

(فارسی)

حوزه علائق آموزشی و پژوهشی اینجانب منبعث از رشته های دوران تحصیل به صورت خاص متمرکز بر کاربرد فناوری (به خصوص اینترنت و فناوری اطلاعات) بر بازاریابی و کسب و کار است. بازاریابی عصب پایه، تحلیل شبکه های اجتماعی، بازاریابی دیجیتال، تجارت الکترونیکی، مدیریت ارتباط با مشتری و خرده فروشی آنلاین اصلی ترین حوزه هایی هستند که در سالهای گذشته در آموزش و پژوهش بر آنها متمرکز بوده ام.

(English)

My research interests are in the areas of Digital Marketing, Neuromarketing and the Impacts of the Internet and Social Networks on Business. My research pathway during the past 10 years could be divided into three stages. In the first 3 years, I focused on quantitative descriptive research usually using the SEM method to verify multi regression models in different fields of marketing and e-commerce. Since 2015, I have been interested in qualitative research in marketing and branding, especially the Brand Concept Map (BCM) method, which is a methodology to map consumer brand association networks and test their validity and reliability. We have used this method in 10 different master thesis and industry projects. (Include different firms in banking, insurance, telecommunication, automotive, and education industries). In addition to BCM, I became to use mixed methods in business and marketing research specially Grounded Theory (GT). During the last 4 years, I have become very interested in experimental methods in online and offline consumer behavior. I have been especially intrigued by studies of neuromarketing, which attempts to address marketing problems with methods and insights from neuroscience research. In most of them, our main focus was on digital channels for marketing like websites and social media. In addition to those researches, I have a good experience in Social Network Analysis (SNA) (especially Instagram and Twitter) using different tools and methods. I have coordinated or supervised many research projects in these areas including the impact of Package elements on the visual attention, the impact of colour on customer perception in the online stores, enhancing customer perception of waiting time in call centers, the effect of ambient scent on customer behavior, the fraudulent behavior of consumers in the insurance industry, online consumer behavior in social media, finding the opinion leaders of different fields in Social Networks, etc.