

CURRICULUM– VITEA (CV)

MASOUD LAJEVARDI



PERSONAL DETAILS

Phone: (+98) 9125318300

Mailing Address:

E-mail: Lajevardi_masoud@yahoo.com

No 159, 10th Alley, Jomhoori Blv, Jomhoori Sq. Semnan, Iran.

Birthday: February 4, 1985

Sex: Male

Marital Status: single

Military service: serviced

BACKGROUND SUMMARY

I was born in Iran, Semnan city in 1985. I spent undergraduate degree at Faculty of Economic and management in Semnan University and in business management field. Also, I spent my MA degree at Islamic Azad University of Firoozkooh branch and in marketing field. I can do my MA thesis with a great degree. now I have graduated in PHD from Islamic azad university of Semnan in marketing management. I have several scientific research papers in the field of marketing. In addition, I have strong skills in statistical analysis using LISREL and SPSS software. Currently I'm lecturing at Islamic Azad University and university of applied science and technology. My teach course is in strategic management, research method, problem solving skills and fundamentals of economic. I'm interested in marketing field. I have done several research papers in consumer behavior context, customer satisfaction model, customer value, branding, hospitality, leisure marketing and also research in medical tourism field.

EDUCATION

PHD University: Islamic Azad University of Semnan, 2014-2018

Study field: marketing management

Thesis title: design and development of enduring value creating model

MS University: Islamic Azad University, Firoozkooh Branch, Iran.2008-2011.

Study field: Master of Business Administration, Marketing Trends

Thesis title: Identification and Prioritization of Effective Services Factors Offered by University for Students' satisfaction, Using Kano's Model: Evidence, Islamic Azad University of Iran, Firoozkuh Branch.

Thesis score: 20 of 20 – higher degree

Average course score: 18.43 Of 20.

Supervisor: Dr. Mehdi Zaribaf

Advisor: Dr. Mahrokh Mokhtaran

BS University: Faculty of Economic and Management, Semnan University.2003-2008.

Study field: Graduated at Master of Business Administration

MEMBERSHIP

1. editorial board member of journal of accounting & marketing
<https://www.omicsonline.org/editorialboard-accounting-marketing-open-access.php>.
2. Editorial board Member of Journal of Tourism & Hospitality
<http://www.omicsgroup.org/journals/tourism-hospitality.php>.
3. Editorial board Member of Journal of Management Research and Analysis
<https://www.innovpub.org/profile.php>.
4. Editorial board Member of Arabian Journal of Business and Management Review
<https://www.hilarispublisher.com/editor/masoud-lajevardi-6212>.
5. Editorial board Member of Academy of Marketing Studies Journal (AMSJ)
<https://www.abacademies.org/journals/academy-of-marketing-studies-journal-editorial-board.html>.
6. Editorial board Member of Business & Management Studies: An International Journal (BMIJ)
<https://bmij.org/index.php/1/edboard>

TEACHING EXPERIENCE

Name of University: Islamic Azad University of Mahdishahr Branch, Department of Management and accounting.

Location: Semnan, Mahdishahr, Iran.

Teaching position: Lecturer

Course time: February 2012- Present

Grade: graduate and master students

Teaching course subjects:

- Strategic management
- Research method
- Marketing research
- Management information systems

Name of University: Islamic Azad University of Shahmirzad Branch, Department of Management and accounting.

Location: Semnan, Shahmirzad, Iran.

Teaching position: Lecturer

Course time: February 2012- Present

Grade: graduate students

Teaching course subjects:

- Fundamentals of economic
- Research method
- Economic development

Name of University: University of Applied Science and Technology, Semnan, Iran.

Location: Semnan, Iran.

Teaching position: Lecturer

Course time: February 2014- Present

Grade: graduate students

Teaching course subjects:

- Problem Solving and Decision Making Skills
- Human resources management

PUBLICATIONS

1. Lajevardi, M., Faez, A. “**Marketing and Entrepreneurship: Relationship between Marketing Strategies, Entrepreneurial Development, Sale Growth and Corporate Profitability,**” *journal of marketing and consumer research*, vol. 17, 2015. **(Corresponding author)**
2. Faez, A., Lajevardi, M. “**Presenting a Casual Model in Organizational Citizenship Behavior using Structural Equation Model,**” *journal of marketing and consumer research*, vol. 17, 2015.
3. Faezy, R, F., Lajevardi, M. “**Investigating Relationship between Brand Image, Price Discount and Purchase Intention,**” *journal of marketing and consumer research*, vol. 17, 2015.
4. Lajevardi, M., Zarali, M, R., Fakharmanesh, S., “**Measurement of service quality and identifying gap in Irans private banks,**” *Asian journal of research in marketing*, vol. 4, no. 1, 2015, pp. 112-119. **(Corresponding author)**
5. Lajevardi, M., Zarali, M, R., Fakharmanesh, S., “**examining the effect of service quality on customer satisfaction in banks: evidence from iran,**” *Asian journal of research in marketing*, vol. 3, no. 6, 2014, pp. 22-37. **(Corresponding author)**
6. Lajevardi, M., Zarali, M, R., Fakharmanesh, S., “**investigating the effect of perceived quality on behavioural intention of visitors of Milad tower,**” *Asian journal of research in marketing*, vol. 3, no. 6, 2014, pp. 157-171. **(Corresponding author)**
7. Gholami Badi, A., Sharif, M., Lajevardi, M., Fakharmanesh, S., “**antecedents of employee-based brand equity in irans cement industry,**” *Asian journal of research in marketing*, vol. 4, no. 1, 2014, pp. 1-14. **(Corresponding author)**
8. Gholami Badi, A., Sharif, M., Lajevardi, M., Fakharmanesh, S., “**examining the effect of products attributes on brand equity: evidence from Iran laptop market,**” *Asian journal of research in marketing*, vol. 3, no. 6, 2014, pp. 38-48. **(Corresponding author)**
9. Lajevardi, M., Ghanbari, E., Rashida, Y., Mohsenzadeh, F., and Lajevardi, M., “**An Ethical perspective in consumer behavior: Ethical Awareness and Consumption Behavior,**” *International Journal of Review in Life Sciences*, vol. 10, no. 5, 2014. pp. 395-400 **(ISI) (Corresponding author)**
10. Gholami Badi, A., Sharif, M., Lajevardi, M., Fakharmanesh, S., “**identifying service quality on loyalty: evidence from electronic shopping,**” *Asian journal of research in marketing*, vol. 3, no. 6, 2014, pp. 13-21. **(Corresponding author)**

11. Faez, A., Lajevardi, M., Fakharmanesh, S., “**a casual model in customer loyalty area: banking industry,**” *international journal of scientific management and development*, vol. 6, no. 1, 2014, pp. 8-15. **(Corresponding author)**
12. Lajevardi, M., “**impact of brand origin, image and uniqueness on luxury purchase intention: an empirical study of Iran’s luxury furniture market,**” *journal of marketing and consumer research*, vol. 6, 2014. **(Corresponding author)**
13. Lajevardi, M., “**effective factors on food companies brand equity: evidence from iran food industry,**” *journal of marketing and consumer research*, vol. 4, 2014. **(Corresponding author)**
14. Lajevardi, M., Ghanbari, E., Rashida, Y., Mohsenzadeh, F., and Lajevardi, M., “**Relationship between types of multichannel congruence, brand attitude and behavioral intention,**” *International Journal of Review in Life Sciences*, vol. 10, no. 5, 2014. pp. 416-431 **(ISI) (Corresponding author)**
15. Emami, J., Lajevardi, M., and Fakharmanesh, S., “**An integrated model in customer loyalty context: relationship quality and relationship marketing view,**” *Australian Journal of Basic and Applied Science*, vol. 7, no. 2, 2013, pp. 399-407. **(ISI) (Corresponding author)**
16. Ghanbari, M.E., Lajevardi, M., Fakharmanesh, S., “**Investigating Iran Airline customers responses in crisis situations and identification of adopted strategies**” *Middle-East journal of scientific research*, vol. 19, no. 3, 2014, pp. 346-354. **(Corresponding author)**
17. Lajevardi, M., Fakharmanesh, S., Ghanbari, M.E., Shirzadegan, A., and Lajevardi, M., “**Investigating the Effect of Customer Ethnocentrism on Awareness of Customer from Product Origin,**” *Advances in Environmental Biology*, vol. 9, no. 8, 2014, pp. 267-277. **(ISI) (Corresponding author)**
18. Lajevardi, M., Ghanbari, E., Rashida, Y., Mohsenzadeh, F., and Lajevardi, M., “**Application of Reasoned Action, Fishbein and Product evaluation Theories in Consumer home purchase intention ,**” *International Journal of Review in Life Sciences*, vol. 10, no. 5, 2014. pp. 401-408 **(ISI) (Corresponding author)**
19. Lajevardi, M., Fakharmanesh, S., Ghanbari, M.E., Shirzadegan, A., and Lajevardi, M., “**Consumer Attractiveness Towards Green Products of Apparel Sector: An Empirical Study,**” *Advances in Environmental Biology*, vol. 9, no. 8, 2014, pp. 278-283. **(ISI) (Corresponding author)**
20. Lajevardi, M., Fakharmanesh, S., Ghanbari, M.E., Shirzadegan, A., and Lajevardi, M., “**Investigating the Effect of Packaging on Consumers Buyer Behavior,**” *Advances in Environmental Biology*, vol. 10, no. 8, 2014, pp. 478-482. **(ISI) (Corresponding author)**

21. Lajevardi, M., Fakharmanesh, S., Ghanbari, M.E., Shirzadegan, A., and Lajevardi, M., “**Investigating the Effect of Satisfaction on Repurchase Intention,**” *Advances in Environmental Biology*, vol. 10, no. 8, 2014, pp. 493-507. **(ISI) (Corresponding author)**
22. Zaribaf, M., Mokhtaran, M., and Lajevardi, M., “**Identification and Prioritization of Effective Services Factors Offered by University for Students’ satisfaction, Using Kano's Model: Evidence, Islamic Azad University of Iran, Firoozkuh Branch,**” *International Proceedings of Economics Development*, vol. 27, pp. 6-10.
23. Lajevardi, M., Fakharmanesh, S., Ghanbari, M.E., Shirzadegan, A., and Lajevardi, M., “**Investigating the effect of perceived value on purchase intention of Iran restaurants customer,**” *journal of applied science and agriculture*, vol. 9, no. 2, 2014, pp. 550-560. **(Corresponding author)**
24. Lajevardi, M., Ghanbari, E., Rashida, Y., Mohsenzadeh, F., and Lajevardi, M., “**Investigating relationship between experiential marketing and repurchase intention ,**” *International Journal of Review in Life Sciences*, vol. 10, no. 5, 2014. pp. 409-415 **(ISI) (Corresponding author)**
25. Lajevardi, M., Fakharmanesh, S., Ghanbari, M.E., Shirzadegan, A., and Lajevardi, M., “**Impact of peer group on Iranian adult purchase intention: focus on product class,**” *journal of applied science and agriculture*, vol. 9, no. 3, 2014, pp. 982-988. **(Corresponding author)**
26. Fakharmanesh, S., Ghanbari, M.E., Lajevardi, M., “**Impact of internal marketing, job satisfaction and organizational commitment on market orientation: An Empirical Study of Iran’s food organizations,**” *Elixir International Journal*, issue, 88, 2014, pp. 20273-20277.
27. Lajevardi, M., Mousavi, S., Rashida, Y., Mohsenzadeh, F., and Lajevardi, M., “**Relationship between corporate social responsibility and brand equity,**” *International Journal of Review in Life Sciences*, vol. 10, no. 5, 2014. pp. 1422-1427 **(ISI) (Corresponding author)**
28. Lajevardi, M., Mousavi, S., Rashida, Y., Mohsenzadeh, F., and Lajevardi, M., “**Impact of Service Qquality on Ssatisfaction and Retention in tourism context ,**” *International Journal of Review in Life Sciences*, vol. 10, no. 5, 2014. pp.1402-1407 **(ISI) (Corresponding author)**
29. Lajevardi, M., Mousavi, S., Rashida, Y., Mohsenzadeh, F., and Lajevardi, M., “**Impact of E-service quality dimensions on customer’s perception,**” *International Journal of Review in Life Sciences*, vol. 10, no. 5, 2014. pp.1389-1401 **(ISI) (Corresponding author)**
30. Lajevardi, M., Mousavi, S., Rashida, Y., Mohsenzadeh, F., and Lajevardi, M., “**Relationship between Brand Extensions and different types of consumer attitude,**” *International Journal of Review in Life Sciences*, vol. 10, no. 5, 2014. pp. 1413-1421 **(ISI) (Corresponding author)**

31. Lajevardi, M “**Destination Brand Equity in Tourism Context: Evidence on Iran,**” *journal of marketing and consumer research*, vol. 15, 2015. **(Corresponding author)**
32. Kheiri, B., Lajevardi, M.,Mohsenipoor,M., Fakharmanesh, S “**Corporate Social Responsibility, Consumption Values and Consumers Choice Behaviour,**” *journal of marketing and consumer research*, vol. 16, 2015. **(Corresponding author)**
33. Faezy, R, F., Lajevardi, M. “**Sense Marketing, Experiential Marketing, Customer Satisfaction and Repurchase Intention,**” *journal of marketing and consumer research*, vol. 21, 2016. **(Corresponding author)**
- 34.Mirabi, V, R., Lajevardi, M. “**A Conceptual Model in Marketing: Celebrity Endorsement,Brand Credibility and Brand Equity,**” *journal of marketing and consumer research*, vol. 22, 2016. **(Corresponding author)**
35. Lajevardi, M., Faez, A. “**Entrepreneurial Learning and Entrepreneurial Networks: Explorative Learning and Exploitative Learning, Formal Network and Informal Network,**” *Research on Humanities and Social Sciences*, vol. 5, No.21, 2015. **(Corresponding author)**
36. Lajevardi, M. “**A Comprehensive Perspective on Medical Tourism Context and Create a Conceptual Framework,**” *Journal of Tourism & Hospitality*, vol. 5, No.5.2016. **(Corresponding author)**
37. Lajevardi, M.Kazempoor,M. Lajevardi,M. “**Market Value Chain and Web Marketing in Tourism Context,**” *Journal of Tourism, Hospitality and Sports*, vol. 21, 2016. **(Corresponding author)**
38. Lajevardi, M. “**The Relationship Between Entrepreneurship, Culture and Legal Rules,**” *Journal of Culture, Society and Development*, vol. 22, 2016. **(Corresponding author)**
39. Lajevardi, M. “**Impact of Celebrity Endorser on Corporate Identity, Corporate Communication, Corporate Image and Corporate Reputation,**” *Journal of Poverty, Investment and Development*, vol. 18, 2015. **(Corresponding author)**
40. Lajevardi, M.Saedi.H,R. “**A Comprehensive Perspective on Effects of Privatization on Economy,**” *Journal of Developing Country Studies*, vol. 6,No.8, 2015. **(Corresponding author)**
41. V.R.Mirabi, Lajevardi, M. S.S.Moosavi. “**Investigating the Effect of Brand Personality on Customer Satisfaction: Evidence from Iran,**” *Business, Management and Economics Research*, vol. 2, No.8, pp: 146-154 2016. **(Corresponding author)**

42.M.R. hamidizadeh, V.R.Mirabi, Lajevardi, M. A.bahraminasab. “**Application of Advanced Panel Threshold Regression Model to Estimate Optimal Capital Structure**, *“Research Journal of Finance and Accounting*, vol. 7, No.17, pp: 30-422016. **(Corresponding author)**

PROFESSIONAL TRAINING

- Formal course for learning LISREL software at Sharif University, 2013

LANGUAGES

- **English:** Professional working proficiency
- **Persian:** Native or bilingual proficiency

COMPUTER SKILLS

- Statical analysis using LISREL software. (Structural Equation Model)
- Statical analysis using SPSS software.
- Microsoft office programs (word, power point, excel)

SCIENTIFIC SKILLS

- research projects
- consulting and writing the MS thesis and research papers
- writing research papers

RESEARCH INTEREST

- Marketing
- Market research
- Consumer behavior
- Customer satisfaction models
- Leisure marketing
- Hospitality marketing
- Tourism
- Medical tourism
- Customer value
- Branding