

Mohammad Aghaei

PERSONAL DETAILS

- Identification No.: 619
- National code: 1378183800
- Place of birth: Tabriz, Iran

CONTACT INFORMATION

- Address:
 - ♣ Faculty of Management and Economics, Tarbiat Modares Universities (TMU) Tehran, Iran
 - ♣ Niyavaran St. Saeedi - Alley Hamid - Center of Studies and productivity (IMPSC)
- E-mail:
 - ♣ m_ghaei@modares.ac.ir
 - ♣ maghaei1978@gmail.com



EDUCATION

- Industry engineering from Sharif & Business Management, Tehran, Iran.
- MSc in Business Management (International Business), Shahid Beheshti University, Tehran, Iran.
- PhD in Business Management (International Marketing & Strategy), Shahid Beheshti University, Tehran, Iran.
- Thesis: Design & Development of IMC Model in Iran Chain Stores
- Post-Doctoral: in progress & Study in Digital transformation & Business Policy.

WORK EXPERIENCE

- Instructing general and professional courses of Business Management in Higher Education Institutes of Tehran, Passargad, Damavand, Azad University & etc. (from 2000 to 2003).
- Instructing courses of Management Principles, Organizational Behavior, Marketing Management, Professional Language, Economy, etc. in Semnan University, Tehran University, Mazandaran University of Science and Technology. (from 2003 to 2005).
- Instructing courses of Business Management and MBA, Quantitative Statistics, and Research Methodology in Tehran University, Shahid Beheshti University. (from 2005 to 2015).
- Instructing all professional courses of Business Management and Marketing specifically Marketing Principles, Marketing Management, Advertisements, Marketing Strategy, Market Research, Export and Import, etc. for MBA Course in Dubai University, Mazandaran University of Science and Technology, Sharif University of Technology, and Amirkabir University (from 2005 to 2015)
- Training the PHD & MBA in the field of marketing & strategy in Tehran university –Dubai-Turkey. (2020-2022)
- Instructing all professional courses of Business Management and Marketing specifically & teaching professional courses at the master & doctoral level in TMU University & TU University including Marketing & International Marketing, Advertising & IMC, Consumer Behavior, B2B Marketing, Digital Marketing & Digital Transformation in Marketing, Futures Study in Business & Marketing, Business Policy & Strategic Management. (from 2010 Until NOW)
- Faculty Member of School of Management and Economics of Tarbiat Modares University from 2012 Until NOW.

PUBLICATION

- **Author of Management Theory books (4 Volumes)**, including Theory of Organization and Management, System Analysis, Organizational Behavior and Human Resources Management published by Mahan Publications, also, Statistics and its Application in Management published by Kanoon Publications.
- **Publishing print, audio and video books in the form of multimedia** (Collection, translation, and innovation), project started: 2006, project finished: 2010. Published in 2010 by Iranian Center of Education and Research of Management.
 - Book and film of Organization Theories and Management (OT), including content and instruction in the form of 6 audio and video CDs accompanying the book.
 - Book and film of Organizational Behavior (OB), including content and instruction in the form of 2 audio and video CDs accompanying the book.
 - Book and film of Human Resource Management (HRM), including content and instruction in the form of 2 audio and video CDs accompanying the book.
 - Book and film of System Analysis (SA), including content and instruction in the form of 1 audio and video CD accompanying the book.
 - Book and film of Micro-Economy (Microeconomics), including content and instruction in the form of 3 audio and video CDs accompanying the book.
 - Book and film of Macro-Economy (Macroeconomics), including content and instruction in the form of 4 audio and video CDs accompanying the book.
 - Book and film of Statistics and its Application in Management, including content and instruction in the form of 4 CDs accompanying the book.
 - Book and film of English for Management, including content and instruction in the form of 3 CDs accompanying the book.
 - Book series of Retailing with 5 years intensive work on this subject. Books are entitled Retailing Principles and its Management Standards, Retailing Strategy, Retailing Research in Europe, Retailing Brand Strategy, Customer-Oriented in Retailing, etc. (Compilation, and translation).
- Book entitled Integrated Marketing Communications (IMC): Translation and compilation in collaboration with scientist, project started: 2005, project finished: 2011, published in 2011.
- Book entitled Industrial Marketing or B2B: Translation and collection, project started: 2006, project finished: 2009, edited scientifically and literary in 2010, published in 2011.
- Book entitled chain store Management Standards of Iran Chain Stores: Literature monitoring and research with collection approach, translation and compilation, project started: 2008, project finished: 2009, published in 2009.
- Book entitled **Cost Reduction** Methodologies in Holding Organizations, project started: 2009, in progress.
- Book entitled Customer Satisfaction Measurement, collection and compilation, project started: 2008, project finished: 2011, published in 2011.
- Publishing books regarding supply chain, retailing, and multipurpose business with business approach.
- Book entitled Drug Marketing (Application Attitude) / **marketing Strategy** with SCORPIO Model /**Balanced Management** Of Manuscripts with ISI Approach/futures file: 2015-2016,
- Book entitled “**advantage pricing**” terme publication: 2020-2021
- Book entitled “**strategy of retail management**” terme publication: 2020-2021
- Book entitled “**Advertising & IMC**” terme publication: 2022-2023
- Authoring various articles in management journals including Tadbir , Bazaryabi, PayamModiriati, ... in different issues For Research Varsity journal In Iran including :
 - Future challenges of the organization (retrieved from Peter Drucker’s opinions)
 - Hidden mysteries of management
 - Virtual organizations
 - Advertisements effectiveness

- Investigation of types of decision making techniques using Simon theory
- Pathology of distribution channels
- Role of statistical techniques in decision making issues of management
- Design and development of marketing communications model in Iran chain stores-Industrial Management Science and Research Journal of Allame.
- Presenting communication and mixed model of promotion for Saipa Company-Marketing International Conference.
- Design and development of IMC model, PLC model, and several other articles in International Management Conference in the form of individual or group and oral or written presentations.

In order to see my publications & articles & works... , refer to the link below:

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

■ Other supplementary subjects with Consulting & Research Approach:

- A series of 200 research projects performed as the advisor, consultant, etc. in National Elite Foundation during the past five years which are briefly stated in the **appendix**.(The address above)
- Holding courses, seminars, and workshops, and performing different managerial consultations in order to facilitate decision making for managers of governmental and private companies in various organizations and universities from 2004 up to this point that including :
 - Melli, Tejarat, Mellat, Karafarin Banks
 - National Iranian Oil Refining & Distribution Company (NIORDC)
 - Water and Electricity Organizations
 - Automobile industry especially Iran Khodro, Saipa, Pars Khodro, and piece-maker industries
 - Sanam Electronic and SaIran Companies
 - Trade Development Organization and former Ministry of Commerce
 - Former Ministry of Industry and Mine
 - Etkā, Shahrvand, Refah, and Hyper Star Chain Stores
 - Etkā Multipurpose Holding and subsidiary companies (Panizfam Sugar Company, KhorramshahrOil Extraction Company, Fakhr Iran Textile Company, MazraeNemoone Company, Etkā Chain Stores Company, Garment Exporting and Importing Trading Company, Javdaneh Industrial and Production Company, Kara, etc.)
 - This is one of ladys & Main jobs, especially in the reatail & banking industrieswith T-KAIZEN Approach.

SUMMARY OF SELECTED EXECUTIVE AND COUNSELING TASKS

- Project manager of pathology of products life curve (PLC) model for Iran Khodro, Sanam, and Saipa Companies.
- Marketing and sale manager in SME companies like ShirinAsal Company in 2000.
- Executive director of projects of governmental trading institution in the field of export and import.
- Consultant of SME companies in industries in the fields of research and education of market and marketing skills.
- Consultant of several corporate & SME companies and industries like food, home appliances, retailing, etc.
- Consultant of CEO of German HIP Company (Products like powdered milk, hygiene goods, etc.).
- Project director and consultant of system pathology in Water Organization.
- Director and consultant regarding strategic planning of several banks and financial institutions like Keshavarzi, Saderat, Tejarat, Parsian, etc.
- Director and consultant of advertisements and integrated marketing communications (IMC) project of SazeGostarSaipa Company from 2005 to 2007.

- Consultant of Maf Pars Chain Stores (Hyper Star) and performing several projects for Hypermarket from 2005 to 2008.
- Consultant in management and business fields in Ministry of Commerce and Center for Export Development.
- CEO and chief of the board of directors of Iranian Bazarnegar Management Company (IMC Company).
- Establisher and official member of Pasargad Higher Education Institute- Iranian Management Center.
- Member of different associations and councils of marketing and brand, tourism, management, knowledge management, etc. and conferences related to business management and value chain in systems.
- Member of strategic council and policymaking committee, scientific committee in Economy and Electronic Commerce Conference of Ministry of Industry, Mine and Trade from 2011.
- Chief of the board of directors of illia Information Technology and Communications Company (Kara Company), from subsidiary companies of Etkā & subsidiary from 2010 to 2012 and was extended from 2012 to 2014.
- Master member of the board of directors of Etkā Chain Stores Company from 2010 to 2013 and was extended from 2013 to 2015.
- Project Manager & Consultant in several Organization in the form of an Academic Contract (15 project with financial Value for University) including : bank shahr – bank tejarat- bank melli – ministry of road – ministry of trade- sepehān battery co-etkā chain store-etc
- Consultant of CEO of Etkā Organization (in all dimensions of activities of Etkā Companies and new businesses) from 2008 to 2013.
- Master member of research council of Ecast Institute of Science and Technology from 2010 to 2013.
- Chief of elite Center of Research, Development, and Affairs of Elites from 2010 to 2013.
- Deputy Education Management and Technology Development Center-2014 so far
- Advisor to the Ministry of Roads and Urban Development -2015 so far
- Senior consultant & Deputy manager of the Refah Chain Store.(1999-2022)
- Vice president of technology Development Studies Center in IMPSC-TMU. (1995 until now)

THESES SUPERVISED

- Up to this point, I have been advisor, consultant, and referee for more than 100 theses in the university and nearly 200 theses in the form of industrial development project and relating the industry with university. The latter projects are performed in collaboration with National Elite Foundation and are mentioned in a separate resume in the appendix.

SUMMARY OF MAIN SKILLS IN EDUCATION, RESEARCH, AND CONSULTATION

- Fluent in English speaking, and expert in professional language of business management and marketing.
- Familiar with information system based on internet and ICT and familiar with statistical software of data and information analysis including LISREL, AMOS, SPSS, Mind Manager, Office, etc.
- Proficient in professional market research both quantitatively and qualitatively with executing experience of nearly 20 years.
- Acquainted with dimensions of feasibility study in the technical and operational -market-financial and economy fields using COMFAR software with UNIDO version and fully acquainted with business decision making fields and required analyses.
- Fully conversant with research methods, and statistical methods in the scientific and operational field (Market researches).
- Expert in negotiation techniques, communications in business affairs, export and import processes.
- Dominant in laws related to business, legal, export, and import affairs in mercantile and commercial processes especially in international field.
- Aware of all management techniques and creativity, innovation, and TRIZ methods and holding brain storming meetings with TRIZ approach.

➤ Sample of Author Manuscripts (from 2013 to...)

- ♣ Investigating the Effect of Electronic Banking Systems on Customer Satisfaction in Tehran : M Aghaei, R Biglar, MM Jamshidian... - Journal of Basic and ..., 2013 ... Corresponding Author: Mohammad Aghaei, Assist Prof, Department of Business Management, Branch, Shahid Beheshti University (SBU), Tehran, Iran. Email: m_ghaei@sbu.ac.ir
- ♣ Investigating Internal Controls in Investment Companies from the Viewpoint of Independent Auditors : M Aghaei, MA Golgaryan, A Asadollahi - J Basic Appl Sci Res, 2013 ... Aghaei, Assist Prof, Department of Business Management, Branch, Shahid Beheshti University (SBU), Tehran, Iran. Email: m_ghaei@sbu.ac.ir...
- ♣ Design of Productive Services Marketing Mix to Improve Brand Personality in Tehran's Chain Stores : M Aghaei, A Motalebi, E Vahedi, A Asadollahi - 2013
- ♣ Developing Brand Equity Model Based on CBBE Approach to Establish Customer Satisfaction and Loyalty in Tehran's chain stores : M Aghaei, M Mosavi, E Vahedi, A Asadollahi - Journal of Basic and Applied Scientific ..., 2013
- ♣ Market Orientation's Impact on Customer Consent due to Total Quality Management Attitude : M Aghaei, A Asadollahi, MRD Nejad - 2013
- ♣ Evaluation of Intermediaries Channels Dissatisfaction of Foodstuff Distribution System in Iran : M Aghaei, A Asadollahi, E Abroshan, MN Bidhendi – 2013
- ♣ The Impact of Store Brand Price–Image on Retailer Equity Dimensions among the Customers of Chain Stores of Tehran : M Aghaei, A Asadollahi, RS Hosseini, M Javani... - 2013 ... Research *Corresponding Author: Mohammad Aghaei, Assist Prof, Department of Business Management, Branch, Shahid Beheshti University (SBU), Tehran, Iran. Email: m_ghaei@sbu.ac.ir
- ♣ Fitness between Typology of Organizational Power, Cultures and Persons' Needs in Organization : M Aghaei, J Ghorbany, HG Banabari, A Asadollahi - 2013 ... ISSN 2090-4304 Journal of Basic and Applied Scientific Research , Corresponding Author: Mohammad Aghaei, Assist Prof, Department of Business Management, Branch, Shahid Beheshti University (SBU), Tehran, Iran. Email: m_ghaei@sbu.ac.ir ...
- ♣ Financial and Economic Assessment of Creating the Hypermarket (In Mashhad Metropolis) : M Aghaei, M Keivanfar, ARN Kourdi, SJ Haji - 2013... ISSN 2090-4304 Journal of Basic and Applied Scientific Research , Corresponding Author: Mohammad Aghaei, Assist Prof, Department of Business Management, Branch, Shahid Beheshti University (SBU), Tehran, Iran. Email: m_ghaei@sbu.ac.ir ...
- ♣ etc ... continue ...2015 (In order to access with publication of author : Search for “ mohammad aghaei +m_ghaei@sbu.ac.ir” or Search with address :“

To get the latest information from international research my efforts in research areas, click the following

address:

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