



**Imam Reza International University**  
**Faculty Member's CV**

**Name: Amir Ghafourian Shagerdi**

Photo

**Associate Professor, Accounting Department, Faculty of Administrative Sciences, Imam Reza International University**

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### **Education**

**Allameh Tabataba'i University (2010-2015)**

**PhD Business management - marketing**

**Thesis: An Integrated Marketing Communications Model to Enhance Consumer Based Brand Equity in Iran's Food Industry**

**Shahid Beheshti University(1993-1996)**

**MSc Business management- Financial**

**Thesis: Analytical study of industrial risk in Iran**

**Shahid Beheshti University(1986-1990)**

**B.S Business management**

Teaching/supervising experience

**Associate Professor, Imam Reza International University(2005-present)**

- Supervising postgraduate and PhD dissertations
- Delivering teaching sessions in the field of finance and investment and management and research methods

### **Research skills**

- Investment management and financial decision making
- Evaluation of stocks and investment plans



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- Research and market studies
- Branding and brand evaluation
- Intellectual property management

#### Publications

Ghafourian Shagerdi, A.; Daneshmand, B.; Behboodi, O. The Impact of Social Networks Marketing toward Purchase Intention and Brand Loyalty. *New Mark. Res. J.* **2017**, 7, 175–190

Ebrahimi, E., Ghafourian, A., Aybaghi, S. & Ghafourian, M.S. (2019). The relationship between electronic human resources management, flexibility of human resources and creating a competitive advantage in hospital services. *Health Management*, 23(3), 75-84.

Ghafourian Shagerdi, M., Ghafourian Shagerdi, A., & Moradi, M. (2020). Investigating the effect of environmental sensitivity on the relationship between corporate social responsibility disclosure and competitive advantage. *Journal of Health Accounting*, 8(2), 58–76.

Ghafourian, A., behboodi, O., Arabshahi, M., & khani sahraei, S. (2020). Investigating Factors Affecting the Ethical Buying Behavior of Green Product Consumers. *Consumer Behavior Studies Journal*, 7(2), 235-253.

Shagerdi, A. G., Mahdavi-pour, A., Jahanshiri, R., Baghdar, A. T., & Shagerdi, M. S. G. (2020). Investment efficiency and audit fee from the perspective of the role of financial distress. *European Research Studies*, 23(1), 318-333

Ghafourian S. A., Behboodi, O., Momen, M. & Hoshyar, V. (2021). The Impact of consumer xenocentrism on the purpose of purchasing foreign products: an analysis of the role of the image of the country of production and brand attitude. *Journal of International Business Administration*, 4(1), 129-146

Mousavi, S. N.; Ghafourian, A.; Shariatnejad, A. (2018). "Identification and explanation of effective drivers in commercial branding of industrial products in Lorestan province". *Scientific Quarterly Journal of Modern Marketing Research*, 9(3), 101-120

Ghafourian Shagerdi, A., Aibaghi Esfahani, S., & Behboodi, O. (2017). Studying the influence of citizen behavior influence from internal brand management and marketing. *New Marketing Research Journal*, 7(1), 41-58.

O Behboodi, A Shagerdi.(2013) [A study on relationship between market orientations culture and exporting performance: A case study of manufacturing corporations listed on Tehran Stock Exchange](#), *Management Science Letters*, no. 3, pp. 2179-2184, 2013

Ghafourian Shagerdi A, Shirvani Moghaddam S. The effect of culture on brand loyalty mediated by the role of brand performance and brand identity (a case study of five -star hotels in Mashhad). *Geographical Journal of Tourism Space* 2021; 10(40) : 47 -64



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Mousavi, Seyyed Najmuddin; Ghafourian Shagerdi, Amir; Mohammadiani, Zahra. (2020). The Impact of Iranian, Islamic Lifestyle on Consumer Behavior. *Scientific Journal of Business Management Exploration*, Twelfth Year, No. Twenty -three, 147-168.

Ghafourian Shagerdi, A., Ghayour, S.M., & Chamani, H. (2020). Investigating the relationship between of Brand originality and Love the brand with considering the role of need for uniqueness in five star hotels in Mashhad. *Journal of Tourism and Development*, 9(2), 1-14

Ghafourian Shagardi, A; Aybaghi Isfahani, S. & Fattahi, M. (2018). Improving the innovative work behaviors of employees by taking advantage of the flexibility of human resources and psychological capital of the organization. *Quarterly Journal of Innovation Management in Defense Organizations*, 1 (2), 51-78,

A. G. Shagerdi, K. K. Haghigat, A. K. Haghigat and A. Otoofi, "A study to detect important factors influencing purchasing product: A case study of home appliances," *Management Science Letters*, no. 3, pp. 2179-2184, 2013.

Ramezani, Hamidreza et al. ([2019](#)). "Presentation of Cobanking Model in Integrating Banks and Institutions with Marketing Approach (Case Study of Ghavamin Bank)", *Quarterly Journal of Financial Engineering and Securities Management*, No. 41, [162-191](#).

#### Awards

- The best researcher in the field of humanities in Razavi Khorasan (2023)

#### Journal Reviewer

- Journal of Applied Research in Higher Education

#### Research Projects

- Branding of products of Lorestan province (2018).
- Designing a comprehensive brand evaluation model of Negin Salamat Fedak Institute(2023)
- Development of intellectual property strategies in Razavi Food Industry Company( Not completed)