



Imam Reza International University
Faculty Member's CV

Name: Seyed Morteza Ghayour Baghbani

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

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Photo

Education

Ferdowsi University (2007-2012)

PhD Management; Organizational Behavior

Thesis: Presentation of behavioral decision-making model of Khorasan Razavi investors

Imam Sadiq University (2001-2007)

MSc Islamic Sciences and Finance

Thesis: Evaluating the financial performance of public and private commercial banks based on the multi-criteria decision-making approach

Assistant professor, Imam Reza International University (2012-present)

- Supervising postgraduate and PhD dissertations
- Delivering teaching sessions on organization theory, organizational behavior, human resource management and consumer behavior

Guest Teacher, MSc Management, Ferdowsi University of Mashhad (2012-present)

Research skills

- Consumer behavior
- Organizational behavior
- Human resource management
- Strategic planning and management
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Journal Publications

- Jafari A, & **Ghayour Baghbani S M.** (2024). A Systematic Review of the Role of Organizational Ethics in Trust and Job Performance. *Ethics in Science and Technology*, 19 (1) :59-71
- Behboodi, O., **Ghayour Baghbani, S. M.**, & Nadernezhad, A. (2024). Investigating the Impact of Promoting Charitable Activities in Social Networks on the Brand Equity of Charitable Institutions (philanthropy); Analysis of the Moderating Role of Perceived Uniqueness and Mediation of the Brand Experience of Philanthropists (case study: Golestan Ali Charity). *Journal of Endowment & Charity Studies*, 2(1), 1-28. doi: 10.22108/ecs.2023.138569.1061
- Sadeghi, M., & **Ghayour Baghbani, S. M.** (2023). Effect of Market Orientation and Technological Innovation on Business Performance: Moderating Role of Ethical Leadership. *International Journal of Ethics and Society*, 5(3), 41-51.
- **Baghbani, S. M. G.**, Arabshahi, M., & Saatchian, V. (2023). The impact of exercise interventions on perceived self-efficacy and other psychological outcomes in adults: a systematic review and meta-analysis. *European Journal of Integrative Medicine*, 62, 102281
- Khargh, S. V., **Ghayour Baghbani, S. M.**, Rojuee, M., & Titkanloo, S. J. (2023). Identifying The Stakeholders Of The Construction Industry Based On The Governing Values: Content Analysis Based On Semi-Structured Interviews. *Cadernos de Educação Tecnologia e Sociedade*, 16(2), 413-430.
- Talebi, M., & **Ghayoor Baghbani, S. M.** (2023). Investigating the effect of quality management on performance with the mediating role of organizational Ambidexterity. *Essays in Management*, 3(1), 102-118. doi: 10.22034/jsm.2023.418386.1025
- Safaei, E., **Ghayour Baghbani, S. M.**, Rojuee, M., & Arjmandi Nejad, V. (2023). The Role of Customer Relationship Management Quality and Brand Image in Customer Loyalty. *International Journal of Resistive Economics*, 11(3), 12-20.
- Shekofteh, R., & **Ghayour Baghbani, S. M.** (2023). The effect of university brand on student loyalty with the mediator role of trust and satisfaction. *Essays in Management*, 2(1), 19-37.
- **Ghayour Baghbani, S. M.**, & Gholami, S. (2022). The effect of integrative strategic alignment on performance with organizational alignment. *Journal of Strategic Management Studies*, 13(52), 173-191.
- **Ghayour Baghbani, S. M.**, Nategh Golestan, A., Golsorkh Abadi, F., & Zeinabi, N. (2022). Investigating the effect of technical, organizational, and environmental factors on financial performance with the mediating role of social media in Toos Industrial Zone companies in Mashhad. *Advances in Finance and Investment*, 3(8), 160-139.
- **Ghayour Baghbani, S. M.**, Yegane Mofrad, M., & HamedHamrahiyan, F. (2022). Investigating the impact of social capital components on innovation capability through tacit knowledge sharing. *Journal of Innovation Ecosystem*, 2(3), 43-62.
- Moradzadeh, P., & ghayour baghbani, S. M. (2022). Structural modeling the effective role of entrepreneurial automation in shaping students' entrepreneurial intention emphasizing



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- the theory of planned behavior components. *Journal of Coaching in Management & Productivity Development*, 1(2), -. doi: 10.22034/jcmpd.2022.546033.1006
- Behboodi, O., Ghayour Baghbani, S. M., & Sheybak, R. (2022). The Effect of Entrepreneurship orientation, Market orientation and Knowledge Management orientation on Sustainable Competitive Advantage, Investigating the mediating role of new product development. *Journal of Coaching in Management & Productivity Development*, 1(1), 59-71. doi: 10.22034/jcmpd.2022.546138.1007
 - **Ghayour Baghbani, S. M.**, Hamed Hamrahiyan, F., Yegaane Mofrad, M., & Mortezaei, M. (2022). The effect of religious tourists Engagement on memorable experiences through cultural interaction. *Scientific Quarterly of Social-Cultural Studies of Khorasan*, 16(3), 129-158.
 - Daneshgar, S., & **Ghayour Baghbani, S. M.** (2021). Investigation the Effect of Primary Appraisal on Active and Passive Coping Behaviors of Customers with the Mediating Role of Cognitive and Emotional Factors. Case of Study: Ghasr Talae International Hotel in Mashhad. *Journal of Tourism and Development*, 10(2), 215-229.
 - Shagerdi, A. G., **Baghbani, S. M. G.**, Oghbaie, A. R., & Shagerdi, M. S. G. (2021). The Impact of Strategic Thinking on Product Innovation Considering the Moderating Role of the Competition Intensity (Case Study: Manufacturing Companies of Toos Industrial Town in Mashhad). *Revue Africaine De Management*, 2(6).
 - **Ghayour, B. S. M.**, Heidari, A. M., Hamed, H. F., & Yegane, M. M. (2021). Presenting the Foreign Tourism Attraction Strategies in the City of Mashhad by Using SOAR Strategic Model. 15 (3), 119-156.
 - Jaberi S, keshtidar M, talebpour M, **Ghayour S M**. Developing Competitiveness and Development Strategies of Ferdowsi University of Mashhad Championship Using Metaswot Technique. 3 2021; 9 (32) :153-167
 - Fallah Tafti, N., Rojuee, M., & **Ghayour Baghbani, S. M.** (2021). Study of Effective Factors on Sharing Knowledge on Tourism Destination in Instagram Social Network. *Journal of Tourism and Development*, 10(1), 173-188.
 - Pourang, N., Pourang, A., & **Ghayour Baghbani, S. M.** (2021). Presentation Interpretive Structural Model of Destination-Based Factors Affecting the Attraction and Tourists Length of Stay (Case Study: Mashhad City). *Tourism Management Studies*, 16(53), 393-430
 - **Ghayour Baghbani, S. M.**, Rojuie, M., Khoshandam, A., & Pourang, A. (2020). 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). *Consumer Behavior Studies Journal*, 7(2), 216-234.
 - **Ghayoor Baaghbaani, S M**, Poorang A, Tavassoli A. Factors Affecting the Development of Organizational Entrepreneurship. *QJOE 2020*; 36 (3) :29-52
 - **Ghayour-Baghbani, S. M.**, Yegane-Mofrad, M., Hamed-Hamrahiyan, F., & Alidadi, Z. (2020). The Relationship between Medical Tourists' Satisfaction with Revisit Intention through Trust in Medical Tourism Destinations. *Health Information Management*, 17(4), 167-172. doi: 10.22122/him.v17i4.4129



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- **Ghayour Baghbani, S. M.**, & Ghafourian Shagerdi, A. (2020). Investigating the effect of trust on the relationship between the quality of electronic services and the satisfaction of taxpayers. *Quarterly Journal of Fiscal and Economic Policies*, 8(30), 143-169.
- Pourang, A., Pourang, N., & **Ghayour Baghbani, S. M.** (2020). The Model of Effective Destination-Oriented Factors on the Attraction and Length of Tourist Stay in Mashhad. *urban tourism*, 7(2), 51-69.
- Pourang, A., **Ghayoor Baghbani, S. M.**, & Pourang, N. (2020). Identifying the Effective Factors Influencing Attraction and Retention of Religious Tourists in Mashhad Metropolis Based on Grounded Theory. *Scientific Journal of Islamic Management*, 28(2), 151-192.
- Ghafourian Shagerdi, A., **Ghayour, M.**, & Chamani Heravi, T. (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.
- Zahmatkesh, S., Rojuee, M., & **Ghayour Baghbani, S. M.** (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.
- Pourang, A., **Ghayour Baghbani, S. M.**, Doaei, H., & Nader Nejad, A. (2020). Impact of Internal Brand Management on Organizational Citizenship Behavior by Mediating Role of Quality of Work Life of Police+10's Personnel. *Police Management Studies Quarterly*, 15(1), 101-124.
- Pourang, A., **Ghayour Baghbani, S. M.**, Rojoui, M., & Behboodi, O. (2020). The Role of Spirituality and Commercialization in the Formation of the Religious Tourism Destinations Brand with Grounded Theory Approach (Case Study: Holy city of Mashhad). *Tourism Management Studies*, 15(49), 225-254.
- Shams, E., Moradi, M., & **Baghbani, S. M. G.** (2020). Futures Scenario of Iran Start-ups in 1404 Horizon. *Journal of Iran Futures Studies*, 4(2), 55-79.
- Ghayour, B. S. M., Yegane, M. M., Hamed, H. F., & Alidadi, Z. (2020). The Relationship between Medical Tourists' Satisfaction with Revisit Intention through Trust in Medical Tourism Destinations, 167-172.
- 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.
- Rashidi, F., Taherpour Kalantari, H., & **Ghayoor, M.** (2019). The Impact of the Country of Origin's Image on Brand Loyalty; Analyzing the Mediating Role of Brand Awareness and Perceived Quality among Imported Car Users. *Journal of International Business Administration*, 2(4), 1-21. doi: 10.22034/jiba.2019.9799
- Monire Yegane Mofrad, **Seyed Morteza 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.
- **Seyed Morteza Ghayour**, Morteza Rojuee, Tahereh Valizadeh & seyed farhad raeesosadati. (2019). Relationship between Social Responsibility with Ethical Reputation and Brand Equity; Mediating Role of Trust, *Journal of Ethics in Science and Technology*, 14(2), 121-128.



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- **Ghayour Baghbani, S. M.**, Rojuie, M., Pourang, A., Moradi, M., & Nasr Abadi, H. (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.
- Ghafourian Shagerdi, A, **Ghayour Baghbani, S. M**, Pourang, A & Gholami, R. (2019). The Impact of Spiritual intelligence on Gregarious Effectiveness of (case study: Pilgrimage supervisors of Mashhad City). *Scientific Quarterly of Social-Cultural Studies of Khorasan*, 13(3), 117-152.
- Abi Hassanpour, M., Pour, S., & **Ghayour, B. S. M.** (2019). Explanation the role of self-efficacy in the relationship between job burnout and psychological empowerment. 20(2), 179-202.
- **Ghayour Baghbani, S. M.**, behboodi, O., ramezani, M., & pourang, A. (2018). Investigating the Relationship between Spiritual Intelligence and Organizational Citizenship Behavior; Analyzing the Role of Duty Background (Case Study: Imam Reza Holy Shrine (AS)). *Journal of Razavi Culture*, 6(23), 9-42.
- **Ghayour Baghbani, S. M.**, Pourang, A., Hoshyar, V., & Sarvar, M. (2018). The effect of occupational stress on organizational citizenship nurses' behaviors: analyzing the role of organizational support. *Quarterly Journal of Nursing Management*, 7(1), 41-50.
- **Ghayour Baghbani, S. M.**, Rojui, M., & Karim Poor, A. (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.
- taghdir, M., **ghayour baghbani, S. M.**, & rojui, M. (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.
- **Ghayour Baghbani, S. M.**, & Behboodi, O. (2017). Factors affecting the behavior of investors regarding phenomenographical approach. *Journal of Asset Management and Financing*, 5(3), 57-76.
- Behboodi, O., **Ghayour Baghbani, S. M.**, & Karimpour, A. (2017). The Relationship between Quality of Work Life and Organizational Commitment: The Mediating Role of Staff Members' Empowerment in Police+ 10 Centers in South Khorasan. *Quartely Journal of Logistics & Human Resources Management*, 1395(42), 57-82.
- **Ghayour Baghbani, S. M.** (2016). Shojaei Kalate Bali N, Chenarani H, Ashoori J. The Relationship between Organizational Commitment, Job Satisfaction and Social Orientation, and the Nurses' Moral Behavior. *Medical Ethics Journal*, 10(37), 27-36.

Journal Reviewer

- Transformation Management Journal
- Journal of Education
- Journal of tourism and development



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Research Projects

- Job evaluation and timing of jobs at Razavi University, (2019).
- Presenting the financial performance evaluation model of the productivity and endowment foundation, (2023).
- Diagnosing the effectiveness of organizational meetings. Providing improvement solutions in the water company, (2024).
-

Scientific works

- Head of Management Department of Imam Reza International University (2020-present)
- Head of the Office of Monitoring and Evaluation and Quality Assurance, Imam Reza International University (2013-2017)