

RESUME

PERSONAL DATA

Full name: Rasoul Sanavi Fard
Degree: Assistant Professor
Date of Birth: November 22, 1979
National ID: 0381424863
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EDUCATION

Ph.D. of Business Management

PROFESSIONAL EXPERIENCE

Azad University, From 2015- Assistant Professor of Business Management.
Azad University, Qom Branch, Head of Department of Business Management From 2014-2019
Payame Noor University, From 2010, Qom Branch

BUSINESS EXPERIENCE

Varesan Rahe Mellal (Vermell) Co., Tehran, From 2012 till end of 2020 as Business Deputy. (Conducting international negotiations with various companies at the global level, concluding trade and production contracts with reputable companies from different countries)

LANGUAGES:

English, Azerbaijani, Persian

Refereed Journal Publications

Under Issue (Corresponding author)

- Farrokhi, M., **Sanavi Fard, R.**, Hamidizadeh, A. (2022). Evaluating the model of information transparency as an ethical component in electronic auctions in organization for collection and sale of state-owned properties, International Journal of Ethics and Society.
- Karimi, MM., **Sanavi Fard, R.** Eivazi, A.A., Khajeh, M. (2022). Presenting a sustainable market framework for electronic business and rural products (REB) using PESTEL and ISM methods: A case study of Semnan province, Journal of Environmental Science and Technology.

Published: (Corresponding author)

- Haji Hosseini, E. **Sanavi Fard, R.**, Hamidi Zadeh, A. (2021). Identifying the antecedents and Consequences of Digital Content Marketing Using the Grounded

- theory model (Case Study: Instagram Bloggers). Iranian Journal of Information Processing and Management, No. 27(2).
- Haji Hosseini, E. **Sanavi Fard, R.**, Hamidi Zadeh, A. (2021). Presenting a Digital Content Marketing Model (Case Study: Instagram Bloggers), Journal of Human Information Interaction. No.4(7).
 - **Sanavi Fard, R.**, Ahmadi, M., Hamidzadeh, A. (2021). Export decision making framework in steel industry. Journal of Quality and Standard Management. Journal of Strategic Management Studies. No.12(45).
 - Sheidaee, A.R. Eivazi, A.A. Sanavi fard, R. (2021). Designing an online shopping model on social media through the ethical personalization of advertising, Journal of Ethics in Science and Technology, No.3.
 - Khanboloki, S. Eivazi, A.A., Sanavi Fard, R. (2021). Evaluate the effectiveness of bank advertising and identify the factors affecting client preference. No.3(9).
 - Sadeagi, F., **Sanavi Fard, R.**, Hamidi Zadeh, A., Marufi, F. (2021). Design and Validation of a commercial soft technology model based on online marketing. Journal of Consumer Behavior. 8(2), PP:30-47
 - Assadollah, M. **Sanavi Fard, R.**, Hamidzadeh, A. (2021). Designing an open banking business model in the light of open innovation in the country's banking industry. Journal of Strategic Management Studies. No.45, PP:245-268
 - Farrokhi, M., **Sanavi Fard, R.**, Hamidzadeh, A. (2020). Designing an Information Transparency Model as Ethical Components in Electronic Auctions. Journal of Ethics in Science and Technology, 15, 3.PP: 73-81.
 - Sadeagi, F., **Sanavi Fard, R.**, Hamidi Zadeh, A., Marufi, F. (2020). Investigating the Impact of Commercial Soft Technology on Online Marketing among Users of Online Marketing and Commercial Soft Technology, Iranian Journal of Information Management 6(2), PP: 1-24.
 - Rashidi, S., **Sanavi Fard, R.**, Hamidzadeh, A. (2020). Explaining the Ethnic marketing model of foreign tourist's Case study: Tehran, Journal of Urban Tourism - University of Tehran, No. 3(7).
 - Vakil Yazdi, E., **Sanavi Fard, R.**, Eivazi, A.A. (2020). Pattern of identifying export opportunities of Iran's human pharmaceutical industry with the help of specific determinants of the decision support model, Journal of Business Research. No.97.
 - Ahmadi, M., **Sanavi Fard, R.**, Hamidzadeh, A. (2020). The role of distinct organizational resources on export decisions in the steel industry. Journal of Industrial Management, No.52. pp. 52-66
 - Ahmadi, E, Malakei, M.H., Sanavi Fard, R, and Fathi, M.R. (2020). Provide a model for futures research in the oil industry supply chain with a soft approach. Journal of Management Research in Iran, No. 24(107), pp. 59-79
 - **Sanavi Fard, R.**, Rashidi, S., Bandzan, A. And Edareh, M. (2020). Study of the factors affecting the loyalty of mobile phone users to Soroush Messenger. Journal of Business Review, No.99, pp. 91-103
 - Assadollah, M. **Sanavi Fard, R.**, Hamidzadeh, A. (2019). E-banking business model based on the emergence of fintechs and financial startups. Journal of Journal of Technology Development Management. No.7(2). Pp.198-245.
 - Sanavi Fard, R. And Rahmati, M. (2019). Investigating the role of technology, people and organizations on branding of tourism destinations (Case study: hotels and travel agencies in Tehran (center of Tehran). Journal of Tourism Research and Sustainable Development. No. 4(7). Pp.37-44

- Iraj, M., Ghasemi, A.R., Farsijani, H, and Sanavi Fard, R. (2018). Presenting a Sustainable Strategy Production Model by Meta-Synthesis Approaches, *Journal of Strategic Management Studies*, No. 33, pp: 75-96
- **Sanavi Fard, R** , Farshidpoor, A.R. and Vakil Yazdi, E. (2017), The Role of Self Belief Strategies and Stress Reduction in Organizational Success (Text in Persian), *Journal of Strategic Management Studies*), 8th years, No. 31, pp: 83-101
- Abbasi, Z. and Sanavi Fard, R. (2017), Identifying Factors Influencing on Employee Satisfaction, *International Journal of Scientific Management and Development*, Vol. 5, No. 9, pp: 429-436
- Hamidzadeh, A, and **Sanavi Fard, R.** (2016), Effect of employee branding on market share based on individual and organizational values (Studied in: Mellat Bank), *Iranian Journal of Management Studies*, Vol. 9, No.3, pp: 505-527
- Sanavi Fard, R. Sadeghi, F (2016), Investigating the Effect of Organizational Learning on Organizational Flexibility, Differentiation Strategy, Cost Leadership Strategy and Business Performance (Text in Persian), *Journal of Business Reviews*, Vol.14, No.76, pp: 86-100.
- Panahi, M and Sanavi Fard, R. (2016), The Impact of Employer Brand on Marketing Performance in the Banking Industry, *International Business Management*, Vol.10, No.27, pp: 6182-6188
- Mahmoudi Maymand, M., and Sanavi Fard, R. (2015), Effect of Employee Branding on Market Share in Iranian Banking Industry (Case Study: Mellat Bank), *Journal of Asian Scientific Research*, Vol. 5, No. 1, pp. 73-91
- Ali Sarlak, M.A., and Sanavi Fard, R. (2009), The Impact of CRM on the Customer Satisfaction in Agricultural Bank, *American Journal of Economics and Business Administration*, Vol. 1, No. 2, pp: 167-172
- Amirkhani, A.H., and Sanavi, Fard, R.(2009) , The Effect of Market Orientation on Business Performance of the Companies Designing and Manufacturing Clean Rooms'. *American Journal of Applied Sciences*, Vol. 6, No.7, pp: 1373-1379

Published Books(Compilation and translation)

- Kotler, P., *Marketing insights from A to Z*, (2011), Bagheri Publishers, Qom.
- A.Saavedra, C. *The Marketing Challenge For Industrial Companies*, (2019). Shahid Beheshti University Jihad Publications, Teheran.
- Saanvi Fard, R. and Morshediyan Rad, M. (2021). Principles and techniques of negotiation in international trade.

Conference Proceedings (Publications based on review of entire paper, **not just an abstract.**)

- Karimi, M, Sanafai Fard, R. The Effect of Interactions Between Customers on the Behavioral Responses of Tourism: With the Moderating Role of Citizens (Hotels in Qom), (Text in Persian).Third International Conference on Accounting, Business Management and Innovation (August 2018).
- Sanavi Fard, R. and Khederi, M. Investigating the Relationship of Social Commerce Characteristics with Consumer Confidence (Case Study: Saipa Auto Co., Kermanshah Province), (Text in Persian).The 2nd International Conference on New Developments in Management, Economics and Accounting (June 2018).

- Mashhadi, S. and Sanavi fard, R. (Investigating the Impact of Brand Image, Price, Trust and Value on Instant Purchase (Case Study: Electronic Home Appliances in Tehran), (Text in Persian), Third World Management Conference, Accounting Economics and Humanities at the Beginning of the Third Millennium (November, 2016)
- Mousavi, E., Sanavi Fard, R. and Ghahremani, S. Investigating the Effect of Relational Marketing Tactics on Customer Loyalty (Case Study of First Companion Company in Tehran), (Text in Persian), Third International Conference on New Research in Management, Economics and Accounting (February 2016)
- Sanavi Fard, R. Investigating the Impact of Employer Brand on Employee Performance, The 2nd International Conference on Management, Entrepreneurship and Economic Development, (Text in Persian), (May 2013)
- Sanavi Fard, R. Identification and ranking of effective indices for the decision to buy stock market investors, The First International Conference on Management, Innovation and National Production, (Text in Persian), (September 2012)

Past and Current Doctoral Graduate Supervisor

- Rahmati, M. (2021). Presenting a model for the growth of sustainable smart tourism in travel agencies in Tehran. (Major Supervisor).
- Hossein Zadeh, H. (2021). "Designing an Integrated Social Media Marketing Model Using the Hyper-Combined Method" (Case Study: Social Security Organization).
- TeloHosseini, F. (2021). Designing a B2B marketing maturity model in the value chain of Iranian automotive industry. (Major Supervisor).
- Forozandeh. (2020) " Designing and explaining the international entrepreneurial marketing model for banking service startups. (Major Supervisor).
- Hajhosseini (2020). Digital Content Marketing: Identifying Prerequisites and Successions to Model, Case Study: Instagram Bloggers. (Major Supervisor).
- Esmaili, M. (2020) 'Provide a model of profitable trading strategies in the Forex market. (Major Supervisor).
- Rashidi, S. (2020) " Designing and Explaining an Ethnic Marketing Model for International Consumers, Case Study International Restaurants and Hotels. (Major Supervisor).
- Jalaii, M. (2020) " Designing a model to improve the sales performance of oil refinery industrial products based on the effective components of the sales strategy. (Major Supervisor).
- Khaki, N. (2020). Presenting a model for analyzing operational solutions based on the realization of social banking with the approach of social responsibility, green banking and banking on the basis of social networks in Parsian Bank using a mixed approach, (Major Supervisor).
- Vakil. E. (2019) " Designing a Model for Identifying Factors Affecting the Purposes of Iran's Export Markets, Case Study: The Iranian Pharmaceutical Industry,(Major Supervisor).
- Sadegi, F. (2019) " Design and validation of a commercial soft technology technology model based on online marketing. (Major Supervisor).
- Ahmadi, M. " Designing an export model in the Iranian steel industry (Major Supervisor).
12/2017, (Major Supervisor).

- Farrokhi, M, (2019). "Presentation and explanation of transparency information model in electronic auctions", 09/2018, (Major Supervisor).
- Karimi,m, (2019)" Digital technology and providing a model that influences the marketing and growth capabilities of companies", (Major Supervisor).
- Asadollah, M,(2018). "An investigation of factors that affect E-Banking Model Based on The Rise of FinTechs and Startups", (Major Supervisor).
- Ahmadi, M, (2018), "Decision making Framework to Export in Steel Industry

Past and Current Doctoral Graduate Advisor

- Khanboloki, S. (2020). Designing a model for the effectiveness of bank advertising and identifying the factors affecting the effectiveness of advertising (Case study: Bank D branches in Tehran)
- Sheidaee (2020). Designing an online shopping model through personalization of advertisements (Case study: Instagram virtual network).
- Sohrabi, M. (2020). Providing a model of customer satisfaction and its impact on customer behavior and company performance (Case study: Hotel industry).
- Darvishi, MR. (2019). Investigating the role of geographical variables in sales culture management (Case study of Ilam Gas Refining Company)
- Souri, A. (2019). Designing an environmental quality risk management model in the supply chain on the financial and quality performance of Iran Khodro Company
- Farshidpour, AR.(2018)., Designing a Defensive Strategy for Customer Fall in the Banking Industry (Case Study: Arak Banks)
- Dadashi, A,R. "Provide a model for increasing the share of the target market in the banking industry, with focus on content marketing", 2018, (Major Advisor)

Supervisor and advisor in PhD and Master theses

More than 100 theses as supervisor

Around 10 theses as advisor

Holding educational courses

- Azad University, includes: Marketing, Selling, Gold and Oil Market
- Azad University, Stock Market Course, 2019
- Refah Bank, Sepah Bank: Negotiation Techniques, 2018