

# Nader Seyyed Amiri -Curriculum Vitae

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**Full Name:** Nader Seyyed Amiri  
**Birth Date:** Jan 11, 1983



## **Current Jobs:**

### **Assistant Professor (2015-Up to Now)**

**Address1:** University of Tehran, Faculty of Entrepreneurship  
Farshi Moghadam (16 St.), North Kargar Ave., Tehran, Iran  
P.O.Box: 14395-796, Postal Code: 1439813141

Tel: (+98-21)88335716

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Web Page: <http://ent.ut.ac.ir/en/page/19473/Department-of-Corporate-Entrepreneurship>

E-Mail: [Nadersa@ut.ac.ir](mailto:Nadersa@ut.ac.ir)

### **Researcher and Lecturer(2013-Up to Now)**

**Address 2:** CMI, Aalborg University, Copenhagen Campus  
A.C. Meyers Vænge 15 • DK-2450 Copenhagen SV, Denmark  
DK-2450 København SV

Tel: (+45) 9940 3661

Web Page : <http://personprofil.aau.dk/140905?lang=en>

E-mail: [nsa@es.aau.dk](mailto:nsa@es.aau.dk)

### **Marketing Consultant (2010-Up to Now)**

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 **Web Site:** [www.seyyedamiri.com](http://www.seyyedamiri.com)

**(ORCID):**  **0000-0002-4117-2883**

### **Google Scholar:**

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

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## **EDUCATION & TRAINING**

### **Aalborg University**

Post Doc., Policy Making on Information Technology Marketing, 2014-2014.

### **University of Tehran**

Ph.D. Business Administration, Marketing, Tehran, Iran, 2009 to 2014

17.36 hours.GPA: 17.50(Equivalent 4.00/4.000,A)

Ph.D. Thesis: Designing A Dynamic Entrepreneurial Marketing Model for ICT`s SMEs

### **University of Tehran**

Master of Science, Entrepreneurship Management, Tehran, Iran.

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32 hours. GPA: 17.46/20(Equivalent 4.00/4.00, A), 2005-2008.

Master Thesis: Investigating the affective factors for development and growth of family businesses in Tehran

## **University of Tehran**

Bachelor of Science, Public Administration, Tehran, Iran.

142 hours. GPA: 18.01 (Equivalent 4.00/4.00, A), 2003-2005.

## **Khatam Alanbia High School**

High School Diploma, Mathematical course, Qom, Iran

GPA: 18.60/20 (Equivalent to 4.00/4.00),1999-2003.

## **Ph.D. Summer School, Aalborg university, Skagen, Denmark,2013, 5 ECTS Ph.D.**

## **Research Interests**

- Online and digital marketing for Entrepreneurs
- Technology marketing
- Entertainment marketing
- Services marketing
- Marketing policies for global and emerging markets
- Marketing strategies for entrepreneurial and start-up firms
- Marketing mix decisions
- Internet of Things (IOT) and Consumer Behaviors
- Content and applications in Digital Markets
- Innovative ICT business models for Digital Markets
- Game Based Marketing
- Theoretical Perspectives and Applications of Gamification in Business Contexts
- Social Media Marketing
- Social Content Marketing
- Eye Tracking Applications and Consumer Behaviors
- Branding in E-Business and Digital Markets
- E-business marketing
- E- commerce and digital commerce
- Marketing Strategies in Sharing Economy Platforms
- Neoromarketing

## **Main Courses**

- Corporate Entrepreneurship
- Business Plan
- Decision Support Systems(DSS)
- Information Technology And Entrepreneurship
- E-Business
- International Business

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- International Marketing
- Pricing
- Marketing Economy
- Consumer Behavior Management
- Service Marketing
- Management Science Philosophy
- Research Methodology

## **WORKSHOPS**

2rd International Higher Education and Entrepreneurship Workshop, University of Tehran,  
November  
13-16, 2005

3rd International Higher Education and Entrepreneurship Workshop, University of Tehran,  
November  
27-29, 2006

DAAD workshop on Academic Entrepreneurship, Tehran University of Medical Sciences,  
September 10, 2007

International Conference on E-Commerce in Developing Countries, ECDC, University of Isfahan,  
Kish Island, September 20, 2010

International Conference on Entrepreneurship, University of Tehran, Tehran, Iran, 2015

International Conference on Management, Sharif University, Tehran, Iran, 2016

## **Honors**

- Ranked in Nationwide Graduate Entrance Universities for M.Sc. in Entrepreneurship Management Concentration.
- Chosen Student of the department by Center of Elite Students, elite student for entrance Ph.D. faculty of management, university of Tehran.
- Award of Honorable Student of the university, Student Scientific Group, Campus of Qom, university of Tehran.

## **Papers**

### **Research Papers and Books**

## Nader Seyyed Amiri -Curriculum Vitae

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Seyyed Amiri ,N. Abed Jafari H, H. L., Nalchigar S, (2011). "Leadership in Virtual Teams: Relationship between Virtualness and Transformational Leadership (a Case Study: Hamkaran System)." *Biannual Peer Review Journal of Business Startegies* 1(47): 163-180.

Seyyed Amiri ,N, et al. (2013). "Antecedent to development and drowth of family businesses in Iran." *African Journal of Business Management* 7(7): 490.

Seyyed Amiri ,N., et al. (2017). *Effect of Organizational Climate and Structure on Innovation Performance*. Iranian Entrepreneurship, Springer International Publishing: 159-178.

Seyyed Amiri, ,N. Amoli, M. M., et al. (2014). "Adaptation of Factor of characteristic in Commercialization for Iran's SMEs."

Seyyed Amiri ,N .DASTOURIAN, B., et al. (2017). "WOMEN ENTREPRENEURSHIP: EFFECT OF SOCIAL CAPITAL, INNOVATION AND MARKET KNOWLEDGE." *AD-minister* 30(Entrepreneurship and Innovation in the s): 115-130.

Seyyed Amiri ,N .Dastourian, B., et al. (2011). *A Conceptual Framework for Strategic Information Systems Planning*. WCIT, WCIT Conference.

Seyyed Amiri ,N .Ekhlasi, A., et al. (2017). "The role of internal market orientation in developing entrepreneurial orientation (The case of internet service providers (ISPs) in Tehran)." *Journal of New Marketing*

Seyyed Amiri ,N .Estiri, M., et al. (2017). "Leader-member exchange and organizational citizenship behavior in hospitality industry: a study on effect of gender." *Eurasian Business Review*(DOI 10.1007/s40821-017-0083-7): 1-18.

Seyyed Amiri ,N .Moghimi, S. M., et al. (2013). "Electronic government and good governance in Iran." *African Journal of Business Management* 7(7): 501.

Seyyed Amiri N .Moghimi, S. M. and (2010). "Growth Factors Affecting Family Business in Iran." *Iranian Journal of Management Sciences* 5(18): 77-95.

Seyyed Amiri N .Moghoimi, S. M. (2010). *Electronic Government and Good Governance in Iran*. ECDC, University of Tehran.

Seyyed Amiri N .Rezaei, S., et al. (2017). *Introduction to Iranian Entrepreneurship*. Iranian Entrepreneurship, Springer: 1-11.

Seyyed Amiri N .Rezaei, S., et al. (2017). *Iranian Entrepreneurship: Deciphering the Entrepreneurial Ecosystem in Iran and in the Iranian Diaspora*, Springer.

Seyyed Amiri N .Sakhdari, K., et al. (2015). "Uncovering factors affecting bootlegging behavior in selected companies." *Journal of Technology Development Management* 2(4): 31-50.

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Seyyed Amiri N .Salarzadeh Jenatabadi, H., et al. (2016). "Airline Sustainability Modeling: A New Framework with Application of Bayesian Structural Equation Modeling." *Sustainability* 8(11): 1204.

Seyyed Amiri N .Seyedjavadin, S. R., et al. (2015). "Entrepreneurial Marketing Model for SMEs based on Classic Grounded Theory." *Business Management* 7(1): 101-125.

Seyyed Amiri N .Seyedjavadin, S. R., et al. (2015). "Entrepreneurial Marketing Model for SMEs based on Classic Grounded Theory." *Business Management* 7(1): 101-125.

Seyyed Amiri, N. (2014). Codification of New Product Development Framework Considering Mobile Value-Added Services (Case Study on Irancell Co.). ICE, International Conference of Entrepreneurship.

Seyyed Amiri, N. and B. Dastourian (2010). The Effective Factors on Exposition Electronic Insurance Service in Iran(Case of Iran Insurance Company). ECDC2010 Conference, University of Isfahan.

Seyyed Amiri, N. and B. Dastourian (2011). Investigating Code of Ethics on Internet Marketing: Does the Iranian web sites respect to Ethic Regulations? WCIT, Journal of Procedia Computer Science.

Seyyed Amiri, N. and N. Faghih (2015). "Studying entrepreneurial marketing for information technology SMEs based on the classic grounded theory." *QScience Connect*: 9.

Seyyed Amiri, N. and M. Hendijani Fard (2015). *Business Establishment in Iran*, Termeh Publication.

seyyed Amiri, N. and M. Hendijani Fard (2017). "The effect of technology commercialization competence on competitive advantage: The moderating role of market orientation." *Journal of New Marketing Research* 7(1): 59-74.

Seyyed Amiri, N., et al. (2015). "Investigating the Effect of Social Capital on Woman`s Entrepreneurship in the city of Ilam." *Social Capital Management* 2(3): 415-434.

Seyyed Amiri, N. and M. R. Marimaei (2013). "Concept of entrepreneurship and entrepreneurs traits and characteristics." *Scholarly Journal of Business Administration* 3(2): 20-25.

Seyyed Amiri, N. and T. Mashayekhi (2015). *Entrepreneurial Marketing(Fundamental for SME Marketing*, Termeh Publication.

Seyyed Amiri, N., et al. (2016). Car Sales Forecasting Using Artificial Neural Networks and Analytical Hierarchy Process Case Study: Kia and Hyundai Corporations in the USA. DATA ANALYTICS 2016 : The Fifth International Conference on Data Analytics, thinkmind.

Seyyed Amiri, N., et al. (2017). "Competitive intelligence and developing sustainable competitive advantage." *AD-minister* 30: 173-194.

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Seyyed Amiri, N., et al. (2009). "Survey of a Model for Capital Structure in Family-based Businesses (Covering Oil and Textile Industries)." *Journal of Entrepreneurship Development* 1(3): 159-190.

Seyyed Amiri ,N .Wardle, J., et al. (2015). *Developing Advertising with Qualitative Market Research*, Termeh Publication.

Seyyed Amiri, Nader and Dastourian, Banafsheh and Foroudi, Pantea and Nankali, Alireza (2017). Information technology directors' efforts on innovation, integrated marketing communications and brand equity. *The Bottom Line* . ISSN 0888-045X (Accepted/In press)

Akbari, Morteza and Seyyed Amiri, Nader and Imani, Saheb and Rezaeei, Niloofar and Foroudi, Pantea (2017) Why leadership style matters: a closer look at transformational leadership and internal marketing. *The Bottom Line* . ISSN 0888-045X (Accepted/In press)

## Journal Reviewer

- *Journal of Global Entrepreneurship Research*, Springer by University of Tehran
- *Journal of New Marketing Research*(In Persian)
- *Journal of Business Management*(In Persian)
- *Journal of Entrepreneuraship Develeopment*(In Persian)

## Work Experience

- **RAJA Passenger Trains Co.** winter 2005  
Doing research project entitled "Analyzing and Designing EFQM model in Raja" as a member of project team.
- **Entrepreneurship Improvement Committee–Center of Entrepreneurship in University of Tehran** 2005-2007  
Assisting national project entitled "Entrepreneurial Opportunities in various sectors of industries" as a member of project team.
- **Arsabaran Pars CO.** 2007-2008  
Executive Manager and marketing manager
- **Pars Mino corporation** 2008-2009  
Marketing Consultant
- **Karafarinan-e-Pishtaz Paytakht** 2009-2010  
consultant and teacher

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- **Tavoni Pahghi o Tose Aftab Alborz**  
Business Plan Consultant 2009-2010
- **Farhang-e-Modiran Farda**  
Teacher 2011-2012
- **Karafarinan-e-Andisheh Mohafez**  
Management Board 2012
- **Modiran 21 Consultant Company**  
Strategic Marketing Consultant 2012-2014

## Projects Managing

- **Economic Appraisal( Special Economical Zone of Chahrmahal and Bakhtiari, Iran)**  
Project manager(2011)  
Feasibility Studies
- **Corporate Banking Team( Research and Development Center, Mellat Bank, International Iranian Bank)**  
Corporate Banking Project(2012)
- **Iran Small Industries and Industrial Parks Org.(ISPO) (5 Business Research Project from 2012-Up to Now)**

## Teaching Experience

### Academic Teaching

#### University of Tehran-Faculty of Management

- Corporate Entrepreneurship
- Skills of Entrepreneurship
- Banking Management
- Analyzing Business Environments

Bachelor Courses  
2009-2015

#### University of Tehran-Faculty of Entrepreneurship(E-learning Courses)

- E-Commerce
- Marketing

Master Courses

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- Entrepreneurial Strategic (E-learning Student)  
2009-Up to Now
- University of Tehran-Faculty of Entrepreneurship**
- Marketing
  - E-Commerce
  - E-Business
  - Electronic Supply chain Management
- Master Courses  
2009-UP to Now
- University of Tehran**
- Market Forecasting
  - Marketing
- PhD. Course  
2017-Up to Now
- Islamic University of Azad(branch of Qom)**
- English for management student
  - Fundamental management
- 2008 – 2009
- University of Tehran-Faculty of Entrepreneurship (Center of free training)**
- Business Plan
  - Start up for small business
  - Development of Product
  - Funding for small business
  - Financial support
- Over 60 hours
- Training Institution of Kararfarian-e-Pishtaz Paytakht**
- Business Plan
  - Marketing
  - Start up for small business
  - Development of Product
  - Fundamental Entrepreneurship
- Over 200 hours
- University of Tarbiat Moalem**
- Business Plan
  - Start up for small business
  - Development of Product
  - Marketing
  - Funding for small business
  - Financial support
- Over 200 hours
- University of Qom**
- Marketing Management
  - International marketing
  - Fundamental of Entrepreneurship
- ۲۰۱۰- 2012



## **Lecturer on Workshops**

- Business Plan- Industrials town and Industrials Park of Khomein(Arak-2010)
- Entrepreneurial Marketing In ICT Industries-CMI Staff-Aalborg University(AAU CPH-2013)
- Workshop Brand Management in Business to Business - University of Qom(2014)
- Workshops in the field of Marketing and Entrepreneurship in the Public and Governmental Organizations( 2014)
- Creative Advertising- CMI Staff- Aalborg University(AAU CPH2016)
- Marketing for Distributors – Distributors Companies- University of Tehran (2016)
- Digital Marketing-Gamification tools-University of Tehran(2016)
- Industrial Marketing - Oil and Gas Industries- University of Oil Industry(2017)
- Marketing for Service Industries-ELearning Center-University of Tehran(2017)
- Social Content Marketing for Entrepreneurs- University of Tehran(2017)

## **Thesis Supervisor**

**More than 30 Master Dissertation and 2 PhD. thesis in University of Tehran (2015- Up to Now)**

## **Thesis Advisor**

**More than 30 Master Dissertation in University of Tehran (2015-up to Now)**

## **Computer and language Skills**

- Skillful in using MS. Office software (Access, Excel, MS. Project, Power Point, Word).
- Skillful in using Statistical software: SPSS, Lisrel, Smart Pls, Nvivo, Vensim

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- Familiar with Programming using Visual Basic 6 (VB).
- Skillful in using Adobe Photoshop and Macromedia Flash MX.
- Skillful in English language

### **Hobbies**

- Jogging & Walking.
- Swimming
- Cinema
- Travel
- Team Working
- Learning and Education