

Amir Ekhlasi, PhD

- Assistant Professor, Faculty of Entrepreneurship, University of Tehran (April 2013 - Present)
 - Director of MBA & DBA Executive Programs (May 2013 – Present)
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Education

- BS, Industrial Engineering, Iran University of Science and Technology (1999-2004)
 - MBA, Sharif University of Technology (Graduate School of Management and Economics) (2004 – 2007)
 - PhD, Marketing Management, University of Tehran (Faculty of Management) (2007-2012)
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Academic Position Held

- Assistant Professor, University of Tehran, Faculty of Entrepreneurship, April 2013 – Present
- Director of MBA & DBA Executive Programs, University of Tehran, Faculty of Entrepreneurship, May 2013 – Present
- Adjunct Professor of Marketing, Sharif University of Technology, Graduate School of Management and Economics, September 2015 – present

Current Research and Interests

- Brand and Brand Management
- Digital and Social Media Marketing
- Marketing Communication
- Services Marketing
- Psychology of Consumers

Selected Papers and Publications

Papers (International Journals)

Baghbaniyazdi Sina, Ekhlasi Amir, Sakhdari Kamal, "*Factors Affecting the Adoption of Entertainment Mobile Applications in Iran: An Integrated Framework*", Journal of Global Information Management, 2016, 24(4), pp.67-79 (ABS 2*)

"this paper, adopting a grounded theory approach, aims to identify factors influencing the adoption of entertainment mobile application from the developer's points of view focusing on different phases of application development."

Divandari Ali, Ekhlasi Amir, Rahmani Kamal, "*Devising a branding model for multipurpose mega-projects in entertainment, residential, tourism, and sport in Iran*", Journal of Vacation Marketing, 2014, Vol.20, No.1, pp. 73-91 (ABS1*)

"While it seems there are very few studies on the branding process for megaprojects in entertainment, residential, tourism, and sport, branding is one of the most important factors in these types of projects. This study has particularly tried to devise a branding model for these types of projects that corresponds to Persian characteristics."

Ekhlasi Amir, Reshadi Farnoush, Wan Anfeng, "*Brand Perceptual Mapping by Text Mining Online Product Reviews*", International Journal of Marketing and Business Communication, 2016, Vol.5, Issue.3

Ekhlasi Amir; Ayati Mehr Mohammad; "*Utilization of dynamic capabilities for entrepreneurial management by FAHP*", Journal of Social Issues & Humanities, May 2015, Vol. 3, No. 5, pp. 284-291

Ekhlasi Amir; Salehi Shirin, "*A Proposed Comprehensive Model for Brand Orientation in Service Sector: Evidences from Airlines*", Journal of Economics, Business and Management (JOEBM)

Ekhlasi Amir; Talebi Kambiz; Alipour Saba; "*Identifying the Process of Personal Branding for Entrepreneurs*", Asian Journal of Research in Marketing, Feb 2015, Vol.4, No.1, pp.100 -111

Fazli Fatemeh; Ekhlasi Amir; Talebi Kambiz; "*Design the Branding Model for home-based Business by focusing on the areas of nutrition*", Asian Journal of Research in Marketing, Feb 2015, Vol.4, No.1, pp.162 -171

Talebi Kambiz, Behrad Mahnaz, Ekhlasi Amir, "*Investigating the effect of virtual social networks on entrepreneurial marketing*", Management Science Letters, 2014, Vol.4, No.10, pp. 2285-2290

Ekhlasi Amir, Hassani Nezhad Majid, Ashkan Far Siamak, Rahmani Kamal, "*The Relationship between brand personality and customer personality, gender and income: a case study of cell phone market in iran*", Journal of Targeting, Measurement and Analysis for Marketing, 2012, Vol.20, No.3/4, pp. 158-171

Ekhlasi Amir, Maghsoodi Vahid, Mehrmanesh Shiva, "*Determining the Integrated Marketing Communication Tools for Different Stages of Customer Relationship in Digital Era*", International Journal of Information and Electronics Engineering, 2012, Vol.2, No.5, pp. 761-765

Ekhlasi Amir, Toluei Pedram, "*A system dynamics model for the assessment of the effects of advertising and sales promotion on profitability*", Journal of Modern Accounting and Auditing, 2010, Vol.6, No.10, pp.12-26

Book (English)

Building Brand Identity in the Age of Social Media: Emerging Research and Opportunities, IGI Global, 2018

Authors: Amir Ekhlasi, Mahdi Nikejhad Moghadam, Amir Mohammad Adibi

ISBN-10: 1522551433

ISBN-13: 978-1522551430

Book Chapter

Iranian Entrepreneurship: Deciphering the Entrepreneurial Ecosystem in Iran and in the Iranian Diaspora, Springer, 1st ed. 2017

Title of the Chapter: **MARKETING & BRANDING FOR IRANIAN HOME-BASED BUSINESSES**

Authors: Amir Ekhlasi, Fatemeh Fazli, Ehsan Alinaghian

Book Chapter

Handbook of Research on Strategic Information Management in the Global Economy, IGI Global, 2017

Title of the Chapter: Marketing Information System

Authors: Amir Ekhlassi, Ehsan Alinaghian

Book Chapter

Application Development and Design: Concepts, Methodologies, Tools, and Applications (3 Volumes), IGI Global, 2018

Title of the Chapter: Factors Affecting the Adoption of Entertainment Mobile Applications in Iran: An Integrated Framework

Authors: Amir Ekhlassi, Sina Baghbaniyazdi, and Kamal Sakhdari

SCHOLARLY JOURNAL AND SOCIETY REVIEWER

- Journal of Brand Management
- International Journal of Responsible Management Education (IJRME)
- Journal of Small Business & Entrepreneurship(JSBE)
- International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility (IJSECSR)
- Academic Member of the Athens Institute for Education and Research, belonging to the Mass Media & Communication Research Unit and the Marketing Research Unit

Books (Persian)

Principles of Marketing for Executive Managers (In Persian) Elmi Publication

Principles of Branding: Integrated Marketing Communication Approach (In Persian) Elmi Publication

Services Marketing (In Persian) Elmi Publication

Product Strategy (In Persian) Elmi Publication

Branding for Places, Shopping Malls, and Tourism Destinations (In Persian) Elmi Publication

Selected International Conferences

Panelist at Mckinsey & Co. Consumer CEO Summit: The Road ahead, 02 March (2017) Istanbul, Turkey

"A Brand oriented model in service organizations with an emphasis on Airlines", 2016 5th International Conference on Business, Management and Governance (ICBMG 2016) USA

"The Importance of e-CRM System Implementation for E-Banking Structures Corroboration in Iranian Banks and Financial Institutes", Second National Conference of the Major Challenges of the Industry and the National Production, IRAN

"Evaluation of the relationship between electronic marketing and market driven companies", International conference on e-business, IEEE, China

"Literatures review for the determination of brand equity and prepare a balance sheet for measuring it", International conference on innovation, management and service, IEEE, Singapore

Honors and Accomplishments

- Selected among the most influential 50 graduates, Sharif University of technology, Festival of 50th year of establishment, 2016
- Member of the Iran's National Elites Foundation (INEF)

Teaching Experiences (Masters Level)

No	Course Title	University	Faculty/School	City/Country
1	Principles of Marketing	University of Tehran	Faculty of Entrepreneurship	Tehran/IRAN
2	Marketing Management	Sharif University of Technology	Graduate School of Business and Economics	Tehran/IRAN
3	Services Marketing	University of Tehran	Faculty of Entrepreneurship	Tehran/IRAN
4	Tourism Marketing	University of Tehran	Faculty of Entrepreneurship	Tehran/IRAN
5	New Product Development (NPD)	University of Tehran	Faculty of Entrepreneurship	Tehran/IRAN
6	Brand Management	Sharif University of Technology	Graduate School of Business and Economics	Tehran/IRAN
7	Brand Management	Sharif University of Technology	Graduate School of Business and Economics (Kish Island Branch)	Kish/IRAN
8	Marketing Research	University of Tehran	Faculty of Entrepreneurship	Tehran/IRAN
9	Marketing Management	University of Tehran	Faculty of Management	Tehran/IRAN
10	Marketing Research	University of Tehran	Faculty of Management	Tehran/IRAN

Professional and Managerial Positions

- Founder and CEO, White Space Branding Agency, January 2011- Present
- Project Leader, Mckinsey&company, Charting Iran Dairy's (Pegah) Transformation, February 2017
- Member of the Board of Directors, Iran Dairy Industries Co. (Pegah) Distribution Company, August 2016 – Present
- Member of the Board of Directors, Khorasan (Province) Factory of Iran Dairy Industries Co. (Pegah), January 2016 – August 2016
- Chief Marketing Officer and Senior Marketing Advisor to the CEO, Iran Dairy Industries Co. (Pegah), June 2015 – Present

- Senior Marketing Advisor to the CEO, Food/pharmaceutical/Agricultural Industries Holding of Civil Servants Pension Organization (CSPO)
- Senior Marketing Consultant, Novo Nordisk Pars Company Private Joint Stock (Subsidiary of Novo Nordisk in Iran, Modern Insulin Products), 2012
- Senior Marketing and Branding Advisor to the CEO, Parsian Insurance Co. (Public Joint Stock) 2011
- Chief Marketing Officer (CMO), TSI Group - Iranian Land Project: residential, entertainment, sport and cultural mega projects 2009 – 2011
- Senior Marketing Advisor to the CEO, Sazehpouyesh Co. (OEM for Auto industry) 2008 – 2009
- Senior Marketing and NPD Advisor to the CEO, Automotive industries research & innovation center of SAIPA, 2007-2008

Selected Projects in White Space Branding Agency

1. Kalleh Milky Ice Cream Qualitative Marketing Research - Focus Group (The usage and habit study of Milky Ice Cream Consumption)
2. Iran Dairy Industries Co. (Pegah) - Marketing research and Marketing Intelligence
3. Iran Dairy Industries Co. (Pegah) - Devising Marketing Plan and Sales Development
4. Iran Dairy Industries Co. (Pegah) - IMC & Media Planning
5. Asiatech – Internet Provider, Marketing plan and Brand Development
6. Mazeroon Foam Industrial Group - Marketing Plan & Brand Development
7. Parsapolymer Sharif - Marketing Plan & Brand development
8. UTOPIA - Villa Complex: Brand Book
9. Vistortech (Online Product comparison and Retail) Brand Development
10. Almas Jewelry: Customer Club
11. Mashad Leather Co. - IMC & Media Plan