Capacity Increase through Allocation using RBVF theory: Case of Iran Khodro L90 project”, *Journal of Operational Research in its Applications*, 9 (34), pp. 91-107, Fall 2012.

“A holistic model based on CLV for performance management in the service industry”, *Iranian Journal of Trade Studies*, 15 (64), pp. 43-90, Fall 2012.

“Applying the TAM to OLAP as a decision support system in an educational environment, Proceedings of the IADIS International Conference Information Systems, 2012.

“Offering A Model for Calculating Customer Life Time Value (CLV) In the Construction Machinery Industry”, *Sharif Industrial Engineering & Management Journal*, 28-1 (1), pp. 19-26, Summer 2012.

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“An Investigation on the Relationship between Service Quality and Customer Satisfaction: The Case of CCG CO.”, *International Business Research*, 5(1), WELL-CITED PAPER, Jan. 2012.

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“Relationship between BPR & QMS using RBVF Theory and Dynamic Capability Approach”, *Journal of Industrial Engineering (Fani Tehran)*, Technical notes, (with Dr. M. Aghdasi), 2012.

“Mapping B2B value exchange in relationship marketing: A systematic Approach”; *Journal of Business & Industrial Marketing*, 26(7), Aug. 2011.

“Application of Smart Card Technology in Higher Education from the Users’ Perspective: Case of Tarbiat Modares University”, *Ubiquitous Learning: An International Journal*, Vol. 3, 2011.

“A robust optimization approach to the allocation of marketing budgets”, *Management Decision*, 49(4), 2011.

“Application of Segmentation Techniques in Customers’ Churning Behaviour Modelling”, *Science & Research Journal of Tehran Engineering Faculty*, 2011.

“The Exploration of the Relationship and Interaction between the Preparation Stage of BPR Projects and Quality Management Systems (QMSs) Using Concepts of RBVF Model and Dynamic Capabilities”, *International Journal of Industrial Engineering*, 44 (2), pp. 117-125, (Technical note) Fall 2010.

“Electronic Readiness Assessment of SMEs in IT Implementation: the application of verdict in the automotive industry”, *Modares Science & Research Journal*, (with Peter Naude & P. AminAli), 2010.

“PROMETHEE: A Comprehensive Literature Review on Methodologies and Applications”; *European Journal of Operational Research (EJOR)*; 200(1), pp.198-215, (with M. Behzadan and R.B. KazemZadeh, M. Aghdasi), *HIGHLY INFLUENTIAL CITATIONS*, Jan. 2010.

“Integrating rating-based collaborative filtering with customer lifetime value: New Product recommendation technique”, *An International Journal of Intelligent Data Analysis*, 14(1), pp. 143-155, 2010.

“E-readiness Assessment of SMEs in Technology-affected Markets: An application of VERDICT within Automotive Industry”, *Automation in Construction*, 2010.

“Customer Value Network Analysis for Improvement of Customer Lifetime Value Computation”; *International Journal of Electronic Commerce Studies (IJECS)*, Vol. 1, pp. 15-24, 2009.

“Delphi Application in Solicitation of Qualitative Risk Factors Estimation of a Perceived Probability of Default: Case of Karafarin Bank”, *Management Knowledge, University of Tehran, Faculty of Management Journal*, 2009.

“Customer Value Assessment through Customer Life Time Value framework: a case study of the Corporate Banking”, *Online Journal of Business Research*, June 2009.

“Qualitative Risk Scoring in Relationship Lending: Case of Karafarin Bank”, *European Journal of Money, Investment and Banking (JMIB)*, 12(9), May 2009.

“A Hybrid Recommendation Technique based on Product Category Attributes”, *An International Journal of EXPERT SYSTEMS WITH APPLICATIONS*, 36(9), pp.11480-11488, *WELL-CITED PAPER*, 2009.

“Integration of marketing research techniques into the house of quality and product family design”, *International Journal of advanced manufacturing technology*; 41(9/10), pp. 1-19, Springer-Verlag London Limited (with M. Aghdasi, M. Behzadian, and R. B. KazemZadeh), *WELL-CITED PAPER*, July 2009.

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"A Cross-Cultural Comparison Service Quality Prioritization, Scientia Iranica, Research Note, 2009.

"Desired Organisational Capabilities (DOCs): mapping in BPR context", International Journal of Production Research, 48(28), pp. 2029-2053, iFirst: Taylor & Francis (with M. Aghdasi) Jan. 2009.

"Analysis of the Impact of Information Technology on Shaping Market Learning Capability: A Case in Banking Industry", Sharif Science & Research Journal, 24(45), pp. 59-64, Jan. 2009.

"Exploring the Relationship between Use of Information Technology in Total Quality Management and SMEs Performance using Canonical Correlation Analysis", International Journal of Information Technology Management, 8(4), pp. 442-462, 2009.

"Assessing Readiness for Business Process Reengineering", Business Process Management Journal, 14(4), pp. 497-511, Emerald Group Publishing Limited, HIGHLY-CITED PAPER, 2008.

"Service failure-recovery in online shops in Iran", International Journal of Information Science & Technology, 6(2), (with Dr. Aghdasi), Dec. 2008.

"Does e-learning improve workers' Productivity", Sharif Science & Research Journal, 24(43), pp. 31-37, Sep. 2008.

"Optimization of Transportation Services in e-marketplaces using Combinatorial Double Auction", Transportation Research Journal, 4(4), pp. 267-281, Winter 2008.

"A Framework for e-government planning and implementation", Electronic Government, An International Journal, 5(1), pp. 71-90, WELL-CITED PAPER, 2007.

"Evaluation of trust in strategic partnership: case study of automotive industry", Management Knowledge, 77, pp. 105-122, June 2007.

"Knowledge Management in Call Centres", Electronic Journal of Knowledge Management (EJKM), 5(3), pp. 323-332, June/July 2007.

"Toward a Unified Perspective of Business Process Reengineering Methodologies", International Journal of Technology Transfer and Commercialisation, 6(1), pp. 100-111, 2007.

"Assessing the Impact of Information Technology on Firm Performance Considering the Role Intervening, Organisational Infrastructures, and Business Process", International Journal of Production Research, 38(1), pp. 1-38, WELL-CITED PAPER, 2007.

"Application of PROMETHEE for Market Targeting: A case Study on TV market", Scientia Iranica, 22(32), pp. 97-113, 2007.

"Portfolio Selection in Stock Exchange through Industries and Companies Ranking", Amir Kabir Journal of Science & Technology, 17(65), pp. 21-29, Winter 2007.

“Organisational Infrastructure Requirements for Effective Use of Information Technology”, Sharif Science & Research Journal, 22(34), pp. 79-113, June 2006.

“Decision Making in Stock Trading: An Application of PROMETHEE”, European Journal of Operation Research, issue 177, pp. 673-683, HIGHLY-CITED PAPER, Feb. 2006.

“A Proposal for Framework of Research Approaches on Information Technology Impacts on Corporate Level Productivity”, Information Technology Journal, 5(5), PP. 813-822, 2006.

“A Model for Evaluating the Impact of Information Technology on Organisational Productivity Improvement: An Analysis on Complementary Investment”, Modares Technology & Engineering Journal, Special Issue in Industrial Engineering & Management, No. 18, pp. 35-45, Jan. 2004.

“A Conceptual Framework for Knowledge-based Business Models”, Modares Technology & Engineering Journal, Special Issue in Industrial Engineering & Management, No. 11, pp. 53-63, Jan. 2004.

“Formulating National Information Technology Strategies: A Preference Ranking Model using PROMETHEE Method”, European Journal of Operation Research, Issue 153, pp. 290-296, WELL-CITED PAPER, September 2004.

Refereed Articles (In Press):

“Deep Learning for Identifying Iran's Cultural Heritage Buildings in Need of Conservation Using Image Classification and Grad-CAM”, Journal of Computing and Cultural Heritage, 2023 In Press.

Refereed Books:

“Handbook of Research on Data Science for Effective Healthcare Practice and Administration”, Published in the United States of America by IGI Global, 2017, ISBN 9781522525158 (with Dr. Noughabi, Dr. Raahemi, and Dr. Far)

“Target Costing: Application in the Industry”, co-authored with Dr. Rezvan Hejazi, Tehran (in Farsi), Industrial Management Organisation Publishing, 2006.

Refereed Book Chapters:

“A New 3D Value Model for Customer Segmentation: Complex Network Approach: Case Studies in Social Networks and Beyond”. In M. Moshirpour, B. H. Far, R. Alhaji (Eds.), Applications of Data Management and Analysis: Case Studies in Social Networks and Beyond, Jan. 2019.

“Theoretical Information Reuse and Integration: Chapter 6: Intelligent Decision Making for Customer Dynamics Management Based on Rule Mining and Contrast Set Mining”, Springer International Publishing Switzerland, Jan 2016, Switzerland (with Akhond Zadeh Noughabi, E., Far, B. H.)

“Intelligent Decision Making for Customer Dynamics Management Based on Rule Mining and Contrast Set Mining: A Segmentation Analysis Perspective”. In Tebibel, T.B. & Rubin, S.H. (Eds.), Advances in Intelligent Systems and Computing (ISI), Berlin, Springer, 2016 (with Akhond Zadeh Noughabi, E., Far, B. H.)

“The Impact of e-Business on the Competitive Landscape- case of Automotive Industry in Asia”, in Sherif Kamel (Editor), *Managing Globally with Information Technology*, IRM Press, 2003, USA.

“Benchmarking in Product Change Process”, in: B.T. Anandam (Editor), *Benchmarking for Competitiveness Building*, Asian Productivity Organisation (APO) Publishing, Feb. 2001, Tokyo.

“Adoption of eHealth Applications: A Model to Investigate the Technology Acceptance within Healthcare Professionals”, in M. Jordanova & F. Lievens (Editors), *Global Telemedicine and eHealth Updates: Knowledge Resources*, Vol.1, 2008, pages 57-61, Luxexpo Publishing, Luxembourg. (with E. Safari Mehr).

Refereed Conference Proceedings:

Recent Publications in Peer-Reviewed Conference Proceedings (2018-2023)

“Data-Driven Trade Promotion Optimization for Revenue Management”, 9th International Conference on Industrial and Systems Engineering, 2023.

“Analysis of Insect-Plant Interactions Affected by Mining Operations: A Graph Mining Approach”, 13th International Conference on Computer and Knowledge Engineering, IEEE Xplore, Nov. 2023.

“Determining the effective factors on the cooperation of insurance companies with Insurtech”, the 29th National Conference and the 10th International Conference on Insurance and Knowledge Development of the Insurance Industry, 2023.

“Collaboration of an Established Company with Startups: A Funnel-Shaped Framework”, Proceedings of 9th International Conference on Mobility, IoT and Smart Cities, (With Dr. Aghdasi), 2023.

“Personalization of recommender systems based on RFM model”, 5th International Conference on World Studies in Computer Engineering, Electrical and Mechanical Engineering, 2022.

“Dynamic modeling of the role of venture capitals in the innovation ecosystem of Iran's biotechnology industry”, The third national conference of the Iranian Society of Systems Dynamics, 2022.

“Mapping the intellectual structure of the Internet of Things (IoT) field based on web content: a co-word analysis”. 4th International Congress of Electrical, Computer, and Mechanical Engineering, (with Dr. Akhondzadeh), July 2020.

“Using RNN to Predict Customer Behavior in High Volume Transactional Data”, Second International Congress, April 2019.

“Improving the ranking of educational institutions using data mining techniques: Application of Laiden ranking system”, The 26th International Computer Conference, Iran Computer Association, March 2020.

“Product recommendation based on the analysis of common behavior of customers in retail”, The Third National Conference of Computer, Information Technology, and Artificial Intelligence Applications, February 2019.

"Identification and analysis of key performance indicators using data mining techniques: Case of Ryan Leasing Company", The 18th International Conference on New Researches in Science and Technology, November 2019.

Publications in Peer-Reviewed Conference Proceedings (1994-2017)

"Identification and analysis of key performance indicators using random forest technique", The first international conference of new research ideas in industrial engineering and management, Sep. 2017.

"Calculation of Sufficient funds for a market risk factor in insurance financial capability", Second International Conference on Management Accounting and Economics, Tehran, Jan 2017.

"Customer benefit segmentation: Insurance industry, 1st national conference on quantitative models and techniques in management, Ghazvin, Nov. 2016.

"Electronic Banking customer satisfaction using data mining", 4th International Conference on Applied Research in Management and Accounting, Tehran, Dec. 2016.

"A New Framework to Improve the Recruiting Process: Using Data Mining and Multi Criteria-Decision Making Techniques", The 21st IAMB Conference, Canada, May. 2016.

"The effect of the perceived quality of products and its transition to new products, the attitude of consumers to the brand extension in the food industry", 3rd International Conference on Applied Research in Management and Accounting, Tehran, Feb. 2016.

"Risk Management using FMEA", 12th International Conference on Industrial Engineering (ICIE 2016), Tehran, Jan. 2016. (with Hossein Panahi, K. & Choobtashan, M.)

"Hybrid Model for customer Churn in ISP companies", 13th international conference on industrial engineering (ICIE 2016), Tehran, Jan 2016.

"The effect of crop rotation before and after the success of the development strategy of brand development for the food industry", Tehran, Jan. 2016.

"Determining the best scenario for marketing and developing the sustainable brand by using TOPSIS and ELECTRE method", 15th International Conference on Industrial Engineering, Tehran, Jan. 2016.

"Asymmetry effect and ownership structural change in stock liquidation in Petrochemical industry", 16th International Conference on Industrial Engineering, Tehran, Jan. 2016.

"Investigating factors affecting customer churn in Internet service provider companies", The 11th International Conference on Advances and challenges in Science Engineering and Technology, Shiraz, Jan. 2016.

"A Model for customer segmentation in auto-insurance", 11th International Industrial Engineering Conference, Tehran, Jan. 2015.

"How Can We Explore Patterns of Customer Segments' Structural Changes? A Sequential Rule Mining Approach", IEEE International Conference on Information Reuse and Integration, USA, (with Akhond Zadeh Noughabi, E. & Far, B. H.), Aug. 2015.

"Analyzing Startup Valuation Challenges in Venture Capital", 1st International Conference on Accounting, Management, and Innovation in Business, Gilan, Sep 2015.

Customer Value Modeling Using Complex Network Theory", 10th International Industrial Engineering Conference, Tehran, Jan. 2014.

"Suppliers selection under uncertainty of parameters and complex situation", 10th International Industrial Engineering Conference, Tehran, Jan. 2014.

"A new model for customers' transitions between segments via time using data mining techniques", 10th International Industrial Engineering, Tehran, Jan. 2014.

"Effective leadership and change management practices in creating organizational capabilities to the successful implementation of BPR projects", 10th International Industrial Engineering Conference, Tehran, Jan. 2014.

"Modeling CLV using network effects in the banking industry", 3rd Annual Conference on Electronic Banking and Payment Systems, Tehran, Jan. 2014.

"License Plate Recognition based on Fuzzy Intuitive Rules", 9th International Industrial Engineering Conference, Tehran, Jan. 2013.

"E-business model for hotel industry", 9th International Industrial Engineering Conference, Tehran, Jan. 2013.

"Applying discrete simulation in optimization of customer satisfaction in ISP co." 9th International Industrial Engineering Conference, Tehran, Jan. 2013.

"Mining the cause of complaints by using a two-phase association rule technique", 12th IAMB International Academy of Management & Business Conference, Poland, April 2012.

"Optimization of efficient factors on customer satisfaction in ISP companies using discrete-event simulation", 9th International Industrial Engineering Conference, 2012.

"B2B Internet business model in Hotel industry", 9th International Industrial Engineering Conference, 2012.

"Fuzzy Intuitive Rules for License Plate Recognition", 9th International Industrial Engineering Conference, 2012.

"Enterprise Portfolio Management" Keynote Speaker in 1st Conference on Theory to Execution, 2012.
"Performance Management based on CLV in the service industry", 9th International Management Conference, Tehran, Dec. 2011.

"A New Approach for Performance Management in Banking Industry based on CLV", 2nd World Conference on Information Technology (WCIT-2011), Turkey, Nov 2011.

"A service-based Grid Computing Model to apply in the Universities and Institutes", 6th International Conference on Digital Australia, (with Mimhashemi, F., Asoosheh, A. & Tajardoone, M.Gh.), Sep. 2011.

"A Hybrid Data Mining Approach for Customer Satisfaction Analysis", 10th IAMB International Academy of Management & Business Conference, Turkey, Jun. 2011.

"Strategic synergy evaluation technique in project management", 2nd International Conference on Strategic Project Management, Tehran, May. 2011.

"Strategic Alliance between contractors and oil & gas project owners". 2nd International Conference on Strategic Project Management, Tehran, May. 2011.

"Academic National Grid Modeling", 16th CSI Computer Conference, Tehran, March 2011.

"Identifying Customer Perceived Value in Mobile Cellular Telecommunication Market: A Four-Dimensional Approach based on Concept Maps", Proceedings of IAMB 2011 International Academy of Management & Business, BEST APPLIED MANUSCRIPT; Istanbul, Turkey, June 2011.

"An investigation of Internet Banking Acceptance in Iran", Proceedings of IAMB 2011 International Academy of Management & Business – BEST STUDENT MANUSCRIPT; Istanbul, Turkey, June 2011.

"Performance Management in distributed service organizations based on CLV"; Proceedings of International Management Conference, 2011.

"Change & Change Competency"; Keynote speech in International Management Conference, 2011.

"An Approach for Assessing Performance Based on Customer Value in Banking Industry", Proceedings of IADIS International Conference Applied Computing- ISI Conference, 2011.

"Identifying customer perceived value in mobile cellular telecommunication market", Proceedings of International Academy of Management & Business; BEST PAPER AWARD, 2011.

"Customer-centric Model for Performance Management in Banking Industry Using Soft System Methodology", Proceedings of IRM 2010 International Conference, 2010.

"Drivers and Barriers of E-Banking Adoption: Case of Karafarin Bank", Proceedings of the 3rd International Conference on Digital Society (ICDS 2009)- IEEE Conference, 1-7 Feb. 2009, Cancun, Mexico.

"Industrial Engineering & Organisational Development", Keynote Speaker of the 6th International Industrial Engineering Conference, 18-19 Feb. 2009, Tehran.

"Pluralism: A New Approach in Operations research", Proceedings of the 6th International Industrial Engineering Conference, 18-19 Feb. 2009.

“Factors influencing customer lifetime value in Iranian banks”, Proceedings of the 3rd International Marketing Management Conference, Tehran, Jan.2009.

“Customer value assessment through Customer lifetime value framework: a case study of the corporate banking”, Proceedings of the 10th International Business Research Conference, 16-17 April, Dubai, United Arab Emirates, 2009.

“Customers’ Churning Behavior Modeling Using Random Forests Technique (A Case Study in Non-Contractual Setting)”, Proceedings of 2009 World Congress on Computer Science and Information Engineering, California, USA, March 2009.

“Challenges in IT Strategy for ERP implementation”, Keynote Speaker in 6th International Management Conference, Tehran, 20-22 Dec. 2008.

“A Robust Optimization approach to Customer Equity Maximization”, Proceedings of International Conference of Operations Research 2008: OR and Global Business, University of Augsburg, Germany Sept. 3rd to 5th, 2008.

“Relationship Risk Score for Relationship Borrowers: Case of Karafarin Bank”, Proceedings of the 24th IMP Conference: An Interactive Perspective on Business in practice and theory, Uppsala, Sweden 4-6 September 2008.

“Relationship Banking Analysis: Case of Karafarin Bank”; Proceedings of the 2nd International Marketing Conference, Tehran, Feb. 2008.

“Integration of Market and Production Strategies in Product Design: Case Study in the automotive industry”, Proceedings of the 3rd International Marketing Management Conference, Tehran, Jan. 2009.

“Relationship risk factors in relationship lending: Case of Banking”, Proceedings of 5th International Conference on Applied Financial Economics (AFE Samos 2008), Samos Island, Greece, July 3-5, 2008.

“A Value Network Approach to Customer Lifetime Value: How NVA contributes to improving CLV”, Proceedings of International Joint Conference in e-Commerce, e-Administration, e-Society, and e-Education e-Case 2008, Bangkok, Thailand, The Conference Best Paper Award, March 2008.

“Resource Analysis in Strategic Alliance: Case of the automotive industry”, Proceedings of the third European Conference on Management of Technology, Nice, France, Sept. 17-19, 2008.

“Adoption of e-Health Application: A model to investigate the technology acceptance within healthcare professionals”, Electronic Proceedings Med-e-Tel 2008: The International Educational and Networking Forum for eHealth, Telemedicine and Health ICT, Luxemburg, April 2008.

“Customer Satisfaction in B2B market: An exploratory study of engineer-to-order companies”, Proceedings of Academy of World Business, Marketing and Management Development, 3rd Biennial Conference, Rio de Janeiro, Brazil, July 14-17, 2008.

“Relationship Banking Analysis: Case of Karafarin Bank”, Proceedings of 2nd International Marketing Management, 22 Jan. 2008.

“Productive Implementation of IT Applications Marketing”, Proceedings of 2nd International Marketing Management, 22 Jan. 2008.

“Consumer-oriented pricing in physical channel distributions”, Proceedings of 2nd International Marketing Management, 22 Jan. 2008.

“Customer Value measurement through value network analysis approach”, Proceedings of 5th International Management Conference, 18 Dec. 2007.

“Application of AHP in IT implementation model”, Proceedings of 5th International Industrial Engineering Conference, 11 July 2007.

“Critical Success factors in ERP implementation”, Proceedings of 5th International Industrial Engineering Conference, 11 July 2007.

“Application of AGV-tag as an information system for rail-road transportation improvement”, International Conference of RFID, 17 Feb. 2007.

“An evaluation of customer satisfaction in the mobile telecommunications marketplace”, Proceedings of Academy of Marketing Conference, London, 2007.

“Satisfaction in e-tourism: A case of European online customers”, Proceedings of International Conference E-commerce IADIS, 2006.

“Efficient utilization of e-commerce through investigation of infrastructures and electronic readiness”, Proceedings of 2nd International Conference on e-Commerce and Global Trade, Nov. (with Dr. P. Naude & P. AminAli), 2006.

“Models Presenting the Strategic Effects of e-Marketplaces on Supply Chain Management Process”, Proceedings of the 5th International Conference on e-Business NCEB 2006, Bangkok, Thailand, 2-3 Nov.2006.

“Models Presenting the Transaction-based Effects of e-Marketplaces on Supply Chain Management Process”, Proceedings of the 5th International Conference on e-Business NCEB 2006, Bangkok, Thailand, 2-3 Nov. 2006.

“Toward a Unified Perspective of Business Process Reengineering Methodologies”, Proceedings of Business Law & Technology: Present and Emerging Trends, Denmark, 2006.

“Network Pictures: Managers Subjective Mental Representation of their Relevant Business Environment”, Proceedings of Marketing Management International Conference, 4 September Tehran, (with Dr. P. Naude), 2006.

“Evaluation of the Impact of Information Technology on Quality Management Systems”, Proceedings of 7th International Conference for Quality Management, Tehran, 16 July 2006.

“Business Incubation Process Framework: The case of High-Tech Innovation”, Proceedings of the ICMIT 2006, Singapore, 21 June 2006.

“Service Quality Gaps and Six Sigma: Case Study on CCG (Customer Centric Group Co.)”, Proceedings of the Second International Conference on Six Sigma, UK, 5 June 2006.

“A Knowledge Archiving Model: An Introduction to Auto-Knowledge Creating Systems”, Proceedings of Euro-Asia Conference in Information Technology, Shiraz, 29 October 2002.

“e-Business: Its Power and Challenges, Case of Automotive Industry in Asia”, Issues and Trends of Information Technology Management in Contemporary Organizations, Proceedings of Information Resources Management Association International Conference, Seattle, USA, 19-22 May 2002.

“Formulating National Information Technology Strategies: A Preference Ranking Model using PROMETHEE Method”, The Association of European Operational Research Societies, Proceedings of 12th Mini Euro Conference, Vrije Universiteit Brussel, Brussels, Belgium, 2-5 April 2002.

“Information Technology and its Role in Human Resource Management”, Proceedings of the Congress on the Role of Information Technology in Employment, Tehran, 18 February 2002.

“Information Technology & 21st Century Information Society”, Proceedings of the Energy Communication Congress, Tehran, 24 December 2001.

“Confronting the emergence of Vehicle Brand Owners: setting a competitive pace”, Proceedings of the sixth Roundtable on the Automotive Industry in Asia: Restructuring for Recovery, Economist Conferences, Kuala Lumpur, Malaysia, 8-9 October 2001.

“The Strategic Direction for Organizations in Competitive Capabilities Development”, Proceedings of the 1st National Industrial Engineering Conference, Tehran, 30 May 2001.

“Conceptual Modeling for MRPII-ERP using UML”, Proceedings of the 1st National Industrial Engineering Conference, Tehran, 30 May 2001.

“IT and 21st century information society”, Proceedings of Energy broadcasting, Tehran, 24 Dec. 2001.

“The Power of e-Business for Global Industry”, Proceedings of Electronic & Internet Cities Global Congress, Kish Island, 1 May 2001.

“Trend of Structural Changes in Global Auto-Industry”, Proceedings of the 2nd Congress for Auto-Industry, Investment & Development, Tarbiat Modares University, Tehran, 19 Jan 2000.

“The Role of Auto-Industry in Industrial Development”, Proceedings of the 1st Congress for Auto-Industry, Investment & Development, Tarbiat Modares University, Tehran, 13 May 1999.

“National Strategy for Information Technology: case of ICT1400”, Managing Information Technology Resources in Organisations for the next millennium, Proceedings of the 10th IRMA International Conference, Hershey PA, USA, 16 May 1999.

“Strategies to bridge the gap between research in universities and requirements in industries: IS perspective”, Proceedings of the 4th International Conference for Collaboration between universities and industries, Amir Kabir University, Tehran, 29-31 May 1998.

“What time is it? A Semiological analysis”, Information Systems Group of The Association of Management, Proceedings of the 14th annual International Conference, Waterloo, Canada, (with Heejin Lee), 2-5 August 1996.

“Furnishing object-orientation with the semantic foundation”, Proceedings of the PRIISM '96 Conference, Maui Inter-Continental Resort, Hawaii, USA, 2-3 January 1996.

“A proposal for an agent-based software engineering in the object-oriented environment”, Proceedings of the first annual Computer Conference, Computer Society, CSICC '95, Sharif University of Technology, Computer Engineering Department, Tehran, 25-28 December 1995,

“Breaking the bottlenecks in Dynamic Systems Development”, Information Systems Group of The Association of Management, Proceedings of the 13th annual International Conference, Vancouver, British Columbia, Canada, 2-5 August 1995,

“Engineering Semantic Traceability in Object-oriented Design”, Computer Science Group of The Association of Management, Proceedings of the 13th annual International Conference, Vancouver, British Columbia, Canada, 2-5 August 1995.

“Developing Information Systems in Business Change Environment”, The British Computer Society, Proceedings of the 3rd annual conference on methodologies, Northeast Wales Institute, Wrexham, UK, 6-8 September 1995,

“A Method for Dynamic Systems Development”, Proceedings of the 3rd European Conference on Information Systems, ECIS'95, Athens, Greece, 1-3 June 1995.

“A Methodology for determining evolutionary information requirements: Using normative analysis from a semiotic perspective of enterprise information model”, Proceedings of the Second Scandinavian Research Seminar on Information and Decision Networks, Sweden, 11-13 May 1995.

“Dynamic Systems Development Methodology”, Proceedings of the International Conference on The Social and Economic Implications of Information & Communication Technologies (The PICT Programme), Westminster, London, UK, 10-12 May 1995.

“Implementing Business-Wide Applications”, Proceedings of the 4th annual BIT Conference, Department of Business Information Technology, The Manchester Metropolitan University, Manchester, UK, 9th of November 1994.

“Managing Business Change: Putting information systems in perspective”, Information Technology Management Group of The Association of Management, Proceedings of the 12th annual International Conference, Dallas, Texas, USA, 10-13 August 1994.

Refereed Technical Reports:

“Design of electronic city: Barizian case study”, IT applications development, volume 5, issue 2, pages 83-90, March 2006.

“Market segmentation for CRM in tourism”, Business Studies, volume 3, issue 18, pages 101-108, July 2005.

“CRM implementation systems”, Business Studies, volume 3, issue 18, pages 93-100, July 2005.

“Application of data-mining in CRM implementation in banking”, Business Studies, volume 3, issue 14, PP. 81-84, Oct. 2004.

“An introduction to solutions for learning organizations creation”, Management Knowledge Periodicals, No 57, Pages 5-27, March 2001.

“Brand creation through online society”, Management Collection, Jan 2000.

“Analysis, modeling and implementation process of information systems: An inquiry to the social complexity”, Working paper, Information Systems Department, LSE, London, UK, March 1997.

Other Publications:

Exemplary Cases of Published Dissertation & Thesis

“Supporting design understanding in evolutionary prototyping: An application of change theory and semiotics” Doctoral Dissertation, University of London (LSE), 1997.

“Relationship Portfolio Management: Case of Corporate Banking”, Master’s Thesis, Lulea University of Technology, Sweden, (With H. Talebi & P. Naude), 2007

“E-readiness Assessment within Iran’s Automotive Industry: Case of Iran Khodro Industrial Group”, Master’s Thesis, Lulea University of Technology, Sweden, (With P. AminAli & P. Naude), 2007.

“Drivers and barriers to E-banking adoption: Case of Karafarin bank”, Master’s Thesis, Lulea University of Technology, Sweden, (With R. Gharaee), 2007.

Non-Refereed Articles (Published)

Several articles were published in different Journals in Banking, supply chain, Housing industry, Automotive Industry, and Management.

Non-Refereed Proceedings:

“Technology approaches in uplifting process maturity, Business Process Management and Engineering Conference Proceedings, November 2023.

“The Need for System Thinking in Urban Resilience”, INSF Workshop on Urban Resilience through Applied Systems Analysis, On the occasion of the 50th Anniversary of International Institute for Applied Systems Analysis (IIASA), Oct. 2022.

Conference Presentations (Examples):

| Date | Conference Organization | Title of Presentation |
|-------------|---|---|
| 2023 | Business Process Management and Engineering Conference (BPME) | Technology approaches in uplifting process maturity |
| 2006 - 2018 | Several Presentation as Keynote Speaker at different national and international annual conferences including the Management International Conference, | |

| | | |
|------------------------------|--|--------------------------------|
| | International Conference of Industrial Engineering, Marketing International Conference, and International Conference for e-Commerce. | |
| Software Development: | | |
| Date | Name of Software | Description |
| 1995 | Economic Simulation | STICKERED Research Center, LSE |

| |
|--|
| Papers under Review: |
| “Association Rule Mining Co-occurrence of Chronic Disease”, International Journal of Medical Informatics (under review) |
| “Energy consumption prediction of non-residential buildings using machine learning”, Journal of Renewable Energy and Environment (JREE) - (under review) |
| “Deep Learning Application in Diagnosing Breast Cancer Recurrence”, Journal of Multimedia Tools and Applications (under review) |

7. Professional Scholarly Activity

| Date | Role | Project |
|-------------|------------------------------------|--|
| 2023 | Scientific Committee Member | Business Process Management and Engineering Conference |
| 2021 | Scientific Committee Chair | 3 rd Annual Conference of The System Dynamics Society |
| 2010 - 2012 | Member of the Advisory Board | International Academy for Management and Business (IAMB) Conference |
| 2009 - 2012 | Member of the Editorial Board | Decision Support Systems (DSS) |
| 2008 - 2014 | Member of the Scientific Committee | Management International Conference |
| 2006 | Scientific Committee Chair | 4 th Industrial Engineering International Conference |
| 2006 - 2012 | Member of the Scientific Committee | Marketing International Conference |
| 2006 - 2009 | Member of the Scientific Committee | e-Commerce International Conference |
| 2006 - 2010 | Member of the Editorial Board | Many Iranian Scientific & Research Journals including Tarbiat Modares Technology and Engineering Journal, Amirkabir Scientific Journal, Journal of Business Research, Sharif Scientific & Research Journal, Scientia Iranica |
| 2006 - 2016 | Member of the Scientific Committee | Industrial Engineering International Conference |
| 2002 - 2006 | Reviewer | Journal of Information Management and Journal of Global Information Management (JGIM) |
| 2001 - 2003 | Reviewer | Journal of Information Management |
| 1999 - 2001 | Member of the Editorial Board | Annals of Cases in Information Technology |
| 1997 - 2001 | Reviewer | European Journal of Information Systems (EJIS) |

| Interdisciplinary Activities: | | |
|--------------------------------------|--|--|
| Date | Activity | Description |
| 2016 - 2019 | Member of the Council of Interdisciplinary Faculty | Tarbiat Modares University, newly established Faculty to focus on Interdisciplinary Education & Research |

8. Service

8.1 On-Campus/ Institutional Service:

| Date | Activity/ Role | Description |
|-------------|---|---|
| 1997 - 1999 | Information Technology Research Group, Chair | Study Center for Productivity and Management |
| 1999 - 2001 | Systems Management MSc Program, Chair | Industrial Engineering Division, Tarbiat Modares University (TMU) |
| 2006 - 2007 | Industrial Engineering Division, Chair | Faculty of Engineering, Tarbiat Modares University (TMU) |
| 2006 - 2008 | Academic Council, Head | Industrial Engineering Division, Tarbiat Modares University (TMU) |
| 2006 - 2008 | Academic Council, Member | Faculty of Engineering, Tarbiat Modares University (TMU) |
| 2006 - 2008 | Council for evaluation and academic excellence, General Secretary | Faculty of Engineering, Tarbiat Modares University (TMU) |
| 2011 -2016 | Information Technology MSc Program, Chair | Industrial Engineering Division, Tarbiat Modares University (TMU) |
| 2012- 2018 | Academic Council subcommittee for PhD Quality Assurance, Member | Faculty of Industrial & Systems Engineering, Tarbiat Modares University (TMU) |
| 2016 – 2019 | Academic Council, Member | Interdisciplinary Faculty, Tarbiat Modares University (TMU) |
| 2016 - 2018 | Information Technology PhD Program, Chair | Faculty of Industrial & Systems Engineering, Tarbiat Modares University (TMU) |
| 2018 - 2023 | Academic Council subcommittee for PhD Quality Assurance, Principal Member | Faculty of Industrial & Systems Engineering, Tarbiat Modares University (TMU) |

8.2 Committee Work:

| Date | Committee | Role |
|-------------|--|--|
| 2023-2024 | System Thinking Committee – Iran National Science Foundation | Principle Member |
| 2015 - 2019 | University Strategic Change Plan Office | Head, Tarbiat Modares University Strategic Change Plan (2016 – 2025) |
| 2015 - 2019 | High Council of University Strategic Change Plan | Principle Member, Tarbiat Modares University |

| | | |
|-------------|--|--|
| 2016 - 2019 | High Council of University Subcommittee for the Promotion of 3 rd Generation Universities | Principle Member, Tarbiat Modares University |
|-------------|--|--|

8.3 Service to the Profession (Recent)

| Date | Activity/ Role | Description |
|------|--|---|
| 2023 | Webinar: How to Apply for a Research Grant | Open Webinar for Faculty members and PhD students |

8.4 Service to the Community (Recent)

| Date | Activity/ Role | Description |
|-------------|---------------------------------|---------------------------------|
| 2020 - 2023 | Honorary President of the Board | Mediterraneo Community in Spain |

8.5 Miscellaneous (Recent)

| Date | Activity/ Role | Description |
|----------------|--------------------------------|--|
| 2023 | Open Discussion white paper | Humility and Science – The Role of Scientists for a Better World |
| 2020 - Present | Advocate for equitable systems | I actively support and promote the establishment and maintenance of fair, impartial, and just systems. |
| 2021 - Present | Japanese Ceramic Art | Intermediate level – A practice for mind concentration |