

# Masoumeh Hosseinzadeh Shahri

Associate Professor  
Faculty of Management, Alzahra University  
mhshahri@alzahra.ac.ir

---

## Educational Qualification

- Ph.D.in Strategic Management, **Shahid Beheshti University**, Iran (2006)
  - Master in Business Management-International Marketing, **Shahid Beheshti University**, Iran (1999)
  - Bachelor in Business Management. **Alzahra University**, Iran (1996)
- 

## WORK EXPERIENCE

- Head of Innovation& Entrepreneurship Center, Alzahra University, Iran, 2017
  - Head of Planning and budgeting office, Alzahra University, Iran, 2014-2015
  - Head of Department of Management, Alzahra University, Iran 2013-2014
  - Head of Entrepreneurship Center, Alzahra University, Iran 2007-2010
  - Faculty member of Department of Management, Alzahra University, Iran, 2008
  - Member of Strategic Planning Center, Irankhodro Co., Iran 2001-2009
  - project manager; Non-oil Export &Issues, Non-oil Export Development, The role of Insurance, Transport, Inspection& customs in Non-oil Export Development, Free Trade Zone & Non oil Export, culture & Non-oil Export Development, TV organization .1997-2001
- 

## Papers and Journal Articles

1. Hosseinzadeh Shari, Masoumeh; Rajabipour Keshayeh, Afsaneh; Ghasemi,Iman;(2019),*Reciprocal Effects of the Reputation and Store Equity of Retailers stores on customer loyalty(Case Study: Shahvand chain stores customers)*,Andishey Amad, vol 66,No17,page 71-101.
2. Hosseinzadeh Shari, Masoumeh; Ghanati,Tayebe; (2018),*The Effect of Visual and Verbal Elements of*

3. Moshkdanian, Fatemeh; Hosseinzadeh Shari, Masoumeh; Moghadas Bayat, Maryam; Babayi Zekilaki, Mohammad Ali; (2018), *Explaining an Intelligent Model of Competitive Behavior in the Banking Industry of Iran*, Journal of Business Management Perspective, Vol. 17, No. 3.
4. Zolfaghari, Mahsa; Karbala Aghaei Kamran Masoumeh; Hosseinzadeh Shahri, Masoumeh; (2018) *The Impact of Strategic Intelligence of Managers on Organizational Agility Central Libraries of Comprehensive Universities in Tehran from the Perspective of Librarians*. Science and Technologies of Information Management, Vol 4, Issue 3 - Page 71-93.
5. Hosseinzadeh Shari, Masoumeh; Shahini, Sahebeh; (2018), *The impact of Dynamic Capability and Innovation Capability on Competitive Advantage*, Journal of Business Administration Researches, Vol 10, Issue 19, Page 123-141
6. Hosseinzadeh Shari, Masoumeh; Haddadi; Sepideh, (2017), *The Effects of Experiential Marketing on Customer Experiential Value through Brand Personality*, Brand Management, Vol 3, Issue 4, Page 41-64.
7. Babayi Zekilaki, Mohammad Ali; Hosseinzadeh Shahri, Masoumeh; Rahimpour, Mahan; Ahmadizad Arman (2016), *A Model for Identifying and Analyzing of Strategy Implementation Barriers*, Journal of Strategic Management Studies; Vol, 7. Issue 25, Page 215-237
8. Ghotbivayghan, Bahare; Hosseinzadeh Shahri Masoumeh; Mohammadreza Ebrahimi (2015) *Effect of Celebrity Endorsement on Consumer's Perception of Corporate Image, Corporate Credibility and Corporate Loyalty (Case Study: Novin Charm Company)*, Case Studies in Business and Management, Vol. 2, No. 1, page 61-77.
9. Hosseinzadeh Shahri Masoumeh; Massoud Karami; Mahnaz ehrabani, (2015) *Segmentation of customers based on food related lifestyle scale at chain restaurants (Case study: Boof fast food chain restaurants*

*in Tehran*), Journal Business Management Vol 7, Issue 1, Page 83-99.

10. Hosseinzadeh Shahri Masoumeh; Fakhreei, Sara; Mahbobeh Baghche saraee, Mahbobe (2015), *An Investigation of the Relationship between Emotional Intelligence and Organizational Commitment*, Journal of Research in Human Resources Management, Vol 7, Issue 1, page 19-37.
11. Hosseinzadeh Shahri, Masoumeh; Gholami, Fereshteh; (2014), *Market Sensing Capability, Export Strategy and Their Impacts on Export Performance Improvement (Case study: Exporters of Tile & Ceramic)*, Iranian Journal of Trade Studies; Vol 19, Issue 73, page 125-144.
12. Hosseinzadeh Shahri Masoumeh; Mansori, Fatemeh (2014), *Developing demand chain management in insurance industry with cause mapping method*, Management Research in Iran, Vol 18, Issue 3, page 25-45.
13. Pirates, Nazanin, Hosseinzadeh Shahri Masoumeh, (2014), *The investigation of children's relative influence on Iranian families purchase decisions*, Journal of New Marketing Research, Vol 4, Issue 1, page 153-172.
14. Hosseinzadeh Shahri Masoumeh; Haidari, Vajihe (2014), *The effect of marketing capabilities on sense-making and shaping the creative and timely marketing strategy*, Journal of New Marketing Research, Vol 5, Issue 1, page 107-128.
15. Hosseinzadeh Shahri, Masoumeh; Zangeneh, Narges (2013), *Assessment of the Effectiveness of Electronic Educational Systems*, Journal of Research in Human Resources Management, Vol 5, Issue 1, page 173-196.
16. Hosseinzadeh Shahri, Masoumeh; Ghadakfroshan,

Mariam(2013),  
*Prioritizing of electronic banking's risks from the view point of managers in public and private banks*, Organizational Resources Management Resources, Vol 2, Issue 4.page 45-63.

- 17.Hosseinzadeh Shahri Masoumeh; Khosravi Maryam (2013), *The Impact of Store Image on Patronage Intention and Customer Loyalty (The Case of Hyper Star Store)*, Journal Business Management, Vol 5,Issue3. Page39-56.
- 18.Hosseinzadeh Shahri Masoumeh (2012) *Strategic Dimensions of Interaction between Strategy and Corporate Identity*, World Journal of Social Sciences Vol. 2. No. 4.page 291-302.
- 19.Hosseinzadeh Shahri,Masoumeh (2011), *The Effectiveness of Corporate Branding Strategy in Multi-Business Companies*, Australian Journal of Business and Management Research, Vol.1 No.6.page 51-59.
- 20.Hosseinzadeh Shahri,Masoumeh(2009),*The effect of the organizational context parent company on entrapreneurship in SBUs*, Journal of Entrepreneurship Development; Vol.3, No.4.page 93-114.
- 21.Hamidizadeh, Mohamadreza; Hosseinzadeh Shahri,Masoumeh(2007), *Presenting a Model for Determining Core Competencies Case study: Iran Khodro co.* Journal of business management; Vol.7, No.29.page 5-30.
22. Hamidizadeh ,Mohamadreza ;Hosseinzadeh Shahri,Masoumeh(2005), *A Model for assessing and identifying Strategic Capabilities*, Management journal; Vol.1, No.4.page 1-28.

---

## Books

- Hosseinzadeh Shahri, Masoumeh, (2011) *strategic innovation*, Shaar Publishing, Iran.
- Hosseinzadeh Shahri, Masoumeh; Moshkdanian,Fatemeh ,(2016) *Strategic analysis of global markets*,Mehraban

Publishing, Iran.

- Hosseinzadeh Shahri, Masoumeh;Mahavar pour,Nasrin; (2017)*Systematic Sales Management*, Adiban Publishing
- Hosseinzadeh Shahri, Masoumeh, (2019) *strategic Marketing*, alzahra university publishing,Iran.

---

conferences

- Hosseinzadeh Shahri, Masoumeh, (2010), *Application of Strategic Intelligence in the Decision Making Process in Small and Medium Sized Enterprises*, **First National Conference on Organizational/Business Intelligence,Iran.**
- Hosseinzadeh Shahri, Masoumeh; Gholami, Fereshteh;Koshki,Mohsen(2012),*Determining the input components of the internal business scenario based on the organizational goals*. **01st national futures studies conference, Iran.**
- Hosseinzadeh Shahri, Masoumeh;Pedram,Reza (2013)*Identification of strategic issues in the national innovation system to promote national productivity* **Economic Management Conference with Emphasis on National Productivity Iran.**
- Hosseinzadeh Shahri, Masoumeh; Mansori, Fatemeh(2013), *Development of the causal model of corporate governance and competitive behavior of organizations using capability-motivation logic*, **Corporate governance conference, Iran.**
- Hosseinzadeh Shahri, Masoumeh; Sagheian, Forogh;(2013), *The level of company diversity and the effect of corporate governance mechanisms on their performance*, **Corporate governance conference, Iran.**
- Hosseinzadeh Shahri, Masoumeh;Hosseini,Maryam,(2013),*The relationship between corporate governance and corporate sustainability*,**Corporate governance conference, Iran.**
- Asghari,Mona; Hosseinzadeh Shahri Masoumeh,(2016),*Comparative Comparison of the Effectiveness of Different Media in Banking Advertising (Case Study: Branches of Sepah Bank of Tehran Province,*

**International Conference on Business Development and Excellence, Iran.**

- Asghari, Mona; Hosseinzadeh Shahri Masoumeh, (2016), *Comparative Comparison of the Effectiveness of Different Media in Banking Advertising (Case Study: Premium Branches of Tehran Trade Bank)*. **Entrepreneurship Management and Economic Development, Iran.**
- Hosseinzadeh Shahri, Masoumeh; Jalili, Syedeh Marzyeh; (2017), *A conceptual Model for the Success of Startups Using Meta-analysis*, **14 International Management Conference, Iran.**
- Hosseinzadeh shahri, Masoumeh; Mansouri, Fatemeh; Forogh, Saghaeyan; (2017) *Development of casual model for Identifying weak signal using intuition in the insurance industry*, **14 International Management Conference, Iran.**
- Hosseinzadeh shahri, Masoumeh; Shirkodaei, Sayna; (2018), *The Effect of Different Types of Customer Knowledge on Customer Relationship Management Performance Using Balanced Scorecard*, **4th International Conference on Management, Entrepreneurship, Economic Development, Iran.**
- Hosseinzadeh shahri, Masoumeh; Vasse Styeh ; (2018), *The relationship of corporate social responsibility to brand attitudes with the role of moderating the brand of the country of the origin and consumer global identity*, **Fourth International Conference on Management, Entrepreneurship, Economic Development, Iran.**
- Hosseinzadeh shahri, Masoumeh; Elmiyeh Rasa ; (2018), *The effect of visual Identity on the reputation of the organization, with an emphasis on the role of the logo and image*, **Fourth International Conference on Management, with a focus on sustainable Development, Iran.**
- Hosseinzadeh shahri Masoumeh, Haji Ali Koohpayeh, Mahdieh ; (2018), *The relationship between customer value anticipation and customer lifetime value*, **2<sup>nd</sup> International Conference on New Findings in Accounting, Management, Economies and**

## **Banking, Iran.**

- Hosseinzadeh shahri Masoumeh; Nasri Mohajeri, Behnoush ;Abdyan,Saba ;(2018), *The effect of internal and external trust on open innovation (Case Study: manufacturers heating and cooling systems)*, 2<sup>nd</sup> International Conference on New Findings in Accounting, Management, Economics and Banking, Iran.
- 

## **Graduate & Undergraduate Lecture Courses**

- Theories of Management
  - Strategic Management
  - Sales Management
  - Strategic marketing management
  - Principles of Marketing
  - Marketing Management
  - International Marketing
  - Import-Export Management
  - Research Methodology
  - Market Research
  - Purchasing Management
- 

## **Seminar speeches**

- Aligning Training with Corporate Strategy
- HR strategy and its relationship with other strategies
- Multiple business models; new approach of strategic management
- Strategic Knowledge Management
- Strategic Knowledge Management in holding companies
- Designing business models
- Industrial strategies
- Strategic Innovation
- Storytelling in sales and marketing