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Post.

- Professor, Faculty of Administrative Sciences Economics, University of Isfahan, 1990- Present
- Head of ITM Research Group, University of Isfahan, 2005- present.
- Head of Management Research Institute University of Isfahan, Iran, 2012-2018
- Head of Virtual University of Isfahan, 2009- 2014.
- Director for Research and Industry Affairs, Isfahan University, Isfahan, 2005-2007.
- Director of Middle East Export and Marketing Research Institution, Isfahan Science & Technology Town, April 2001- present.
- Professor, "E-Commerce" <http://vu.ui.ac.ir> University of Isfahan, December 2002-present.
- Marketing in Tourism, Master Program, (Professor), (Joint program with Lulea University Sweden & University of Isfahan) , Spring 2006-2008.
- Adviser, and Member of Isfahan Chamber of Commerce, 2010- Present.
- General Chair of 13th International Conference E-Commerce with focus on Internet of Things (IOT) and Crypto currencies, 18 April, 2019, Tehran, Iran.
 - General Chair of ECDC 2009-2018, Conference: Tehran, Isfahan, Malaysia, Shiraz, Kish, Mashhad, Munich, ...

Membership

- Editorial Board, Electronic Commerce Research Journal, Southern Methodist University; Dallas Texas, USA, February 2006- present.
- Editorial Board, Journal of International Marketing & Marketing Research, European Marketing Association, 18 St. Peters Steps, Brixham, Devon, UK, 1995- 2012.
- Editorial Board, World Review of Science, Technology & Sustainable Development, University of East London, UK, 2002-Present.
- Editor-in-Chief of New Marketing Research, 2010- Present

External Examiner:

- I- [CHA 120026]- PhD. Faculty of Business & Accountancy, UM, Malaya, Universiti Malaya, Feb 2016
- II- [WHA 040036]- PhD. Faculty of Computer Science, IT, UM, Malaya, Universiti Malaya, May 2014

Qualifications

- PhD. Marketing & Export.**, Loughborough University Business School, Loughborough, Leics, LE11, 3TU, UK, June 1998.
- M.B.A, (hons) , Seattle University, Seattle, Washington, 98122, U.S.A, April 1990.**
- BSc**, Seattle University, Seattle, Washington, 98122, U.S.A, June 1987.
- Diploma** (hones), Skyline High School, Oakland California, USA, 1982.

Publishing:

Books:

- Advanced International Marketing, Publisher: Iran Marketing Association, Tehran, 2018
- E-Commerce A Managerial Perspective, MFT, Publishing, 2017.
- 96 Tip of Management, Isfahan Publisher, 2016.
- New Marketing Research A Managerial Perspective, Second Edition, Isfahan Publisher, 2015
- Industrial Marketing Management, Second Edition, Isfahan Publisher, 2015
- CRM-SCM-ERP, with focus on e-commerce (ERP II) Isfahan Publisher, 2015.
- Tourism Destination Branding, Shiraz: ISC.2014.
- Electronic Brand A Managerial Perspective ,Shiraz: ISC.2012
- New Marketing Research A Managerial Perspective ,Isfahan.....,2012
- E-Commerce in developing Countries, University of Isfahan Publishing Co. First Edition, 2009
- Marketing Research: Applied, University of Isfahan Publishing Co., First Edition, October 2007, Second Edition 2009
- Marketing in the Emerging Markets of Islamic Countries, Marinov. Martin, Sanayei. Ali, New York: Palgrave MacMillan, Spring 2007.
- Electronic Commerce, Isfahan: , University of Isfahan Publishing Co., First, Edition Sept. 2002, Second Edition, Winter 2005; Third Edition summer 2006, Fouth Edition Spring 2007
- IT for Managers, Isfahan: University of Isfahan Publishing Co, March. 2004
- Marketing & Electronic Commerce, Isfahan: University of Isfahan Publishing Co. 1st Edition, December 2000, Second Edition, June 2001, third edition, October 2002.
- Joining of Iran to WTO & Forecasting its Effect on Industries. Isfahan: Atropat Publishing Co., August 1999.
- Principle of Marketing & Marketing Management, 3rd, edition, Tehran: Porsesh, 1998.

Journals:

- Developing an island destination brand equity model: The case of Kish Island in Iran, Journal of Convention & Event Tourism, 2019.
- Frontline Employees' Ethno cultural Empathy in Hospitality and Tourism, *Tourism, Culture & Communication*, Vol. 19, pp. 17-29, 2018.
- Identify and measure key drivers for determining the sense of destination Tourism Case Study: Isfahan City, Journals of Tourism Planning and Development, 2018
- Designing a Model on Factors Affecting Customer Participation in Social Commerce Based on Stimuli-Organism- Response Framework, Journal of New Marketing Research, Vol.4, No.2, summer, 2017.
- Future Trends in Banking, International Journal of Humanities and Cultural Studies, , spring, 2016.
- Designing a Model for Development of Dry Port in Iran, Journal of New Marketing Research, Vol. 4, No. 19, winter 2016.
- Strategies for developing senior tourism; approaches toward market segmentation using neural network, *Journal of Business Management Perspective, Vol 20, 2015.*
- Analyzing Factors Influencing Virtual Bank Acceptance as New Generation of e-Banking with a Case Study on e-Citizens, *Journal of new marketing research, Vol.5, No. 1, Spring2015.*
- An Investigation on Customer Loyalty Model in the Chain Stores of Iran, *Journal of New Marketing Research, Vol.3, No. 3, Autumn2013.*
- Dimensions of Brand Equity in E-Services-Case of Electronic Banking Industry, *International Journal of Information... (IJISM), Index by EBSCO-ELSEVIER-ISC-SCOPUS-RICeST*, Special Issue, April 2013
- The Influence of Service Quality on Service Loyalty Case, *International Journal of Academic Research in Business and Social Sciences*, VOL.2, NO.8, 1/5/2012.
- Determining the effect of ethics on ...- *Interdisciplinary Journal of Contemporary Research in Business (IJCRB) Index by EBSCO, ULRICHS: London: 2012/vol.3, No.3.*
- An Analysis of Brand Image, Perceived Quality International Journal of Business and Management Canadian Center ... *Index by EBSCO, ULRICHS: Canadian/ Mar 2012/vol.3, No.6.*

- International Journal of Business and Management, Canadian Center of Science and Education: Vol. 6, No. 11 November 2011.
- A Hybrid Technology Acceptance Approach for Using the E-CRM Information System in Clothing Industry, *International Journal of Information... (IJISM), Index by EBSCO, Special Issue 2010.*
- Analyzing the Extent of Notice to Customer Attitude in the Organizational Structure..., *Communication in Computer &..., Global Security, Safety, and Sustainability 45, Index by ISI & Springer*, September 2009.
- CRM Implementation &... Using E-Commerce Technology, *International Journal of Information... (IJISM), Index by EBSCO, Vol 7, No. 2.* January 2009.
- CRITICAL SUCCESSFUL FACTORS CONTRIBUTING TO E-COMMERCE ADOPTION AMONG IRAIAN SMES, *International Journal of Information... (IJISM), Index by EBSCO, Vol 7, January 2009.*
- The Use of Integrated Method of The Fishbein's Attitude Model & Customer, *Journal of International Marketing & Marketing Research (JIMMR), Index by EBSCO, Vol 34, No. 3,* January 2009.
- E-Commerce and Security Governance ..., *Communication in Computer &..., Global E-Security 12, Index by ISI & Springer*, June 2008.
- Mobile Customer Relationship Management ..., *Communication in Computer & Information science Global E-Security 12, Index by ISI & Springer*, June 2008.
- Readiness Assessment of Iran's Insurance industry, *International Journal of Information (IJISM), Index by EBSCO, Vol, 7 No. 1, November 2008.*
- An Empirical Study of Consumers' Acceptance of Wireless Advertising (A case Study of Iranian Mobile Device Users), *Journal of International Marketing & Marketing Research, Index by EBSCO, Vol, 33, No, 3 , October 2008, UK.*
- - Designing A Model For Evaluating The Effectiveness Of E-Hrm, *Journal of Information Science & Technology, Vol, 6, No. ,2, 2008, UK.*
- The Key Role of Information Security in E-Commerce, *Journal of Information Science & Technology, Vol.5, No.1, 2007, Dubai : Turbo glen, Regional Library of Science & Technology.*
- Suggestions on the Successful Management of IT Projects : Middle East Market, IT & ICT Software Scene, *Journal of International Marketing & Marketing Research, Vol, 31, No .3 , October 2006, UK.*
- E-Banking Evolution In Third Millennium, *Journal of International Marketing & Marketing Research, Vol. 31. No.1, Jan- February 2006, UK.*
- The Role of CRM in E-Business: An Application Model for Pharmaceutical Industry, *Journal of International Marketing & Marketing Research, Vol. 31. No.1, Jan-Feb. 2006, UK.*
- THE ROLE OF KNOWLEDGE MANAGEMENT IN CRM, *Journal of International Marketing & Marketing Research, Vol. 30. No.3, Oct 2005, UK.*
- Electronic Customer Relationship Management: a Case study of the Petrochemical Industry, Iranian, *Journal of Information Science and Technology, Volume 2 No.2. December 2004.*
- Globalization & Knowledge Economy, *Journal of International Marketing & Marketing Research, Vol. 29. No.3, Oct 2004, UK.*
- Electronic Commerce & Global Marketing, *Business Law Review , February 2003, U.S.A*
- A Preliminary Study on the Effects of FDI on the Promotion of Export in Iran's EFZ. *Journal of International Selling & Sales Management, Vol 8, No.1, spring, 2002, UK.*
- Importance of exporters' awareness of the global Market opportunities for the Bushehr dates' export. *Agricultural Economics and Development, Vol. 9, No.1, June 2001, Iran.*
- Trade with Iran: Opportunities for Textile & Other Industries, *Journal of International Selling & Sales Management, Vol.6, No.2, autumn, 2000, UK.*
- Foreign Trade Among OIC Member Countries: Iran's Case Study (1989-94), *Journal of International Marketing & Marketing Research, Vol. 25. No.2, June 2000, UK.*
- The Role of Consumer Behaviour in Developing Export Market: The case of Iran's Hand Made Carpet, *Journal of International Selling & Sales Management, Vol.6, No.1. February, 2000, UK.*
- Islamic Countries and International Food Commodity Markets, *Journal of International Marketing & Marketing Research , Vol. 24, No.3, October 1999.*

- Preliminary Study on Evaluating Comparative Advantages of Non-oil Export Products between Islamic Countries, *Journal of International Marketing & Marketing Research* , Vol. 24, No.2, June 1999.
- Marketing, Economics, and Management Style in Iran and its Competitors. *Journal of International Marketing & Marketing Research* , Vol. 23.,June 1998.
- International Marketing: Does Iran Want to Join the GATT Club, *Journal of International Marketing & Marketing Research*, Vol. 22, June 1997.
- Marketing in Islamic Countries, *Journal of International Marketing & Marketing Research*, Vol.21, October, 1996.
- Fiber Optics: Its Economic & Marketing Specifications, *Journal of Faculty of Administrative Sciences & Economics*, University of Isfahan, Iran, October 1991.

Conferences:

- The Impact of Introversion Extroversion on Online Shopping Intention, 10th International Conference of E-Commerce, Isfahan April, 2016.
- Evaluation Effects of Consumer Satisfaction and Trust on Tourism Services Loyalty, 9th International Conference of E-Commerce, Isfahan April, 2015.
- A Study of Antecedents Influencing on Trust of Customers in Electronic Purchases, 8th International Conference of E-Commerce, Mashhad April, 2014.
- Dimensions of Brand Equity in E-Services, Case of Electronic Banking Industry, 7th International Conference of E-Commerce, Kish April, 2013.
- Determine the effects of mobile technology, mobile learning on customer satisfaction and loyalty (case study: MELLAT BANK), 6th International Conference of E-Commerce, Shiraz May 2012
- Effects of ICT on marketing mix in electronic tourism shaping marketing strategies in e-tourism enterprises, 6th International Conference of E-Commerce, Shiraz May 2012
- Selection of Appropriate Wireless Payment Technology in Mobile Banking, 5th International Conference of E-Commerce, Kish September, 2010.
- **Electronic insurance business models**, 4th International Conference of E-Commerce on Developing Countries, ECDC09, Kuala Lumpur, Malaysia, Nov. 2009
- **E-Loyalty & Influencing Factors on Online Customers**. Loyalty, The 4th International Conference on ICTM, Tehran, Feb, 2008.
- **Designing a Model for E-HRM ...**: Iranian Organizations, The 4th International Conference on ICTM, Tehran, Feb, 2008.
- **The Future E-Government: Iran 2025**, The First International Conference on E-City, 2-21 Feb. 2008. Tehran Iran.
- **E-CitizenShip Training ...**, The First International Conference on E-City, 2-21 Feb. 2008. Tehran Iran.
- **Presenting the Tree Dimension Model...**, The First International Conference on E-City, 2-21 Feb. 2008. Tehran Iran.
- **E-Commerce Technology . CRM Implementation...**, The Second International E-commerce & World Trade Conference.. , Tehran, 24th of October 2007.
- **Vendors Rating and its Effect in E-Customers with Regard to Supply Chain Management & E-Security**, 3rd International Conference of E-Security, ICGes 2007, University of London, UEL, UK.18-20 April 2007, London, UK.
- **Application of ICTs in the Control of Scientific Literature in Africa, Deficits and HRP**, Paper presented to 2nd Biennial Conference of the Academy of World Business, Marketing and Management Development Conference, Pole Universitaire, Paris La Defense, Cedex, France, 10-13 July, 2006.
- **Middle East Region and Iran: IT & ICT Software Scene**, Paper presented to 3rd World Congress for Software Quality, 26-30 September 2005. Technical University Munich, Germany.
- **The Role of Information Technology in the E-Commerce Security (case study: custom) "** Paper presented to The 2nd International Conference on Customs & information Technology, IRAN-Tehran, IRB Int.I Conference Center(ICC),13 and 14 July 2005.

- **"E-Commerce Application in The Pharmaceutical Industry.** Paper presented to The 3rd Conference e-Commerce :Development, Constrictions Strategist, IRAN-Tehran, IRB Int.I Conference enter{ICC},May 31,Jun1 2005.
- **E-Banking Evolution In Third Millennium,** First International Conference of E-Security, ICGes 2005, University of London, UEL, UK.22-24 April 2005.
- **The Importance of HRM & HRP in the Knowledge Economy ,** 2nd Asia Pacific Business Conference, University Teknologi, Mara, Malaysia, 8-9 March 2005.
- Electronic Customer Relationship Management., Paper Presented
- **E-Commerce in perspective of Foreign Trade and Iran.s Fourth Development Plan.,** Paper presented to The First International Conference on Information and Knowledge & Technology, IKT2003, Poly Technic University, Tehran- Iran , 30 Dec2003 -1 January 2004.
- **IT & Software Export. ,** Paper presented to The First International Management Conference. MC2003, Sharif University, Tehran- Iran, Dec.29-31 December 2003.
- Globalization E-Commerce in Third Millennium. Paper Presented to World Review of Science, Technology & Sustainable Development , University of East London, UK, Nov. 11,2003.
- **New Methods of Trade and E-Commerce in Carpet Industry".** First Carpet Research Conference, Proceeding, Tehran , Oct.2003.
- **E-Commerce and its Role in Steel Industry.,** Paper Presented at Steel Symposium, Isfahan University of Technology, Iran, 20-21st February 2002.
- **Electronic Commerce & Global Marketing.,** Paper presented at International Conference on E-Commerce (ICEC 2001), Wien, Austria, 31st October-4th November 2001.
- **Marketing & E-Commerce.** Paper presented to the International Conference on Internet City, Kish Island, Sponsored by Iran Science & Technology University, May 2001.
- **Dialogue Among Civilization and the OIC.,** paper presented to Conference on Dialogue Among Civilization, Institute of Islamic Studies, London, October 27, 28, 2000, UK.
- **Trade With Iran: Opportunities For Textile & Other Industries.,** paper presented to Awareness Seminar on Iran, Bradford Chamber of Commerce, June 14, 2000, UK.
- **Foreign Trade Among OIC Member Countries: Iran's Case Study(1989-94).,** paper presented to the Fourth European Conference of Iranian Studies, Sorbonne University, Paris, 6-10 September 1999,France
- **Expansion of Trade & Economic Co-operation between Islamic Countries,** paper presented to the seminar on . Evaluation of Trade Potential between OIC member Countries. Tehran, Ministry of Trade, 16-17 February, 1999.
- **The History of Iran.s Economy (Foreign Trade): 1971-78.,** paper presented to the Third European Conference of Iranian Studies, University of Cambridge,11-15 Sept. 1995, UK.

Research

- Customer Experience, Mobarekeh Steel Complex, Isfahan, 2018-2019.
- Measurement on Abfa Khorasan Razavi, Mashhad, 2017-2018.
- The Performance Effectiveness Assessment of Information and Communication Technology in the Isfahan Municipality, Department of planning, Research and Information Technology; Studies and Research Management, 2015.
- The Study of Competitive Advantage of Isfahan Textile Industry & How to Improve its Technological Level (1), Isfahan Industry & Mines, 2010.
- The Feasibility study of E-Commerce in Khuzestan Steel Complex, 2005.
- IT and employment. , Ministry of Lab our, 2005.
- Evaluating the Foreign Market, Its presence and Export Barriers in Iran Textile Industry, Ministry of Mines & Industry, 2004.
- Evaluating Isfahan.s Handicraft Exports Barriers, Ministry of Mines & Industry, 2002-2004.
- The Study of Marketing & Electronic Commerce, Industrial Managers. Association of Isfahan, November 1999- December 2000.
- The Effect of Foreign Direct Investment on the Promotion of Exports in the Iran's Export Free Zones., Research Project, University of Isfahan, April 2000- December 2001

- The Evaluation of OIC Member Countries Trade Potentials. Research Project, the Institute for Trade Studies and Research, Tehran, Iran, September 1999-October 2000.
- Joining of Iran to WTO & Forecasting its Effect on Industries. Industrial Managers. Association of Isfahan, March 1998- August 1999.
- Evaluating Comparative Advantages of Non-Oil Exports between Islamic States.
- Research Project, University of Isfahan, October 1988-February 2000.
- Evaluating Factors Influencing The Marketing of Non-Oil Products For Iran's Exports to The EU., PhD. Thesis, Loughborough University, June 1998, UK.

University Courses & Workshops:

- Marketing Research (2 credit) : (Master & PhD level), Dept of Management, Faculty of Administrative Sciences & Economics, University of Isfahan, Iran, September 1990-present.
- Advance Marketing course (3 credit) , PhD. Level, Dept of Management, Faculty of Administrative Sciences & Economics, University of Isfahan, Iran, September 2004- present.
- International Marketing course (3 credit), PhD. Level, Dept of Management, Faculty of Administrative Sciences & Economics, University of Isfahan, Iran, September 2004-present.
- IT & Computer for Management (3 credit) Master . Level, Dept of Management, Faculty of Administrative Sciences & Economics, University of Isfahan, Iran, September 1990-present.
- Virtual Islamic Common Market : Workshop presented on Marketing in the face of Emerging Challenges of Globalization and the Revolution of Information,
- Communication and Technology, November 14-15th, 2005, Tehran, Iran
- Global E-Business and E-Marketing ,. E-business for SMEs to Access Global Market Place, Asian Productivity Organization (APO) , Isfahan, 7-11 May 2005.
- E-Commerce in Third Millennium, NIOC, Ministry of Trade, Chamber of Commerce, Ministry of Industries & Mines, Isfahan, Shiraz, and Ahwaz Steel Complex, 2002-present

Consultancy

- Industrial Managers. Association of Isfahan, Marketing & Export Advisor, 1998- present.
- Isfahan Chamber of Commerce, spring 2004-Present.
- Sepahan Cement Manufacturing Company... Marketing Research Advisor. Isfahan, Iran, May 1999-2000.

Supervision

Feasibility Study of establishing Dry Port in Institute PhD. Thesis, University of Isfahan, **Jan 2016.**
 Feasibility Study of establishing investigating the Determinants of Social Network's User Satisfaction: A Thematic Analysis, **Jan 2016.**
 Proposing a Model for effectiveness of E-Commerce,..., S.P. Research- Institute PhD. Thesis, University of Isfahan, **August 2015.**
 Identifying and Modeling the Factors Influencing Corporate Brand Image ..., PhD. Thesis, University of Isfahan, Dept of Management , Dec. September 2013.
 Designing a Model which Describes Factors Influencing Success of E-Insurance in Iran's Insurance..., PhD. Thesis, University of Isfahan, Dept of Management, Feb 2012.
 The Feasibility study of Establishing a Virtual Islamic Common Market (VICM), PhD. Thesis, University of Isfahan, Dept of Management, 2006.
 Presenting a Model for Vendor Rating and its effects in E-Customers with Regards to SCM , PhD. Thesis, University of Isfahan, Dept of Management , Dec. 2006.
 Feasibility Study Settlement of E-Commerce in Isfahan petrochemical Industry.
 Faculty of Administrative Sciences & Economics, University of Isfahan Oct.2003.
 Evaluating the Relationship between Cooperation and Performance of Isfahan's Handicraft Firms (Case study: Parquetry)
 Faculty of Administrative Sciences & Economics, University of Isfahan, Nov. 2003.

Evaluating Barriers of Expanding Iran's Software Export.

Faculty of Administrative Sciences & Economics, University of Isfahan, Nov. 2003.

The Feasibility Study of Establishing E-commerce In Iran's Custom, Dept. of Industrial Engineering, Azad University, Master Thesis, February 2003.

Identifying the Position of Textiles in Iran's Non-oil Exports and Assessing Barriers of Exporting Textile-Manufacturing Products., Dept. of Management, University of Isfahan, Master Thesis, September 2000.

The Effect of Foreign Direct Investment on the Promotion of Exports in the Iran's Export Free Zone (Qeshm), Dept. of Management, University of Isfahan, Master Thesis, September 2001.

Identifying the Position of Cement in Iran's Non-oil Exports and Assessing Barriers of Exporting Cement-Manufacturing Products., Dept. of Management, University of Isfahan, Master Thesis, October 2001.

Identifying the Position of Ceramics & Tiles in Iran's Non-oil Exports, and Assessing Barriers of Exporting Ceramics-Manufacturing Products, Department of Management, University of Isfahan, Master Thesis, February 2002.

Awards

- Best Researcher Award of Isfahan Province, V.C of Ministry of Science & Technology, December 2005.
- .Best Researcher Award of Isfahan Province., Chancellor University of Isfahan, December 2003.
- Deans List, Seattle University, Seattle Washington, U.S.A, 1990.