

# MEHRAN AKHONDI

Phone: +98(912) 641-9318

[mehranakhondi1375@gmail.com](mailto:mehranakhondi1375@gmail.com)

[stu.mehranakhondi@iaut.ac.ir](mailto:stu.mehranakhondi@iaut.ac.ir)

Skype Address:

live:..cid.4b59c9cfa5b2876c

Address: Zanjan , Zanjan , Iran

Linkedin Address:

<http://linkedin.com/in/mehran-akhondi-149a32175>

## OBJECTIVE

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To Do advanced Research in the fields of Marketing Innovation, Marketing systems, Marketing based on AI, Smart marketing, Marketing Research, Consumer Behavior, Services Marketing, Marketing Plan, and Marketing Strategy.

## RESEARCH INTEREST

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- Marketing Innovation
- Marketing systems
- Marketing based on AI
- Smart marketing
- Marketing Research
- Consumer Behavior
- Services Marketing
- Marketing Plan
- Marketing Strategy
- Business Management
- Business Strategy

## EDUCATION

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### PhD

Sep 2021-Dec 2024

Marketing Management, Islamic Azad University, Tabriz branch .(**Acceptance as a brilliant talent** )

GPA: **18.79 out of 20.**

Dissertation: “Presenting the adoption model of marketing systems based on artificial intelligence in the copper handicraft industry”

Advisor: Dr Hossein Bodaghi Khaje Nobar, Dr Hakime Nikki Esfahlan, Dr Amir Najafi

### MS

Jan 2019-Dec 2020

Business Management-International Business, Islamic Azad University, Zanzan Branch.

GPA:**18.21 out of 20.**

Thesis: “Analyzing and modeling of the effects of market power resources on international trade and labor market performance at the SME level using the ANFIS approach”

Advisor: Dr Amir Najafi

### BS

Sep 2015-Dec 2018

Public Management, Payam Noor University of Zanzan, Iran.

GPA :**15.17 out of 20.**

## TEACHING EXPERIENCE

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### Islamic Azad University , Zanzan Branch.

Dec 2021 until now

Lecturer, Department of Management

- International marketing and export management
- Marketing and market management
- Business management
- Entrepreneurship and project
- Marketing Management
- Principles and business correspondence
- Public finance and government policy determination
- Insurance contracts
- International monetary and financial institutions

### *Books*

- The principles and basics of creating a brand name (Dr. Abbas Ghanbari - Dr. Mehran Akhondi) in 2024 **Islamic Azad University** Publications. (Shabak:)
- Marketing and International Entrepreneurship with the Approach of New Media (Dr. Homa Droudi - Dr. Mehran Akhondi) in 2024 **Islamic Azad University** Publications. (Shabak: **978-964-10-7179-2**)
- An introduction to market management and marketing with a new approach (Dr. Mehran Akhondi – Rozhin Setayesh) in 2024 **Tasir** Publications. (Shabak:)
- A short review book on insurance contracts (Dr. Mehran Akhondi) in 2023 **Miad** Publications. (Shabak: **978-622-328-310-9**)
- Principles and Basics of Management from the Islamic Perspective (Mehran Akhondi - Hassan Znouzi) in 2023 **Miad** Publications. (Shabak: **978-622-08-6237-6**)
- A short review book on public finance and government policy determination (Mehran Akhondi) in 2023 **Miad** Publications. (Shabak: **978-622-328-309-3**)
- Philosophical Analysis of Organization and Management Theories (Mehran Akhondi-Hasan Znouzi) in 2023 **Miad** Publications. (Shabak:**978-622-328-175-4**)
- Practical Concepts of International Marketing and Export Management (Mehran Akhondi - Hassan Znouzi) in 2022 **Arshadan** Publications. (Shabak: **978-622-085-866-9**)
- Creation of Business with Electronic Commerce (Professor Suleiman Iranzadeh - Mehran Akhondi - Hassan Znouzi) year 2022 **Arshadan** Publications. (Shabak: **978-622-085-164-6**)
- Success and Starting a Business (Dr. Hossein Bodaghi Khaje Nobar, Mehran Akhondi, Hassan Znouzi) in 2022 **Arshadan** Publications. (Shabak: **978-622-085-088-5**)
- Electronic marketing book (Mehran Akhondi - Naghi Kalantari) in 2022 **Arshadan** Publications. (Shabak: **978-622-085-430-2**)
- An effective guidebook for launching marketing campaigns (Mehran Akhondi - Peyman Razaghi - Negin Minakhani) in 2022 **Arshadan** Publications. (Shabak: **978-622-085-349-7**)
- Comprehensive approach book on internet marketing (Mehran Akhondi - Yaser Bagheri - Naghi Kalantari) year 2022 **Arshadan** Publications. (Shabak: **978-622-083-549-3**)
- Road Map of Smart Production and Sustainable Development in Generation 4.0 Industry (Dr. Amir Najafi - Mehran Akhondi - Shabnam Asadi - Peyman Razaghi) year 2022 **Arshadan** Publications. (Shabak: **978-622-083-151-8**)
- Step-by-step manual for MATLAB software with practical examples (Dr. Arshad Farhamandian - Dr. Amir Najafi - Mehran Akhondi - Peyman Razaghi) in 2021 **Arshadan** Publications. (Shabak: **978-622-080-738-4**)
- Branding Management and its Impact on Marketing Parameters (Dr. Abbas Ghanbari - Dr. Amir Najafi - Mehran Akhondi - Shabnam Asadi) in 2021 **Arshadan** Publications. (Shabak: **978-622-080-760-5**)

- Systematic Strategic Management (Dr. Amir Najafi - Dr. Sima Nazari - Mehran Akhondi) in 2021 **Arshadan** Publications. (Shabak: **978-622-08-0322-5**)

### *Journal Publications*

- Akhondi Mehran \*, Najafi Amir, “**Impact of market power sources on labor market performance at the level of small industries**” Journal of Innovation Business Studies, vol. 1, no. 1, 2021, pp. 10-20. (ISSN: 2821-0107)
- Akhondi Mehran \*, “**An overview of the basics and requirements of various methods of financing and foreign investment**” Journal of Innovation Business Studies, vol. 3, no. 1, 2022, pp. 20-30.(ISSN: 2821-0107)
- Akhondi Mehran \*, Safarkhani Lida, “**Influential factors and multiple paths to entrepreneurship in high-tech firms: a qualitative comparison with fuzzy set configuration analysis.**” The Scientific-Specialized Quarterly Journal of New Approaches in Management Sciences, <https://msjournal.ir/fa/paper.php?pid=414>, 2024, pp. 267-282. (ISSN:2717-2511)

### *Conference Papers*

- Yeghanegi Kamran, Akhondi Mehran, “Industrial wastewater management”, The fourth national conference in management, accounting, and economics with an emphasis on regional and global marketing(2019).
- Akhondi Mehran, Asadi Shabnam, “Investigating the impact of business intelligence, network learning, and business information capacity on organizational resilience with an emphasis on mediating performance innovation for start-up scale startups”, The first international conference on the leap of management, economics and accounting sciences (2021).
- Akhondi Mehran, Asadi Shabnam, “Investigating the impact of strategic human resource management functions on organizational resilience with an emphasis on the mediation of job satisfaction”, The first international conference on the leap of management, economics and accounting sciences (2021).
- Akhondi Mehran, Najafi Amir “The impact of market power resources on international trade at the level of small industries”, The first international conference on the leap of management, economics and accounting sciences (2021).
- Akhondi Mehran, Najafi Amir, “The impact of market power resources on labor market performance at the level of small industries”, The first international conference on the leap of management, economics and accounting sciences (2021).
- Akhondi Mehran, Pakpour Zahra, “Investigating the impact of business information capacity, network learning, business intelligence and innovation on the performance of business startups and entrepreneurship”, The 7th International Conference on Management, Economics, and Accounting (2021).
- Akhondi Mehran, Pakpour Zahra, “Investigating strategic human resource management and its relationship with job satisfaction in organizations and their impact on creating and developing competitive advantage”, The 7th International Conference on Management, Economics, and Accounting (2021).

- Akhondi Mehran, Asadi Shabnam, “Investigating the competitive advantage and the impact of formulating a corporate strategy for business growth at the level of emerging businesses and startups”, The 10th International Conference on Recent Developments in Management and industrial engineering (2021).
- Akhondi Mehran, Asadi Shabnam, “Investigating the impact of formulating a corporate strategy for business growth at the level of small and medium industries”, The 10th International Conference on Recent Developments in Management and Industrial Engineering (2021).
- Najafi Amir, Razeghi Peyman, Akhondi Mehran, “The impact of innovation strategies (product, process, partnership, marketing and foreign partners) on the export development of small and medium export companies in Zanjan”, The second national conference of new management and start-up businesses (2021).
- Najafi Amir, Razeghi Peyman, Akhondi Mehran, “Innovation strategies and export development in small and medium enterprises”, The second national conference of new management and start-up businesses (2021).
- Asadi Shabnam, Ghanbari Abbas, Najafi Amir, Akhondi Mehran, “The effect of a brand signature on customer loyalty of Zanjan hotels”, The 6th International Conference on Management, World Trade, Economics, Finance and Social Sciences (2021).
- Asadi Shabnam, Ghanbari Abbas, Akhondi Mehran, Najafi Amir, “The effect of a brand signature on stimulating the attitude of customers of Zanjan hotels”, The 6th International Conference on Management, World Trade, Economics, Finance and Social Sciences (2021).
- Bagheri Yaser, Akhondi Mehran, “An overview of the basics and requirements of various methods of financing and foreign investment”, The second international conference on management, ethics and business (2022).
- Bagheri Yaser, Akhondi Mehran, “Influential factors and multiple paths of entrepreneurship in companies with advanced and creative technology”, The second international conference on management, ethics and business (2022).
- Najafi Amir, Akhondi Mehran, Kalantari Naghi, “Investigating the effect of entrepreneurial tendency and innovation tendency on B2B brand and business growth in emerging markets”, The 8th International Conference on Management and Accounting Sciences (2022).
- Najafi Amir, Akhondi Mehran, Kalantari Naghi, “The effect of brand equity on consumer behavior in Asia Insurance Company”, The 8th International Conference on Management and Accounting Sciences (2022).
- Ghanbari Abbas, Akhondi Mehran, “Investigating the relationship between entrepreneurship and innovation and knowledge management in universities”, The 7th International Conference on economic management studies and Industry-oriented Accounting (2022).
- Ghanbari Abbas, Akhondi Mehran, “A comprehensive investigation of the relationship between knowledge management and entrepreneurial orientation with organizational effectiveness”, The 7th International Conference on economic management studies and industry-oriented accounting (2022).
- Akhondi Mehran, Amanollahi Zolikha, “Examining the barriers to the presence of women in the entrepreneurship ecosystem and its development”, The second

- international conference on research findings in management, economics, and accounting (2022).
- Akhondi Mehran, Amanollahi Zolikhha, “Investigating the impact of environment and society on entrepreneurial and innovative activities”, The second international conference on research findings in management, economics, and accounting (2022).
  - Akhondi Mehran, Amini Rahim, Mohammadi Hossein, “Investigating robotics and their relationship with industry 4”, The 12th International Conference on Management, Finance, Business, Bank, Economics and Accounting (2022).
  - Akhondi Mehran, Amini Rahim, Mohammadi Hossein, “Examining the industry development process 4”, The 12th International Conference on Management, Finance, Business, Bank, Economics and Accounting (2022).
  - Akhondi Mehran, Amini Rahim, Mohammadi Hossein, “Si3 industry; Sustainable, smart, innovative industry, Internet of Things”, The 10th International Conference on Management, World Trade, Economics, Finance and Social Sciences (2022).
  - Akhondi Mehran, Amini Rahim, Mohammadi Hossein, “Examining the difference between successful and unsuccessful entrepreneurs”, The 10th International Conference on Management, World Trade, Economics, Finance and Social Sciences (2022).
  - Akhondi Mehran, Moghadam Hossein, Taherion Kimia, “An overview of learning organizations”, The first national conference of dynamic management, knowledge-based economy (2023).
  - Akhondi Mehran, mirzaei Alireza, Dadashi Hamed, “Examining the impact of neuromarketing in business”, The second national conference of applied research in modern management and accounting sciences (2023).
  - Akhondi Mehran, Omidi Mehran, Tavakoli Sana, “An overview of the concept of bank liquidity risk”, The 7th International Conference on Knowledge and Technology of the Third Millennium of Iran's Economy, Management and Accounting (2023).
  - Akhondi Mehran, Omidi Mehran, Tavakoli Sana, “An overview of the concept of the effect of credit risk on the value of bank shares”, The 7th International Conference on Knowledge and Technology of the Third Millennium of Iran's Economy, Management and Accounting (2023).
  - Akhondi Mehran, Najaflo Kimia, Bazargan Ehsan, “Examining the role of advertising in the supply and sale of manufactured products”, The 6th International Conference on Management and Industry (2023).
  - Akhondi Mehran, Mohammadi Mohammadhossein, Ashrafi Mobina, “An overview of the impact of rent on the economy”, The second international conference of political science, management, economics and accounting (2023).
  - Akhondi Mehran, Shahbazi Amirhossein, Rezaei Mohammad, “Investigating the effect of customer participation on sales”, The 10th international conference on new perspectives in management, accounting and entrepreneurship (2023).
  - Akhondi Mehran, Sohrabi Mohammadamin, Rahmani Erfan, “Factors affecting the employment of educated youth”, The 8th International Conference on Interdisciplinary Studies in Management and Engineering (2023).
  - Akhondi Mehran, Behzadnia Samaneh, Salehi Leila, “The use of famous people in the campaign of different brands and their effect on sales”, The 6th International

Conference on New Developments in Management, Economics and Accounting (2023).

- Akhondi Mehran, Najaflo Kimia, Bazargan Ehsan, “Examining the role of advertising in the supply and sale of manufactured products”, The 8th National Interdisciplinary Research Conference in Management and Human Sciences (2023).
- Akhondi Mehran, Bodaghi khaje nobar Hossein, Nikki Esfahlan Hakime, Najafi Amir, “The role of marketing based on artificial intelligence on the sustainability of businesses in the Urmia Lake catchment area”, Innovative Approaches to Sustainable Development of the Lake Urmia Basin (2024).
- Akhondi Mehran, Bodaghi khaje nobar Hossein, Nikki Esfahlan Hakime, Najafi Amir, “Artificial intelligence and its functions in social marketing of watershed business”, Innovative Approaches to Sustainable Development of the Lake Urmia Basin (2024).
- Akhondi Mehran, Amini AmirHossein, Asadpour Mohammadmehdi, “Investigating strategic human resource practices on product development performance”, The 8th International Conference on Management, Accounting, Economics and Social Sciences (2024).

#### **WORK EXPERIENCE**

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- CEO of Alghadir Development Skills Cooperative since 2016.
- Main member and vice chairman of the board of directors of Zanjan Technical and Engineering Services Company since 2021 – 2025.
- Researcher and university lecturer in two faculties of management and entrepreneurship in Islamic Azad University of Zanjan since 1400 until now .
- Advisor to the CEO in the field of marketing and sales development of Pegah Zanjan company since 1401 until now .
- Consultant and planning manager of the first export exhibition to Russia in the country, international exhibitions of Zanjan province (Caspian) in 1402.
- Deputy Director and Member of the Board of Trustees and Treasurer of the Business Clinic of Zanjan Industrial Towns Company since 2019-2021.
- Secretary of Saman Youth Skills Development Horizon Zangan since 2018.
- Chief Inspector of Zanjan Entrepreneurship Services Association since 2018 For three consecutive periods.
- Has a business card in the field of exporting technical, engineering and marketing consulting services since 2023.

## PROJECTS

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- Carrying out complication and improvement projects for more than 20 companies in Ishraq Industrial Town Zanjan including:
  - ✓ **Conducting quick and deep troubleshooting projects for industrial units:**
    - Nano Mahyar Co.
    - Saba lole Co.
    - Ghaleb sanatgar Co.
    - Gohar milad Co.
    - Masoumzadeh Co.
    - Sweet sugar Co.
    - Sisaddaneh Co.
    - Bafandegan Co.
    - Aliaf Mehr Co.
    - Kian Behris Co.
    - Chap senobar Co.
    - Ghouchi Co.
    - Sadaf Shoes Co.
    - Teymouri Co.
  - ✓ **Carrying out marketing and sales improvement projects for industrial units:**
    - Behsaz Sanat Co.
    - Nasiri Stone Co.
    - Nano Mahyar Co.
    - Tavandar Sanat Co.
    - Moghani Mess Co.
    - Sisaddaneh Co.
    - Alborz azin Co.
    - Aysun Padide Co.
    - Kian Behris Co.
    - Sepanta machine Co.
- Execution of asbestos refractory sheets project for Zanjan Industrial Towns Company (2020).
- Carrying out the project of evaluating the effectiveness and efficiency of the Ishraq Industrial Town Technology Center building for Zanjan Industrial Towns Company (2021).
- Carrying out the planning and marketing consulting project of the first export exhibition to Russia in the country in (2023).
- The main partner of the feasibility study plan for copper cluster studies in Zanjan province (2021).
- Technology Development and Transfer Consultant and Member of Technology Development Working Group of Zanjan Industrial Towns Company (2016-now)
- Reactivation of three factories in Ishraq industrial town of Zanjan province (2017-2020)
- Holding the first industrial tour for youth with the support of the General Directorate of Sports and Youth of Zanjan Province(2019).

## **MEMBERSHIPS**

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- Member of Zanjan Province Job Search Association
- Member of Iran Cooperative Chamber
- Member of the club of young researchers and elites of the Islamic Azad University of Tabriz branch since 2023 until now.
- Member of Zanjan Chamber of Commerce since 2022.
- Member of Zanjan Province Cooperative Chamber since 2023.
- Member of Zanjan province consulting, information and entrepreneurial service centers association since 2018.
- Member of Zanjan Technical and Engineering Service Companies Association since 2018.
- Member of the Zanjan Province Employment Association since 2014.
- Member of Iran Cooperative Chamber since 2017.
- Member of the business clinic of Zanjan Industrial Estates Company since 2019.

## **PROFESSIONAL TRAINING**

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- Preliminary and advanced ICDL courses at technical and professional organization of Zanjan
- IELTS and TOEFL English courses
- Training course for business managers and founders in the Organization of Small Industries and Industrial Towns of Iran (2016)
- Training course on improving market skills - strategic thinking in the Organization of Small Industries and Industrial Towns of Iran (2016)
- Entrepreneurship training course in the Organization of Small Industries and Industrial Towns of Iran (2016)
- Training course for consultants and providers of business skills in the Organization of Small Industries and Industrial Towns of Iran (2016)
- Training course on seven office skills in Small Industries and Industrial Towns Organization of Iran (2016)
- Training course on methods of identifying technological needs in the organization of small industries and industrial estates of Iran (2016)
- 6 Sigma training course in Iran Small Industries and Industrial Towns Organization (2017)
- Training course for consultants - general and basic skills in the Organization of Small Industries and Industrial Towns of Iran (2017)
- Training course for consultants - market, sales and marketing skills in the Organization of Small Industries and Industrial Towns of Iran (2017)
- Training course for consultants-skills in the field of production, product and business processes in the Organization of Small Industries and Industrial Towns of Iran (2017)
- Financial management training course for non-financial managers in the Organization of Small Industries and Industrial Towns of Iran (2017)
- Administrative software user training course in the organization of small industries and industrial estates of Iran (2017)

- Participate in the training course for office software users in the Small Industries and Industrial Towns Organization of Iran
- Participate in the technology exchange training course in the Small Industries and Industrial Towns Organization of Iran
- Participate in the training course on ways to increase sales in a market recession in the IRAN Chamber of Commerce
- Participate in a training course on new methods of finding a job at the Institute of Labor and Social Security
- Participate in a training course on the VAT law in the Small Industries and Industrial Towns Organization of Iran
- Participate in the labor market sociology training course in the General Department of Cooperatives, Labor and Social Welfare of Zanjan Province
- Participating in a pre-requisite training course for empowering small industry consultants in Kamyaran Company
- Participate in the introductory special diagnostic training course for industrial units in Zanjan Industrial Towns Company
- Participate in the training course of the certificate explaining the requirements of ISO in the Alborz Industrial Towns Company and Asr Danesh Mad
- Participate in the general quality control training course in the Alborz Industrial Towns Company and Asr Danesh Mad
- Participate in research and development management training course at the Ministry of Mining Industry and Trade
- Participate in the training course on recognizing job concepts and new methods of counseling in the General Office of Cooperatives, Labor and Social Welfare of Zanjan Province
- Participate in the training course to establish effective communication at work in the technical and professional organization of Zanjan province
- Participate in a special introductory improvement training course for empowerment of small industry consultants in Zanjan Industrial Towns Company
- Participate in the advanced improvement training course for empowerment of small industry consultants in Zanjan Industrial Towns Company
- Company in the training course to carry out projects to improve industrial estates in Kamyaran company
- Participate in professional coaching training course in Isfahan Chamber of Commerce
- Participate in Kamyaran performance improvement plan training course
- Commercial card training course at Iran Cooperative Chamber (2023)
- The training course of the country's employment monitoring system in the Supreme Council of the Ministry of Labor, Cooperation and Social Welfare (2023)
- Training course on business opportunities in the market of the Russian Federation and Iran's commercial center in Moscow (2023)
- Training course on the review and role of customs laws in the procedure of definitive export and refund of import duties with the Russian Federation (2023).

## HONOR & AWARD

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- Admission to the university as a brilliant talent in the doctoral degree.
- Obtaining an **A** average and the best student of the master's course.
- The best young entrepreneur of 2016.
- Official referee of Startup Kara Sanat 3 event in Zanzan province 2019.
- Employing more than 790 young people in Zanzan province (2015-now).

## LANGUAGES

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**English: Total Score 104 out of 120**

**Test Date : May 05,2024**

Speaking **20**

Listening **29**

Writing **26**

Reading **29**

## REFERENCES

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**Dr. Amir Najafi**, [Associate Professor]

[Faculty of Management Department]

[Islamic Azad University, Zanzan branch]

[Student Blvd - Pain Kouh Land Road - Islamic Azad University, Zanzan Branch - Zanzan - Iran]

**Dr. Homa Doroudi**, [Associate Professor]

[Faculty of Management Department]

[Islamic Azad University, Zanzan branch]

[Student Blvd - Pain Kouh Land Road - Islamic Azad University, Zanzan Branch - Zanzan - Iran]

**Dr. Hossein bodaghi Khaje Nobar**, [Assistant Professor]

[Faculty of Management Department]

[Islamic Azad University, Tabriz branch]

[Eastern side of Pasdaran highway - Islamic Azad University, Tabriz branch - Tabriz - Iran]