



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

**Name: Morteza Rojuee**

**Assistant Professor of Business Management, Management Department,  
Administrative Sciences Faculty**

**Asrar St. Deneshgah Aven. Mashhad, Iran**

**Tel: 00989125186621**

**Ext. 00985138041**

**E-mail: [mortezarojui@imamreza.ac.ir](mailto:mortezarojui@imamreza.ac.ir); [mortezarojui@gmail.com](mailto:mortezarojui@gmail.com)**

Photo

**Education**

**Isfahan University (2006-2011)**

PhD Business Management-Marketing

Thesis: Antecedents and consequences of market orientation in Iran's insurance industry

**Imam Sadiq University (1999-2006)**

MSc Islamic Sciences and Business Management

Thesis: Investigating the effect of market orientation on financial performance of companies accepted in Iran's Stock Exchange Market

**Teaching assistant, Imam Reza International University (2008-present)**

- Supervising postgraduate and PhD dissertations
- Assisting with program development and student assessment
- Delivering teaching sessions on Marketing and Strategic Management
- Student assessment

**Guest Teacher, MSc Marketing and Strategic Management, Ferdowsi University of Mashhad (2020)**

**Research skills**

- Marketing Management
- Advertising principles
- Strategic planning and management
- Strategic marketing techniques
- Application of qualitative and quantitative researches to marketing and strategic management



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#### Journal Publications

- Mohsen Habibi, **Morteza Rojuee**, (2024). The effect of absorptive capacity and strategic flexibility on model innovation of small and medium businesses during the Corona virus pandemic, *Journal of Strategic Management Studies*, 14(56), 121-140.
- MohammadAli Shirdel Sharghi, **Morteza Rojuee**, (2023). The Impact of Networking on Sales Performance: A Study of the Mediating Role of Creativity and Job Satisfaction (Case Study: Kosar Insurance Agency, Mashhad), *New Marketing Research Journal*, 13(1), 1-16.
- Mina Nezampour, **Morteza Rojuee**, Mojtaba Daroodi, (2022). Content Analysis of Product Packaging Design Elements of Nuts and Dried Fruits, and Study of Its Relationship with Customers' Purchasing Decisions (Case Study: Narmak Nuts and Dried Fruits), *Journal of Packaging Sciencd and Techniques*, 12(48), 11-25.
- **Morteza Rojuee**, Seyyed Morteza Ghayour, Mostafa Sanati Hajjar, (2022). Designing organizational structure in accordance with the functional activities of the mosque, *Management tomorrow*, 20(67), 3-18.
- Mina Nezampour, **Morteza Rojuee**, Saeed Jafari Titkanloo, (2022). Market Segmentation of Nuts and Dried Fruits Based on Customers Expected Values Using DBSCAN Algorithm, *Commercial Surveys*, 19(111), 45-67.
- Nazanin Fallah Tafti, **Morteza Rojuee**, Seyed Morteza Ghayour Baghbani, (2021). Study of Effective Factors on Sharing Knowledge on Tourism Destination in Instagram Social Network, *Journal of tourism and development*, 10(1), 173-188.
- Hadi Taherpour Kalantari, **Morteza Rojuee**, Mozhdeh Kazemi Zanjani, (2021). The Impact of Buyer's Remorse on Customer's Behavioral Intention with Moderating Role of Customer-Brand Identification among Imported Car Users, *Journal of International Business Management*, 4(2), 87-105.
- **Morteza Rojuee**, Morteza Ghayour, Ehsan Sobhani, (2021). The effect of prototyping on the success of new product success with moderator role of customer involvement and Speed of information dissemination (case study: companies located in Khorasan Razavi Science and Technology Park), *Journal of Innovation and Entrepreneurship*, 9(18), 21-36.
- **Morteza Rojuee**, (2020). Conceptualizing Strategic Market Orientation and Its Relationship with Performance in Iranian Insurance Industry, *Iranian Journal of Insurance Research*, 35(1), 71-103.
- Seyed Morteza Ghayour Baghbani, **Morteza Rojuee**, Aref Khoshandam, Ali Pourang, (2021). The Impact of Positive and Negative Emotions on Attitude Toward Mobile-Based Advertising with the Mediating Role of Emotion (Case Study: Telegram Users in Mashhad), *Journal of Consumer Behavior Studies*, 7(2), 216-234.
- **Morteza Rojuee**, Zohreh Nakhai Moghaddam, (2021). The Impact of Communication Channels on Verbal Advertising: Investigating the Mediating Role of Social Risk and Rapid Release of Information and Moderating Role of Brand Self-Reporting, *Journal of Business Management*, 19(2), 110-128.
- **Morteza Rojuee**, (2020). The relationship between organizational trust and brand performance: Investigating the role of corporate governance, *Management Research in Iran*, 24(2), 87-110.



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- Samira Zahmatkesh, **Morteza Rojuee**, Seyed Morteza Ghayour Baghbani, (2020). Strategic planning for development of Mashhad city service businesses in tourism sector using Meta-SWOT technique, *Journal of Tourism Planning and Development*, 9(32), 179-195.
- Ali Pourang, Seyed Morteza Ghayour Baghbani, **Morteza Rojuee**, Omid Behboodi, (2020). The role of spiritual and commercialization in religious tourism destinations brand formation with grounded theory approach (Case study: Holy city of Mashhad), *Journal of Tourism Management Studies*, 15(49), 233-262.
- **Morteza Rojuee**, Alireza Haddadian, Negar Arbabi Yazdi, (2020). The effect of consumer innovativeness on green consumption behavior, *Journal of Business Administration Researches*, 11(22), 55-80.
- Seyede Elmira Mousavi, **Morteza Rojuee**, Seyed Morteza Ghayour Baghbani, (2019). The effect of entrepreneurial and learning orientation and entrepreneurial self-efficacy on business performance: A case study, *Journal of Health Administration*, 22(78), 72-85.
- **Morteza Rojuee**, Ali Pourang, Mohsen Moradi, Hadi Nasr Abadi, Seyed Morteza Ghayour, (2019). Identifying Factors Affecting the Development of "Waqf" Culture Through a Content Analysis Approach at Razavi Holy Shrine, *Scientific Journal of Islamic Management*, 27(2), 149-170.
- Seyed Morteza Ghayour, **Morteza Rojuee**, (2019). Relationship between Social Responsibility with Ethical Reputation and Brand Equity; Mediating Role of Trust, *Journal of Ethics in Science and Technology*, 14(2), 127-134.
- Omid Behboodi, **Morteza Rojuee**, Azim Zarei, Golnar Shojaei, (2019). Identification of marketing performance evaluation indicators in Iran's international hosting industry, *Journal of International Business Management*, 2(1), 67-102.
- Monire Yegane Mofrad, Seyed Morteza Ghayour Baghbani Ghayour Baghbani, **Morteza Rojuee**, (2019). Analyzing factors affecting knowledge sharing and their roles on supply chain performance through integrating hospitals suppliers in Mashhad, *Journal of Health Administration*, 22(76), 18-27.
- **Morteza Rojuee**, Amir Abbas Momeni, (2019). Identifying the Needs of Elderly Pilgrims in Holy and Religious Places Case Study: Holy Shrine of Imam Ridā (as), *Journal of Razavi Culture*, 7(26), 37-69.
- Omid Behboodi, **Morteza Rojuee**, Azim Zarei, Golnar Shojaei, (2019). Designing the Model of Evaluation of Marketing Performance in the Tourism Industry of Iran, *Journal of tourism and development*, 7(4), 61-82.
- Mohammad Kazem Molazemolhosseini, **Morteza Rojuee**, Mohsen Moradi, (2017). The Effects of the Development of Tourist Sites on Satisfaction of Religious Tourists (Case Study: Mashhad as a Metropolis), *Journal of Tourism Management Studies*, 12(39), 123-142.
- Javad Sadegh, **Morteza Rojuee**, Mohammad Ghasemi Khozani, (2018). Setting Strategies for Reviving the Velayat road aimed at Developing Pilgrimage Culture through SWOT Model, *Journal of Razavi Culture*, 6(22), 123-147.
- **Morteza Rojuee**, kazem majdi yazdi, zeynab sheikhaleslami, (2018). Investigating the factors that effect on customer behavioral intentions of five stars' hotels in Mashhad, *Journal of tourism and development*, 7(2), 78-96.



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- Seyed Morteza Ghayour Baghbani, **Morteza Rojuee**, Ahmad Karim Poor, (2018). The Effect of Brand Anthropomorphism on Customers Loyalty with the Mediating Role of Brand Personality, Case study: Users of Domestic Automobile, *New Marketing Research Journal*, 7(4), 77-94.
- Malihe Taghdir, Seyed Morteza Ghayour Baghbani, **Morteza Rojuee**, (2018). Investigation factors affecting brand loyalty with mediating role of brand identification and brand love in five star hotels in Mashhad, *Journal of tourism and development*, 6(4), 121-138.
- **Morteza Rojuee**, Maryam Ramezani, Mohammad Reza Hesari, Maryam Bor Bor Jafari, (2017). Designing Performance Evaluation Indicators by Using AHP and BSC Approaches (Case of Study: Social Security Organization of Mashhad), *Social Welfare Quarterly*, 17(64), 133-160.
- **Morteza Rojuee**, Ali Poorang, Omid Behboodi, (2016). The impact of brand equity on buyer behavior reactions of academic books: the mediating role of trust and brand identity (case study: SAMT publications), *Journal of Academic Librarianship and Information Research*, 51(3), 65-70.
- **Morteza Rojuee**, Masoomeh Arabshahi, Hamideh Moghani, (2016). Relationship between Dimensions of Organizational Structure and Knowledge Management Implementation in Public Libraries of Mashhad, *Research on Information Scienc & Public Libraries*, 22(84), 31-52.
- **Morteza Rojuee**, Mastrooreh Ezzatzadeh, Somayyeh Saeedi, (2015). Analyzing Factors Affecting on Internet Marketing Success in Selling E-books, *Journal of Academic Librarianship and Information Research*, 49(2), 255-275.
- H.R. Mirzaei, **M. Rojuee**, A.H. Okhravi, (2012). Strategies Formulation for Dairy Cattle Complexes, Using Fuzzy AHP Group, *Journal of Economics and Agricultural Development*, 25(4), 428.

### Conferences and presentations

- Kafshkanan, Amir Hosein, **Morteza Rojuee**, (2023). Investigating the role of market orientation strategy on processes, products and services in the construction industry, 13th International Engineering Congress.
- Nazanin, Rezaee, **Morteza Rojuee**, Hadi Taherpour, (2023). Investigating the effect of brand name preferences on behavioral loyalty through the mediating role of perceived value (case study: Hypermy Mashhad store), the 1st international conference on management capabilities, industrial engineering, accounting and economics.
- **Morteza Rojuee**, Bahar Zamani, Zeinab Sheykholeslami, (2022). The impact of social and family stressors on the buying behavior of young people, 1st national conference of theoretical approaches and new technologies in administrative sciences.
- Mohammadzade, Zahra, **Morteza Rojuee**, Mohammadali Hamidi, (2022). The effect of customer experience on sustainable competitive advantage with the role of moderator of perceived value in Pasargad electronic payment company, 1st national conference on innovation in management, accounting and economics research.



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- Atefe Jalilinejad, **Morteza Rojuee**, Saeed Mohammadpour, (2021). Investigating factors affecting the satisfaction of health tourists through the perceived quality of services, National Conference on Tourism Management and International Health Services.
- **Morteza, Rojuee**, (2014). Chaos marketing techniques in the direction of practical customer orientation in Iran's insurance industry, the 21st National Conference and the 7th International Conference on Insurance and Development.
- **Morteza, Rojuee**, (2011). Investigating market orientation methods in insurance development, the fourth insurance business conference.
- **Morteza, Rojuee**, (2010). Marketing Management in Insurance Companies: Development of a Conceptual Model, Second International Conference on Financial Services Marketing.
- **Morteza, Rojuee**, Pegah Abrishami, (2008). Strategic approaches, quality management and organizational design variables: their integration in a contingency model, the third international conference on strategic management.
- The first meeting from a series of think-tank meetings in the field of lifestyle and consumption of cultural goods (2018), presentation on 'religious content marketing'
- The first national conference "Marketing: opportunities and challenges", (2014). Presentation on "Marketing Techniques in Insurance Industry".
- The fourth conference on improving the business environment of Iran's insurance industry, (2011). Presentation on Investigating the methods of developing market orientation in Iran's insurance industry.
- The third conference on improving the business environment of Iran's insurance industry, (2010). Presentation on Application of consumer behavior and public relations in increasing sales of life insurance.

#### Journal Reviewer

- Novin Marketing Research Journal
- Change Management Journal
- Razavi Culture Journal
- Majles Strategy Journal
- Innovation and Value Creation Journal

#### Research Projects

- Strategic Plan of Astan Qods Razavi, (2022).
- Research on "Explanatory plan for the establishment of the International Clearing Center", (2021).
- Strategic planning of Ghahr Economic Development Holding Company, (2020).
- Research Marketing on "Development of domestic and export markets" Khorasan Steel Company", (2018).

#### Scientific works

- The president of Imam Reza International University (2017-present)
- Vice Chancellor of Education and Graduate Studies of Imam Reza International University (2012-2014)



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- Research Manager of Imam Reza International University (2011-2012)
- Head of Management Department of Imam Reza International University (2010-2011)
- Head of the Institute of Cultural Geography of the Islamic World, Imam Reza International University (2009-2011)