# Resume



## Personal Information

**NAME:** Omid Mahdieh
**BIRTH DATE:** June 21, 1980

**CURRENT POSITION:** Associate Professor, Management Department, Faculty of Humanities, University of Zanjan, Zanjan - Iran. (2013 to present)

## Address

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## Education Information

- **PhD PROGRAM:** "Business Administration, Major in Organizational Behavior and HRM", Allameh Tabataba'i University, 2012.

  **PhD DISSERTATION:** "A Model for the Interaction among Communication, Conflict and Organizational Culture and Its Relationship with Performance", With Grade A, under the supervision of Prof. Zohreh Dehdashti Shahrokh.

- **MASTER'S DEGREE PROGRAM:** "Business Administration, Major in Marketing", Allameh Tabataba'i University, 2006.

  **MASTER THESIS:** "Factors Affecting the Adoption of E-Commerce by Exporting Companies", With Grade A, under the supervision of Dr. A. H. Ebrahimi (*Known as The Father of Marketing in Iran*).

- **BACHELOR'S DEGREE PROGRAM:** "Business Administration", Yazd University, 2002.

## • Teaching Experience (more than 12 years)

- Organizational Behavior
- Marketing Management
- Human Resource Management
- Organization and Management Theories
- Industrial Marketing
- Marketing Research
- Research Method (qualitative, quantitative, & mixed methods)
- Managing SMEs, Entrepreneurship & Start-ups

## Research and Publications

- ## Research projects

  - Identifying the challenges of the police force in dealing with Generation Z and providing solutions, Zanjan Province Police Force Applied Research Office, 2025.
  - Investigating the use of Waqf culture in the development of sports in Zanjan province (participation as a Principal Investigator), Zanjan Province Directorate of Sports & Youth, 2025
  - Investigating the effect of transparent packaging on purchase intention: a study based on transcranial direct-current stimulation (tDCS), Office of the Vice Chancellor for Research, University of Zanjan, 2024.
  - Conflict-responses styles: overlooked possibilities and new perspectives, Office of the Vice Chancellor for Research, University of Zanjan, 2023.
  - Planning the career advancement path of employees, Zanjan Province Gas Company, A research project carried out in the form of a thesis, 2018.
  - Identifying and prioritizing factors affecting the quality of after-sales services and examining the relationship between them and customer satisfaction, Zanjan Province Telecommunications Company, A research project carried out in the form of a thesis, 2018.
  - Strategies for promoting member participation in consumer unions and cooperatives (participation as a Principal Investigator), Ministry of Cooperatives, Labour, and Social Welfare, 2008.

- ## Articles

  - ### International

  - Trevethan, R., & Mahdieh, O. (2026). Rethinking Conflict-response Styles: Overlooked Possibilities and New Perspectives. (e108486). *Interdisciplinary Journal of Management Studies*, e108486 https://doi.org/10.22059/ijms.2026.398711.677808, In Press.
  - Mahdieh, O., Abbasi, Davood & Shahsavari, F (2026). Opening the black box of startup success: a qualitative study of successful startups in Iranian science and technology parks. *Journal of Global Entrepreneurship Research*, https://doi.org/ 10.1007/s40497-026-00562-8, In Press.
  - Mahdieh, O., (2025). Perceived effectiveness of crisis management: the role of strategy and public participation, *International Journal of Emergency Management*, 19(2), 68-89. https://doi.org/10.1504/IJEM.2025.154153
  - Mahdieh, O., & Trevethan, R. (2025). Theoretical speculations versus empirical realities: Assessing the van Ruler model of communication, *Business and Management Theory and Practice*, 2(2), 3353. https://doi.org/10.54517/bmtp3353
  - Mahdieh, O., Mohammadi, S., & Mohammadi, F. (2024). The Effect of Social Media Marketing on Purchase Intention with the Mediating Role of Brand Awareness and Consumer Motivation. *Interdisciplinary Journal of Management Studies (Formerly known as Iranian Journal of Management Studies)*, 17(4), 1043-1062. https://doi.org/10.22059/ijms.2024.364512.676155
  - Salvati, A.; Behjannat, S.; Jaber Ansari, M. R.; & Mahdieh, O. (2024). Presenting the proposed model of dynamic knowledge management in Iran's government-sponsored organizations. *International Journal of Digital Content Management*, 5(9), 184-204. https://doi.org/10.22054/dcm.2023.71209.1173
  - Abash Loui Aghdam, S.; Soltanpanah, H.; Mahdieh, O.; Shakeri, R.; & Habibi, F. (2024). Presenting a systemic model for the effectiveness of marketing communication activities in social networks: with a political economy approach. *International Journal of New Political Economy*, 5(1), 107-137.

- Abash Loui Aghdam, S.; Soltanpanah, H.; Mahdieh, O.; Shakeri, R.; & Habibi, F. (2023). Presenting a systemic model for the effectiveness of marketing communication activities in social networks. *Journal of System Management*, 9(2), 153-167. https://doi.org/10.48308/jep.2024.232303.1145
- TajNesai, HR.; Farooqi, H. & Mahdieh, O. (2016). Investigating the effect of motivators for shop space on buyer behavior at the point of purchase (the case study of Sanandaj Refah Store). *International Journal of Humanities and Cultural Studies*,128-1143.
- Atarodi Moakhar, S.; Barati Marnani, A. & Mahdieh, O. (2016). The Relationship between Marketing Mix Elements and Brand Equity (Case Study: Chain Stores in Sanandaj), *Arth Prabhand: A Journal of Economics and Management*, 5(2), 34-51.
- Mahdieh, O. (2015). Interaction between Communication and Organizational Conflict and Its Relationship with Performance, *International Journal of Business and Administrative Studies, 1*(2), 54-60.
- Jafari, M.; Alinaghi Pour, Sh. & Mahdieh, O. (2015). Explanation of the Relationship between Social, Cultural & Economic Literacies and Strategic Development of Tourism Marketing (Case Study: Incoming Tourists to Kashan, Iran). *Journal of Marketing and Consumer Research*, 17, 20-31.
- Julaei, H. & Mahdieh, O. (2015). The Study of Relationship between Job Characteristics and Job Performance (Central Staff in Supreme Audit Court as a Case Study). *Applied Mathematics in Engineering, Management and Technology*, 3(1), 399-413.
- Mahdieh, O. (2015). Interaction between communication and organizational conflict and its relationship with performance. *International Journal of Business and Administrative Studies*, 1(2), 54-60.
- Mohammadyan, K.; Amini, S. & Mahdieh, O. (2015). The examination of relationship between values and consumer emotional attitudes and inclination to pay more cost: (case study: Marivan citizens and tourists). *International Letters of Social and Humanistic Sciences*, 52, 127-131.
- Najafi, Sh.; Shakeri, R. & Mahdieh, O. (2015). The Relationship between Organizational Belonging and Cynicism (Kermanshah Socail Security Organization as a Case Study). *DAV International Journal of Science*, 4(1), 81-92.
- Shoaib, K. Mahdieh, O. & Shafeai, R. (2015). The Study of the Relationship between Marketing Philosophy and Performance (Manufacturing Firms of Sanandaj Industrial Zone as a Case Study). *Journal of Social Issues & Humanities*, 3(3), 179-189.
- Mohammadi, K. & Mahdieh, O. (2014). The Effect of Brand Communications and Service Quality on Brand Loyalty. *Arth Prabhand: A Journal of Economics and Management (Special Issue on Basic and Applied Sciences)*, 3(12), 329-345.
- Esfandiary, P.; Mahdieh, O. & Barati Marnani, A. (2014). The Relationship between Corporate Social Responsibility and Customer Loyalty in Specialized Banks. *Arth Prabhand: A Journal of Economics and Management*, 3(6), 8-29.
- Ghadami, A.; Mahdieh, O. & Barati Marnani, A. (2014). The Relationship between Marketing Ethics and Competitive Advantage (Public Banks of Sanandaj as a Case Study). *Arth Prabhand: A Journal of Economics and Management*, 3(6), 108-126.
- Mahmoodi, A. & Mahdieh, O. (2014). The Effect of Market Orientation on Business Performance (SMEs in the Industrial District of Sanandaj City as a Case Study). *Arth Prabhand: A Journal of Economics and Management*, 3(6), 150-168.
- MohammadNezamy, E.; Mahdieh, O. & Fatemi, A. (2014). The Relationship between Conflict Management and the Acquisition and Sharing of Knowledge. *Arth Prabhand: A Journal of Economics and Management*, 3(3), 9-29.
- Memari, N.; Mahdieh, O. & Barati Marnani, A. (2013). The Impact of Organizational Commitment on Employees Job Performance: a study of Melli Bank. *Interdisciplinary Journal of Contemporary Research in Business*, 5(5), 164-171.

- Choubtarash, N.; Mahdieh, O. & Barati Marnani, A. (2013). The study of the relationship between consumer involvement and purchase decision (Case study: Cell phone). *Interdisciplinary Journal of Contemporary Research in Business*, 4(12), 276-296.
- Karimi, P.; Mahdieh, O. & Rahmani, M. (2013). The Study of Relationship between Packaging Elements and Purchase Behavior: Consumers of Food, Cosmetics and Health Products. *Interdisciplinary Journal of Contemporary Research in Business*, 5(13), 281-295.

## ○ National

- Fallahi, A.; Mahdieh, O.; Alizadeh Goradel, J.; Shiri Yekta, M. & Maghsoudi Velni, S. (2026). Effects of tDCS and Packaging Transparency on Decision-Making Time and Purchase Intention for Food Products. *New Marketing Research Journal*, *16*(3), 79-114. https://doi.org/10.22108/nmrj.2026.148145.3297
- Mahdieh, O.; Fallahi, A.; Alizadeh Goradel, J.; Maghsoudi Velni, S. & Shiri Yekta, M. (2026). Analysis of Factors Affecting the Choice Between Transparent and Opaque Packaging in Food Products (Chips and Peanuts). *Packaging Science and Art*, *16*(64), 87-106. https://doi.org/10.47176/packaging.2026.1249
- Mahdieh, O.; Alipoor, V. & Mirzaei Kokhalo, S. (2026). Investigating the effect of packaging transparency and information on purchase intention: the mediating role of consumer involvement (chocolate as a case study). *Consumer Behavior Studies Journal*, *12*(3), 23-42. https://doi.org/10.22034/cbsj.2024.138847.2510
- Mohammadi, M., Bordbar, G., Morovati Sharifabadi, A., & Mahdieh, O. (2025). Exploring the Concept of Disciplinary Behavior: A Phenomenological Study. *Journal of Iranian Public Administration Studies*, 8(1), 45-70. https://doi.org/10.22034/jipas.2025.433846.1681
- Mahdieh, O. & Fallahi, A. (2016). Development of a Scale to Measure Packaging Transparency, *Packaging Sciences and Techniques*, 15(60), 17-60.
- Mohammadi, M., Bordbar, G., Morovati Sharifabadi, A., & Mahdieh, O. (2024). Identifying and Prioritizing the Components of Disciplinary Behavior (Case Study: University Faculty Members). *Management and Development Process*, *37*(1). 71-110. https://doi.org/10.52547/jmdp.37.1.71
- Mahdieh, O.; Abbasi, D. & Salmani, M. (2023). Investigating the relationship between teaching methods, motivation, and student learning (a comparison between engineering and non-engineering students), *Iranian Journal of Engineering Education*, 25(99), 91-109. https://doi.org/10.22047/ijee.2023.399415.1982
- Abbasi, D.; Mahdieh, O., & Shahsavari, F. (2024). Identifying the Factors Affecting the Success of Startups: A Phenomenological Study. *Journal of Entrepreneurship Development*, 16(4), 187-213. https://doi.org/10.22059/JED.2023.359337.654193
- Mahdieh, O. (2023). Assessing the van Ruler Communication Strategy. *Public Administration Perspective*, 14(3), 133-153. https://doi.org/10.48308/jpap.2021.101954
- Mohammadi, M., Bordbar, G., Morovati Sharifabadi, A., & Mahdieh, O. (2023). Designing and validating the model of academic staff discipline with an interpretative-structural approach. Managing Education in Organizations, 12(3), 119-148. https://doi.org/10.61186/meo.12.3.119
- Salvati, A.; Behjannat, S.; Jaber Ansari, M. R.; & Mahdieh, O. (2024). The Role of Ethics in Dynamic Knowledge Management in Iranian Public Organizations. *The Quarterly Journal of Ethics in Science and Technology*, 18(6), 27-35.
- Mahdieh, O. & Yakhkeshi, F. (2022). The Effect of Audience-orientation and Film Features on the Satisfaction of Cinema Audiences. *Media and Culture*, 12(1), 323-359. DOI: 10.30465/ismc.2022.36362.239
- Mahdieh, O.; Pirayesh, R., & Baboli, M. (2022). The Effect of Switching Cost on Customers Loyalty and Likelihood of Churn. *Consumer Behavior Studies Journal*, 8 (4), 46-61.
- Mahdieh, O. (2021). The effect of professors' adherence to professional ethics on students' self-efficacy and motivation (The comparison between engineering and non-engineering students). *Iranian Journal of Engineering Education*, 23(90), 49-69. https://doi.org/10.22047/IJEE.2021.253135.1789
- Mahdieh, O. & Mohammadi, P. (2020). The Effect of Organizational Learning on Organizational Agility with the Mediation Role of Psychological Empowerment, *Managing Education in Organizations*, 9(1), 259-278.

- Mahdieh, O. (2020). Investigating the Effect of Public Participation on Crisis Management Performance. *Disaster Prevention and Management Knowledge*, 10(2), 142-151.
- Mahdieh, O. & Karimi, P. (2020). Investigating the impact of visual and informational packaging elements on the behavior of food and health product buyers. *Packaging Sciences and Techniques*, 11(41), 26-37.
- Mahdieh, O. & Ghahremani, M. (2020). The Effect of Professors' Professional Ethics Dimensions on Students Motivation. *Journal of Sociology of Education*, 6(1), 28-40. https://doi.org/10.22034/ijes.2020.43778
- Mahdieh, O. & Shojaee, A. (2019). Effectiveness of Ethical Values in Nurses Quality of Work Life with the Mediating Role of Professional Ethics. *Quarterly Journal of Nursing Management*, 8(3), 28-40.
- Mahdieh, O.; Sharaf, R. & Shojaee, A. (2019). Investigating the Effect of Islamic Values on Nurses' Professional Ethics with the Mediating Role of Organization's Code of Ethics. *Medical Ethics Journal*, 13(44), 1-14. https://doi.org/10.22037/mej.v13i44.28627
- Mahdieh, O. (2018). Investigating and explaining the impact of motivation on student learning (with emphasis on the role of the quality of the teaching resource). *Iranian Journal of Engineering Education*, 20(79), 93-117. https://doi.org/10.22047/ijee.2018.144030.1568
- Mahdieh, O.; Sharaf, R. & Siabidzadeh, M. (2016). The Study of Factors Affecting Ethical Behavior in Consumers. *Ethical Research*, 6(3), 190-212.
- Dehdashti Shahrokh, Z. & Mahdieh, O. (2015). A Model for the Interaction among Communication, Conflict and Organizational Culture and Its Relationship with Performance. *Journal Public Management Perspective*, 20, 113-134.
- Mahdieh, O.; Salimi, G. and Rostami, Y. H. (2015). The Study of the Relationship between Organizational Culture and Knowledge Management Process (NIOC Exploration Directed as a Case Study). *Human Resource Management in The Oil Industry*, 7(25), 175-201.
- Dehdashti Shahrokh, Z.; Arabi, S. M. and Mahdieh, O. (2014). A Model for the Strategic Fit between Communication and Organizational Conflict and Its Relationship with Performance. *Resource Management in Police*, 2(1), 49-78.
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- Salimi, G.; Azin, R.; Pakizeh, A. and Mahdieh, O. (2010). Towards Knowledge Management Approach in Engineering Training Context: Technical and Engineering Faculty of Persian Gulf University as a Case Study. *Iran Engineering Training Journal*, 12(45), 105-126.
- Mahdieh, O. and Perech, M. (2011). The Role of Functional Units in New Product Development (NPD) Process (Tazh Company as a Case Study). *Journal of Business Strategies*, 18(47-2), 371-394.
- Mahdieh, O. (2009). Knowledge Management and Firm's Competitive Strategy: The Role of Strategic Reference Points (SRP's). *Roshd-e Fanavari Journal*, 21, 15-27.
- Araabi, S.M. and Mahdieh, O. (2009). Human Resource Strategy, National Culture and Coordination Challenge: The Role of Strategic Reference Points (SRP'S). *Human Resource Bimonthly Journal*, 1(2), 12-25.
- Mahdieh, O. and Sangari, A.A. (2008). Understanding the Causes of Unethical Behavior in Workplace. Journal *of Management and Human Resources in Oil Industry*, 2(5), 79-105.

## • Books

- Jafari, M. & Mahdieh, O. (2018). *Strategic management from the perspective of the cognitive school*. Tehran: GitaTak Publishing Inc.

- Mahdieh, O. and Choubtarsh, N. (2014). *Consumer Involvement*, Tehran: Barati Publishing Inc. Mahdieh, O.; Perech, M. and Mahmoodi, S. (2011). *Manage with English (Specialized English for Management Students)*. Vol. 1, Tehran: Mehraban Nashr Publishing Inc.
- Mahdieh, O.; Perech, M. and Mahmoodi, S. (2011). *Manage with English (Specialized English for Management Students)*. Vol. 2, Tehran: Mehraban Nashr Publishing Inc.
- Mahdieh, O. (2014). *Organizational Culture: Concepts, models and Tools*, Tehran: Mehraban Nashr Publishing Inc.
- Mahdieh, O. (2014). *Organizational Communication: Concepts, models and Tools*, Tehran: Mehraban Nashr Publishing Inc.
- Mahdieh, O. (2014). *Organizational Conflict: Concepts, models and Tools*, Tehran: Mehraban Nashr Publishing Inc.
- Ebrahimi, A.H. and Mahdieh, O. (2007). *E-Marketing: Principles and Practices*, Tehran: Homaye Danesh Publishing Inc.
- Ebrahimi, A. H. and Mahdieh, O. (2006). *E-Commerce: Principles and Practices)*, Tehran: Homaye Danesh Publishing Inc.

## • Conference Presentations/Proceedings

- Mahdieh, O. (2016). Strategic Human Resources Management Practices and Organizational Commitment. 5th International Conference on Social Science and Humanities (ICSSH), 29-30 August, Istanbul, Turkey.
- Mahdieh, O. (2015). Interaction between Communication and Organizational Conflict and Its Relationship with Performance. Proceedings of 2nd International Conference on Trends in Multidisciplinary Business and Economic Research (TMBER- 2015), 25-26 March, Bangkok, Thailand, pp.69-79.
- Mahdieh, O. (2015). The Relationship between Organizational Culture and Knowledge Management Activities. 4th International Conference on Management, Business, Economics, Social Sciences and Humanities Research, 23 – 24 July, Istanbul, Turkey.
- Mahdieh, O. and Rostami NouruzAbad, M. (2014). The Relationship between Social Capital and Life Style among Students. *1st National Conference of Life Style, Order and Security*, Zanjan - Iran.
- Attar, D.; Mahdieh, O. and Salavati, A. (2014). The Relationship between Customer Knowledge Management and Organizational Performance. *International Conference of Management*, Tehran - Iran.
- Molanaei, S.; Mahdieh, O. and Khazduzi, B. (2014). The Relationship between Market-orientation and Export Performance. *International Conference of Management*, Tehran - Iran.
- Mohammad Yari, A. and Mahdieh, O. (2014). The Relationship between Innovation Strategies and E-Banking Service Quality. *International Conference on Management in 21 Century*, Tehran - Iran.
- Mahdieh, O. and Mahmoodi, S. (2010). The Role of English Language in Forming Social Capital (With the Emphasis on Social Networks). *The National Conference on Social Capital and Economic Development*, Semnan University, February, 2010.
- Mahdieh, O. and Rostami, Y.H. (2010). Identifying the Causes of Administrative Corruption: The Study of Selected Countries. Multiple Effort, Multiple Work and Administrative Health Promotion Seminar, Country Inspection Organization, 2010.
- Mahdieh, O. and Rostami, Y.H. (2010). Identifying the Causes of Administrative Corruption: The Study of Selected Countries. Multiple Effort, Multiple Work and Administrative Health Promotion Seminar, Country Inspection Organization, pp. 212-235.
- Mahdieh, O. (2008). Issues Facing Exporting Companies in Adoption of E-Commerce. *The 3rd International Conference on E-Commerce (with Approach to Developing Countries)*, Isfahan University, 2008.
- Mahdieh, O. and Majidi, S. (2008). Macro Environmental Barriers of Using of E-Commerce and E-Banking. *E-Banking Conference*, Tehran, FABA Center, 2008.

- **Working Experience**
  - University of Zanjan, Faculty Member of Management Department, 2013- present.
  - Molana Higher Education Institution, Faculty member of Management Department, 2011-12.
  - Artan Company, R & D Manager, Management Consultant in Marketing and HR, 2009-2010.
  - PataTadbir Global Marketing Company, Research and Training director (part time), 2006-2009.
  - SAMT Organization, Edition division, Chief Editor (part time), 2007.
  - Mellat Bank, Research and Training Center, Research Fellow (part time), 2005.
  - Marketing Magazine, Research and Training, 2004.

- **Reviewer of Scientific Journal**
  - **International**
  - Journal of Contingencies and Crisis Management (ISI)
  - Journal of Islamic Accounting and Business Research (ISI)
  - Interdisciplinary Journal of Management Studies (Scopus)
  - Journal of Information Systems and Telecommunication (Scopus)
  - SAGE Open (ISI, JCR)

  - **National**
  - New Marketing Research Journal, University of Isfahan.
  - Journal of Public Administration Perspective, Shahid Beheshti University
  - Journal of Business Management Perspective, Shahid Beheshti University
  - Journal of Applied Economic Studies, Tabriz University.
  - Business Administration Research, Yazd University.
  - Journal of Organizational Business Strategies, University of Kurdistan.
  - Journal of Health Administration, Iran University of Medical Sciences
  - Iranian Journal of Engineering Education
  - Iranian Journal of Risk and Insurance (IJRI), Insurance Research Center (IRC).
  - Barresy Bazargani, Institute for Trade Studies and Research.
  - Iranian Journal of Insurance Research, Insurance Research Center (IRC).
  - Organizational Behavior Studies Quarterly, International Academy of Organizational Behavior Management
  - Journal of Marketing Management (JOMM), Islamic Azad University, Science and Research Branch.