In the Name of GOD

Curriculum Vitae

Associate Professor

Email:

**Date of Birth:**

**Marital Status:**

**PhD in Information Systems, University of London, London School of Economics (LSE)**

**Education & Qualifications:**

**1992- 1997**

**1986-1989**

**1979-1986**

**1980**

**Special Courses:**

**Teaching methods, teaching quality assurance, LSE, London**

**Research methods, Methodology Institute, LSE, London**

**Simulation methods, STICERD research centre, LSE, London**

**Academic Work Experience:**

**Affiliate Professor of MBA Program, Management Information Systems (MIS) Group, School of Management & Economics, Sharif University of Technology.**

**1997-2002**

**Project leader, LSE enterprise, IDMA**

**Part-time Research Assistant, STICERD research centre (research centre for SANTORY & TOYOTA), LSE**

**Professional Work Experience & Externally- Sponsored Research:**

**Principle Investigator in the Joint Research Program on "Incubation process for innovative e-business models"; Sponsored by Small Business Development Centre (SBDC), Industrial Development & Renovation Organisation (IDRO) and Tarbiat Modares University, 2006-2007.**

**Co-Investigator in the Joint Research Program on "An e-commerce B2B business model for SMEs"; Sponsored by Small Business Development Centre (SBDC), Industrial Development & Renovation Organisation (IDRO) and Tarbiat Modares University, 2006-2007.**

**Principle Investigator on "Research and Industrial strategy for IT development", Sponsored by the Research office of Industry, 2001-2002.**

**Research Project Director; "A Decision Support System for National IT strategy", Sponsored by Telecommunication Research Centre, 1999-2001.**

**Research Partner in "Business Process Re-engineering for civil service departments", Sponsored by Tarbiat Modares University, Study Centre for Management & Productivity, 1998-2000.**

**A very strong track record in professional consulting for SMEs and large organisations in heavy machinery and auto-industry specifically in the fields of strategy formation and implementation, performance improvement using BSC, e-strategy and customer relationship management, strategic change program and re-organisation, Business Process Re-engineering using SAP solutions.**

**Scientific membership; Editorship & Professional Societies:**

Chair of the 4th Industrial Engineering International Conference

Reviewer for European Journal of Information System, Journal of Information Management and Journal of Global Information Management (JGIM)

Member of the editorial board in many Scientific & Research Journals including: Tarbiat Modares Technology and Engineering Journal, Amirkabir Scientific Journal, Journal of Business Research, Sharif Scientific & Research Journal, Scientia Iranica

Member of the Association for Information Systems (AIS)

Member of the Program and Scientific Committees in many International Conferences: Management International Conference, International Conference of Industrial Engineering, Marketing International Conference, International Conference for e-Commerce

Country Representative for Information Resource Management Association (IRMA), from 1999-2002, USA

Member of the Editorial Board in "Annals of Cases in Information Technology", 1998.

Industrial Engineering Scientific Society, Board Member, 1999-2000

Member of advisory group in Information Systems Development Methodologies, British Computer Society, 1995-1997.

Member of computer security research centre, LSE, University of London, 1995-97

*MSc, PhD & MBA Courses:*

*PhD Research Methods in Information Systems, Management Information Systems (MIS), Research Methods in Business Management, Strategic Management, Strategic Change Management, e-Business Strategy (e-Strategy), Business Process e-Engineering, MBA seminar on e-Commerce and Marketing, Application Development Methodologies in Information Systems (ADMIS), Customer Relationship Management (CRM)*

*Executive Education Seminars:*

*Information Technology and Productivity; Human Resource Development & Change Management; Strategic Planning for managers; Strategies for Electronic Commerce (Sponsored by World Bank); e-Business Models (sponsored by UNDP, IT development program for Executives); UNDP workshop on IT policy and e-government, UNDP workshop on IT project management.*

*Faculty Development Seminar:*

*EFQM (European Foundation for Quality Management) Excellence Model for Higher Education (2007)*

*In addition to London School of Economics (LSE), Information Systems Department, London, UK; and Tarbiat Modares University, School of Engineering; and MBA program in Sharif University of Technology, and Joint MBA Marketing & e-Commerce Program for Tarbiat Modares University and Division of Industrial Marketing & e-Commerce , Luleå University of Technology, Sweden; has given guest lectures in several universities and business schools including Amir Kabir University, Science & Technology University, Khatam Institute for management, Industrial Management Organisation, Kish Island University and Management School of Tehran University.*

*Current Researches:*

*CLV-based Model for Performance Measurement in Distributed Service Industry (with special focus on banking industry)*

*Value Network Analysis in B2B relationship marketing, a systematic approach for maximization of customer life-time value*

*Calculation of Customer Equity using the concept of real options valuation: a mathematical model for marketing resource allocation*

*Unbundling the firms through capability mapping: market-driven resource-based view of the firm*

***Background Researches:***

*Unbundling the firms and capability building, e-Business strategy implementation; Capability Development and Learning Organisations, Knowing-Doing Gap; Electronic Commerce / Mobile commerce; Competitive/Strategic use of Information Technology; Business Process Reengineering (using SAP Technology); PROMETHEE & Decision Support Systems, Technology adoption models, Customer Relationship Management & its related IT Technologies.*

***Recognition of Research Excellence:***

*Overseas Research Students (ORS) Awards Scheme, 1994-1996, Committee of Vice Chancellors and Principles (CVCP) of the Universities of the United Kingdom.*

*Kharazmi International Award, Innovation in development of Information Technology, 2002 (the top-ranking academic & research award)*

***Books & Book Chapters:***

*"Target Costing: Application in the Industry"*

*"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. SafariMehr)*

***Publications in Refereed Journals:***

*"A Value Network Approach to Customer Lifetime Value: How VNA Contribute to Customer Lifetime Value"; International Journal of Electronic Commerce Studies (IJECS), Accepted for Publication, 2009 (with M. Hosseini)*

*"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, Accepted for Publication, 2009 (with R. Gharaee)*

*"Customer Value Assessment through Customer Life Time Value framework: a case study of the Corporate Banking", Online Journal of Business Research, special issue, Accepted for Publication, June 2009 (with M. Tavakolijou)*

*"Qualitative Risk Scoring in Relationship Lending: Case of Karafarin Bank", European Journal of Money, Investment and Banking, Accepted for Publication 2009 (with R. Gharaee)*

*"Mapping B2B value exchange in relationship marketing: A systematic Approach"; Journal of Business & Industrial Marketing- special issue, Accepted for publication 2009 (with M. Hosseini)*

*"New Product recommendation technique: Integrating rating-based collaborative filtering with customer lifetime value", <u>An International Journal of Intelligent Data Analysis</u>, Accepted for Publication 2009, (with M. Shahbazi)*

*"*

*"Integration of marketing research techniques into house of quality and product family design"; <u>International Journal of advanced manufacturing technology</u>; Accepted, forthcoming, Springer-Verlag London Limited 2009 (with M. Aghdasi, M. Behzadian and R. B. KazemZadeh)*

*"Application of Delphi Method in Qualitative Risk Factors Extraction for Estimation of Customer Default Probability: Case of Karafarin Bank"; <u>Iran Management Science Periodical</u>, Accepted for Publication, 2009 (with R. Gharaee)*

*"PROMETHEE: A Comprehensive Literature Review on Methodologies and Applications"; <u>European Journal of Operations Research (EJOR)</u>; Article in Press 2009 (with M. Behzadan and R.B. KazemZadeh, M. Aghdasi)*

*"Desired Organisational Capabilities (DOCs): mapping in BPR context", <u>International Journal of Production Research</u>, 1-25, 2009, iFirst, Taylor & Francis (with M. Aghdasi & B. Ostadi)*

*"Analysis of the Impact of Information Technology on Shaping Market Learning Capability: A Case in Banking Industry", <u>Sharif Science & Research Journal</u>, Vol.24, No.45, Jan. 2009, Pages 59-64 (with N. Naserbakhat)*

*"Assessing Readiness for Business Process Reengineering", <u>Business Process Management Journal</u>, Vol. 14, issue 4, 2008, Emerald Group Publishing Limited, pages 497-511 (with N. Abdolvand & Z. Ferdowsi)*

*"Knowledge Management in Call Centres", Electronic Journal of Knowledge Management (EJKM), Vol. 5, Issue 3, June/July 2007(with Pooya Rasooli)*

*"Toward a Unified Perspective of Business Process Reengineering Methodologies", <u>International Journal of Technology Transfer and Commercialisation</u>, Volume 6, Issue 1, 2007, pages 100-111(with N. Abdolvand & Z. Ferdowsi)*

*"Optimization of Transportation Services in e-marketplaces using Combinatorial Double Auction", <u>Transportation Research Journal</u>, Vol.4, Issue 4, winter 2008, pages 267-281 (in Farsi, with M.H. Motlagh, M.M. Sepehri)*

*"Exploring the Relationship between use of Information Technology in Total Quality Management and SMEs Performance using canonical correlation Analysis", <u>International Journal of Information Technology Management</u>, Vol.8, No.4, 2009, pages 442-462 (with A. Keramati).*

*"Assessing the Impact of Information Technology on Firm Performance Considering the Role Intervening, Organisational Infrastructures, and Business Process", <u>International Journal of Production Research</u>, Vol.38, Issue 1, 2006, pages 1-38 (with Abbas Keramati & J.Razmi).*

*"Does e-learning improve workers' Productivity", <u>Sharif Science & Research Journal</u>, Vol.24, No. 43, September 2008, Pages 31-37 (with F. Alijani)*

*"Application of PROMETHEE for Market Targeting: A case Study on TV market", <u>Scientia Iranica</u>, volume 22, issue 32, pages 97-113, 2007, in English (with A. Soleimani & H.Gh. Saremi)*

*"Portfolio Selection in Stock Exchange through Industries and Companies Ranking", <u>Amir Kabir Journal of Science & Technology</u>, Vol.17, Issue 65, winter 2007, pages 21-29 (in Farsi with S.K. Charsoghi & A. Esfahanipour)*

*"Organisational Infrastructure Requirements for Effective Use of Information Technology", <u>Sharif Science & Research Journal</u>, Vol.22, No. 34, June 2006, Pages 79-113, in Farsi (with A. Keramati)*

*"Decision Making in Stock Trading: An Application of PROMETHEE", <u>European Journal of Operation Research</u>, issue 177, pages 673-683, Feb. 2006, Amsterdam (with S.K. Charsoghi & A. Esfahanipour).*

*"A Proposal for Framework of Research Approaches on Information Technology Impacts on Corporate Level Productivity", <u>Information Technology Journal</u>, Vol. 5, No. 5, 2006, pages 813-822, UK (with A. Kermati)*

*" A Model for Evaluating the Impact of Information Technology on Organisational Productivity Improvement: An Analysis on Complementary Investment", <u>Modares Technology & Engineering Journal</u>, Special Issue in Industrial Engineering &*

*Management, No. 18, Jan. 2004, Pages 35-45(in Farsi with A. Keramati)*

*"A Conceptual Framework for Knowledge-based Business Models", <u>Modares Technology & Engineering Journal</u>, Special Issue in Industrial Engineering & Management, No. 11, Jan. 2004, Pages 53-63(in Farsi with M. Saedi)*

*"Formulating National Information Technology Strategies: A Preference Ranking Model using PROMETHEE Method", <u>European Journal of Operation Research</u>, issue 153, pages 290-296, September 2004, Netherlands.*

*"A Framework for e-government planning and implementation", <u>Electronic Government, An International Journal</u>, volume 5, issue 1, pages 71-90, 2007, USA (with A.S. Ghapanchi, B. Zareiee)*

*"Evaluation of trust in strategic partnership: case study of automotive industry", <u>Management Knowledge</u>, issue 77, June 2007, pages 105-122(in Farsi with M. Mategi, H. Zebardast)*

*"A Cross-Cultural Comparison Service Quality Prioritization, <u>Scientia Iranica</u>, accepted as Research Note, 2009 (with R. Mostaghel)*

*"Customer Oriented Pricing in Physical Distribution Channels", <u>Journal of Industrial and Systems Engineering (JISE)</u>, under review 2009, in English (with F. Ghamarzad)*

*"Electronic Readiness Assessment of SMEs in IT Implementation: the application of verdict in automotive industry, <u>Modares science & Research Journal</u>, under review 2008 (with Peter Naude & P. AminAli)*

*"Network Portfolio modelling instrument for Corporate Banking", <u>Long Range Planning</u>, under review, 2008, (with H. Talebi)*

*"E-readiness Assessment of SME's in Technology-affected markets: An application of VERDICT within Automotive Industry", <u>Automation in Construction</u>, under review, 2008 (with P. Naude, P. AminAli)*

*"Assessing and Analyzing services Quality and Satisfaction level in Gas Companies", International <u>Journal Managing Service Quality (MSQ)</u>, under review (with S.A. AghaMiri).*

*"Assessment of IT impact on Quality Management System in Banking Industry", <u>Amir Kabir Journal of Science & Research</u>, under review 2008 (with H. Rajab Harsini)*

*"Information Technology as an Antecedent of Market Learning Capability", <u>Journal of Business Review (JBR)</u>, under review 2008 (with N. NaserBakht)*

*"Application of Segmentation Techniques in Customers' Churning Bahavior Modeling", Science & Research Journal of Tehran Engineering Faculty (Fani Tehran), under review, 2008, in Farsi (with S. Varasteh)*

*"Risk-adjusted CLV model for loan applicants: Case of Karafarin Bank", <u>Industrial Marketing Management Journal</u>, under review, 2008 (with R. Gharaee*

*Publications in Refereed Conference Proceedings:*

*"Drivers and Barriers of E-Banking Adoption: Case of Karafarin Bank", <u>Proceedings of The 3rd International Conference on Digital Society (ICDS 2009)- IEEE Conference</u>, 1-7 Feb. 2009, Cancun, Mexico (with R. Gharaee)*

*"Industrial Engineering & Organisational Development", Key Speaker of the <u>6th International Industrial Engineering Conference</u>, 18-19 Feb. 2009, Tehran.*

*"Challenges in IT Strategy for ERP implementation", <u>Key Speaker of 6th International Management Conference</u>, 20-22 Dec. 2008, Tehran.*

*"Pluralism: A new Approach in Operations research", <u>Proceedings of the 6th International Industrial Engineering Conference</u>, 18-19 Feb. 2009, Tehran (with N. Abdolvand)*

*"Factors influencing customer lifetime value in Iranian banks", <u>Proceedings of the 3rd International Marketing Management Conference</u>, Tehran, Jan.2009. (with Mahsa Tavakolijou)*

*"Customer value assessment through Customer life time value framework: a case study of the corporate banking",* <u>*Proceedings of the 10th international business research conference*</u>*, 16-17 April 2009, Dubai, United Arab Emirates (with Mahsa Tavakolijou)*

*"Customers' Churning Behavior Modeling Using Random Forests Technique (A Case Study in Non-Contractual Setting)",* <u>*Proceedings of 2009 World Congress on Computer Science and Information Engineering*</u>*, March 2009, California, USA (with Shabnam Varasteh)*

*"A Robust Optimization approach to Customer Equity Maximization",* <u>*Proceedings of International Conference of Operations Research 2008: OR and Global Business*</u>*, Sept. 3rd to 5th 2008, University of Augsburg, Germany (with H. Koosha & F. HassanZadeh)*

*"Relationship Risk Score for Relationship Borrowers: Case of Karafarin Bank",* <u>*Proceedings of the 24th IMP Conference: An Interactive Perspective on Business in practice and in theory*</u>*, 4-6 September 2008, Uppsala, Sweden (with R. Gharaee)*

*"Relationship Banking Analysis: Case of karafarin Bank";* <u>*Proceedings of the 2nd International Marketing Conference*</u>*, Tehran, Feb 2008 (with R. Gharaee)*

*"Integration of Market and Production Strategies in Product Design: Case Study in automotive industry",* <u>*Proceedings of the 3rd International Marketing Management Conference*</u>*, Tehran, Jan 2009 (with M. Khanjari)*

*"Relationship risk factors in relationship lending: Case of Banking",* <u>*Proceedings of 5th International Conference on Applied Financial Economics (AFE Samos 2008)*</u>*, July 3-5, 2008, Samos Island, Greece (with R. Gharaee)*

*"A Value Network Approach to Customer life-time value: How NVA contributes to improve CLV",* <u>*Proceedings of International Joint Conference in e-Commerce, e-Administration, e-Society and e-Education e-Case 2008*</u>*, March 2008, Bangkok, Thailand (with M. Hosseini) The Conference Best Paper Award.*

*"Resource Analysis in Strategic Alliance: Case of automotive industry",* <u>*Proceedings of the third European Conference on Management of Technology*</u>*, Sept. 17-19, 2008, Nice, France (with M. Mateghi & H. Zebardast)*

*"Adoption of e-Health Application: A model to investigate the technology acceptance within healthcare professionals",* <u>*Electronic Proceedings Med-e-Tel 2008: The International Educational and Networking Forum for eHealth, Telemedicine and Health ICT*</u>*, April 2008, Luxemburg (with E. SafariMehr)*

*"Customer Satisfaction in B2B market: An exploratory study of engineer-to-order companies",* <u>*Proceedings of Academy of World Business, Marketing and Management Development*</u>*, 3rd Biennial Conference, July 14-17, 2008, Rio de Janeiro, Brazil (with N. Noroz Bakhtiari)*

*"Relationship Banking Analysis: Case of Karafarin Bank",* <u>*Proceedings of 2nd International Marketing Management*</u>*, 22 Jan. 2008 (with R. Gharaee, F. Ameri, F. Salehi)*

*"Productive Implementation of IT Applications Marketing",* <u>*Proceedings of 2nd International Marketing Management*</u>*, 22 Jan. 2008 (with P. AminAli, P. Naude)*

*"Consumer-oriented pricing in physical channel distributions",* <u>*Proceedings of 2nd International Marketing Management*</u>*, 22 Jan. 2008 (with F. Ghamazad)*

*"Customer Value measurement through value network analysis approach",* <u>*Proceedings of 5th International Management Conference*</u>*, 18 Dec. 2007 (with M. Hosseini)*

*"Application of AHP in IT implementation model",* <u>*Proceedings of 5th International Industrial Engineering Conference*</u>*, 11 July 2007 (with A.S. Ghapanchi, B. Zareiee)*

*"Critical Success factors in ERP implementation",* <u>*Proceedings of 5th International Industrial Engineering Conference*</u>*, 11 July 2007 (with F. Haghighi Rad, B. Ashenaie, M. Jaberi)*

*"Application of AGV-tag as an information system for rail-road transportation improvement", International Conference of RFID, 17Feb. 2007 (with N. Abdolvand, N. Moghadam, M.M. Sepehry)*

*"An evaluation of customer satisfaction in the mobile telecommunications marketplace", Proceedings from Academy of Marketing, 2007, London (with S. Sattari and M. Khalifa)*

*"Satisfaction in e-tourism: A case of European online customers", Proceedings of International Conference e-Commerce IADIS 2006, (with M. Moharrer, H. Tahayori, S.H. Zegordi and H. Perzon)*

*"Efficient utilization of e-commerce through investigation of infrastructures and electronic readiness", Proceedings of 2nd International Conference on e-Commerce and Global Trade, Nov. 2007 (with P. Naude & P. AminAli)*

*"Models Presenting the Strategic Effects of e-Marketplaces on Supply Chain Management Process", Proceedings of the 5th International Conference on e-Business NCEB 2006, 2-3 Nov.2006, Bangkok, Thailand (with H.Gh. Saremi)*

*" 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, 2-3 Nov.2006, Bangkok, Thailand (with H.Gh. Saremi)*

*"Toward a Unified Perspective of Business Process Reengineering Methodologies", Proceedings of Business Law & Technology: Present and Emerging Trends, 2006, Denmark (with N. Abdolvand & Z. Ferdowsi)*

*"Network Pictures: Managers Subjective Mental Representation of their Relevant Business Environment", Proceedings of Marketing Management International Conference, 4 September 2006, Tehran (with P. Naude, P. AminAli, H. Asgharpour).*

*"Evaluation of the Impact of Information Technology on Quality Management Systems", Proceedings of 7th International Conference for Quality Management, 16 July 2006, Tehran (with Hedeyeh Rajab Harsini).*

*"Business Incubation Process Framework: The case of High-Tech Innovation", Proceedings of the ICMIT 2006, 21 June 2006, Singapore (with H.Gh. Saremi).*

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*"Information Technology and its Role in Human Resource Management", Proceedings of the Congress on the Role of Information Technology in employment, 18 February 2002, Tehran (with A.R. Sarafpour Habibi). Information Technology & 21st Century Information Society", Proceedings of the Energy Communication Congress, 24 December 2001, Tehran.*

*"*

*"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, 8-9 October 2001, Kuala Lumpur, Malaysia.*

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

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

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

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

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

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*"Strategies to bridge the gap between research in universities and requirements in industries: IS perspective", <u>Proceedings of the 4th International conference for collaboration between universities and industries</u>, Amir Kabir University, 29-31 May 1998, Tehran.*

*"What time is it? A Semiological analysis", Information Systems Group of The Association of Management, <u>Proceedings of the14th annual International Conference</u>, 2-5 August 1996, Waterloo, Canada (with Heejin Lee).*

*"Furnishing object-orientation with semantic foundation", <u>Proceedings of the PRIISM '96 Conference</u>, 2-3 January 1996, Maui Inter-Continental Resort, Hawaii, USA.*

*"A proposal for an agent-based software engineering in object-oriented environment", <u>Proceedings of the first annual Computer Conference</u>, Computer Society, CSICC '95, 25-28 December 1995, Sharif University of Technology, Computer Engineering Department, Tehran.*

*"Breaking the bottlenecks in Dynamic Systems Development", Information Systems Group of The Association of Management, <u>Proceedings of the13th annual International Conference</u>, 2-5 August 1995, Vancouver, British Columbia, Canada..Engineering Semantic Traceability in Object-oriented Design", Computer Science Group of The Association of Management, <u>Proceedings of the 13th annual International Conference</u>, 2-5 August 1995, Vancouver, British Columbia, Canada.*

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*"Developing Information Systems in Business Change Environment", The British Computer Society, <u>Proceedings of the 3rd annual conference on methodologies</u>, 6-8 September 1995, Northeast Wales Institute, Wrexham, UK.*

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*Seminar Reports & Working Papers:*

*"Service failure-recovery in on-line shops", <u>International Journal of Information Science & Technology</u>, volume 6, issue 2, Dec. 2008 (with L. Bouromand, M. Aghdasi, H. Jamshidian, H. Perzon)*

*"Design of electronic city: Barizian case study", <u>IT applications development</u>, volume 5, issue 2, March 2006, pages 83-90 (with A.S. Ghapanchi)*

*"Market segmentation for CRM in tourism", <u>Business Studies</u>, volume 3, issue 18, pages 101-108, July 2005 (Z. Ferdowsi, N. Nasebakht)*

*"CRM implementation systems", <u>Business Studies</u>, volume 3, issue 18, pages 93-100, July 2005 (with A. Ekhlasi)*

*"Application of data-mining in CRM implementation in banking", <u>Business Studies</u>, volume 3, issue 14, PP. 81-84, Oct. 2004 (with M. Fesangheri & A.H. Ghapanchi)*

*"An introduction to solutions for learning organisations creation", <u>Management Knowledge Periodicals</u>, March 2001, No 57, Pages 5-27 (with Shafaie)*

*"Brand creation through on-line society", <u>Management Collection</u>, Jan 2000 (in Farsi)*

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

*Dissertations/ Doctoral Thesis Committees:*

*Chaired or served in more than 112 MSc Dissertation and Doctoral Thesis Committees at Tarbiat Modares University, Sharif University of Technology, Amir Kabir University and Lule*

*1998-2009 University Positions at Tarbiat Modares University:*

*Managing Business Change: Putting information systems in perspective", Information Technology Management Group of The Association of Management, <u>Proceedings of the 12th annual International Conference</u>, 10-13 August 1994, Dallas, Texas, USA.Dynamic Systems Development Methodology", <u>Proceedings of the International Conference on The Social and Economic Implications of Information & Communication Technologies (The PICT Programme)</u>, 10-12 May 1995, Westminster, London, UK. Implementing Business-Wide Applications", <u>Proceedings of the 4th annual BIT Conference</u>, Department of Business Information Technology, The Manchester Metropolitan University, 9th of November 1994, Manchester, UK. A Methodology for determining evolutionary information requirements: Using normative analysis from a semiotic perspective of enterprise information model", <u>Proceedings of the Second Scandinavian Research Seminar on Information and Decision Networks</u>, 11-13 May 1995, Sweden. A Method for Dynamic Systems Development", <u>Proceedings of the 3rd European Conference on Information Systems, ECIS'95</u>, 1-3 June 1995, Athens, Greece. Formulating National Information Technology Strategies: A Preference Ranking Model using PROMETHEE Method", The Association of European Operational Research Societies, <u>Proceedings of 12th Mini Euro Conference</u>, 2-5 April 2002, Vrije Universiteit Brussel, Brussels, Belgium.A Knowledge Archiving Model: An Introduction to Auto-Knowledge Creating Systems", <u>Proceedings of Euro-Asia Conference in Information Technology</u>, 29 October 2002, Shiraz (with M. Saedi & M.H. Shafazand)Service Quality Gaps and Six Sigma: Case Study on CCG (Customer Centric Group Co.)", <u>Proceedings of the Second International Conference on Six Sigma</u>, 5 June 2006, UK (with A. Shayan & A. Dehghan).* **Assistant Professor of IS/IT, Tarbiat Modares University. French language diploma, Francais Institute, Tehran BSc in Industrial Engineering, Sharif University of Technology, Grade 17.96/20Married MSc in Industrial Engineering, Sharif University of Technology, Grade 18.24/20**

**Chair of the Joint MBA Program in Marketing & E-commerce, Joint degree from Industrial Marketing & e-Commerce Division, Luleå University of Technology in Sweden & Industrial Engineering Dept., Tarbiat Modares University**

**Head of Industrial Engineering Division**

**General Secretary in School's council for evaluation and academic excellence**

**IT/IS MSc Program Chair**

**Head of Productivity & Systems Management Group**

**Productivity and Management Study Centre, Head of Information Technology Research Group.**

**1998-2001**

**1992-1997 Work experiences at LSE:**

**Part-time Lecturer**

**Research Assistant, Computer Security Research Centre, Information Systems Department, London School of economics (LSE).**

**1989-1992**


**Head of planning department, Sharif University of Technology; MIS project**

**Principle Investigator in the Development Project on "Re-engineering through Customer Relationship Management"; Sponsored by Heavy Equipment Production Co. (HEPCO), Tarbiat Modares University, Industrial Engineering Dept., 2007.**

**Teaching: Courses Designed & Taught:**


**Research Interests:**


**2005-now**


**Academic background before PhD:Lecturer in Software Engineering, Sharif University of Technology, Computer Engineering Department, Courses: Research Methods in Engineering, Soft System Development Approaches , Information Systems Department, London School of Economics (LSE), Courses: Introduction to Information Technology (IT) applications, Database SystemsA Hybrid Recommendation Technique based on Product Category Attributes", <u>An International Journal of Expert Systems with Application</u> , volume 36, No. 9 , 2009, pp.11480-11488 (with M. Shahbazi) e-Business: Its Power and Challenges, Case of Automotive Industry in Asia", Issues and Trends of Information Technology Management in Contemporary Organizations, <u>Proceedings of Information Resources Management Association International Conference</u>, 19-22 May 2002, Seattle, USA The Role of Auto-Industry in Industrial Development", <u>Proceedings of the 1st Congress for Auto-Industry, Investment & Development</u>, Tarbiat Modares University, 13 May 1999, Tehran.National Strategy for Information Technology: case of ICT1400", Managing Information Technology Resources in Organisations for the next millennium, <u>Proceedings of the 10th IRMA International Conference</u>, 16 May 1999, Hershey PA, USA.◦ University of Technology. _ Member of the National Information Technology (IT) advisory Group; the highest ranked IS/IT strategy advisory & study group. <u>, co-authored with Dr Rezvan Hejazi, Tehran (in Farsi), Industrial Management Organisation Publishing, 2006. Associate Professor of IS/IT, Tarbiat Modares University</u>** 6/10/1961 <u>*mail@albadvi.net*</u> *<u>albadvi@modares.ac.ir</u>* **;** Amir Albadvi, Ph.D.