



**MOHAMMAD AYATIMEHR**

Department of Management, Faculty of Economics and Social Sciences, Shahid Chamran University of Ahvaz, 61357-93113, Khuzestan, Iran

**Email:** m.ayati@scu.sc.ir

**Tel:** +986133226600-9-ext 4431

**Interests:** strategic management - marketing – insurance

**Specialization:** business management - strategic management

**Education**

Ph.D. in business management from Tehran University. 2018

Master of Business Administration from Shahid Chamran University of Ahvaz. 2001

Bachelor of Business Administration from Tehran University. 1997

**Scientific and operational experiences**

Referee, 10/24/2013 to 10/25/2013

**Publications**

Identifying the Effective Factor in Application of Social Crm Strategy. (2015). *Journal Dav International Journal of Science*, (4), 85-91.

Determining Advantages and Disadvantages of Social Crm Strategy. (2015). *Journal Dav International Journal of Science*, (4), 444 – 448.

Utilization of dynamic capabilities for entrepreneurial management by FAHP. (2015). *Journal of Social Issues & Humanities*, (3), 284 – 291.

Investigating the effect of supply chain participation and customer orientation on the external integration of the supply chain and organizational performance in manufacturing companies in Khuzestan province. (2021). *Research Journal Khatam Management Novin*, (1), 1-18.

### **Articles Presented in Conferences**

Ayatimaher, Mohammed. Naghizadeh, Razegh. Sohrabi, Fatemeh. Alinejad, Roya. Bigi, Fardin. (2021). *Investigating the effect of entrepreneurial orientation on the SMEs Performance by analyzing the mediating role of competitive advantage*. The first international conference on management and industry, resourceful management research institute with the participation of scientific societies and supported by Civilica,

Ayatimaher, Mohammed. Naghizadeh, Razegh. Mohammadi, Farshad. Beigi, Fardin. (2021). *An Integrated Framework of Business Performance Success (Case Study: Small and Medium Businesses in Ahvaz County)*. Second National Conference and the first international business sustainability conference, Shahid Chamran University,

Mehrabi, Ali. Ayitimehr, Mohammad. Hosseinifard, Seyed Hossein. (2021). *Investigating the sustainability indicators of construction and production in Khuzestan Cement Company* the second national conference and the first international conference on business sustainability, Shahid Chamran University of Ahvaz,

Ayitimehr, Mohammad. Beigi, Fardin. (2019). *Identification and prioritization of effective factors in reducing the cost of providing services in irrigation companies with MCDM approach*, 5th National Conference on Economics, Management and Accounting, Shahid Chamran University, Ahvaz,

- Maroufi Anwar, Abdulkarim. Aytimehr, Mohammad. (2019). *Prison management, prisoners' health and health rights in international human rights* third international conference and studies of management, accounting and law, Modbar Management Research Institute,
- Maroufi Anwar, Abdulkarim. Aytimehr, Mohammad. (2019). *Prison management models, in international prison systems* second national conference of new ideas and applied research in humanities, Basij Industrial Engineering Organization, Gilan province,
- Maroufi Anwar, Abdulkarim. Aytimehr, Mohammad. (2019). *The role of international human rights documents and standards in the transformation of prison management and human resources* the second national conference of new ideas and applied research in humanities, Basij Industrial Engineering Organization of the province Gilan,
- Safari, Maysam. Najafpour, Saeed. Ayitimehr, Mohammad. (2016). *Investigating the effect of financial rewards on the productivity of the specialists of Aria Mining Company* Third International Conference on Industrial Management and Engineering, Imam Khomeini International University. Rah),
- Safari, Maysam. Najafpour, Saeed. Ayiti Mehr, Mohammad. (2016). *The relationship between the value of a commercial brand and the conditions of choosing a bank by customers (case study: Saderat Ramhormoz Bank)*. Third International Conference on Industrial Engineering and Management, University Imam Khomeini International,
- Qanawati, Ahmed. Mousavi, Seyed Amin. Ayati Mehr, Mohammad. (2016). *Examining the relationship between the structure and the level of job satisfaction of the employees of Barq Abadan*, Third International Conference on Industrial Engineering and Management, Imam Khomeini International University (RA),
- Ghanawati, Ahmed. Aytimehr, Mohammad. (2016). *Investigating factors affecting customer satisfaction with after-sales services of Pamiran products (case study of Ahvaz)* 3rd International Conference on Management and Industrial Engineering, Imam Khomeini International University (RA),
- Ayati Mehr, Mohammad. Bahmei, Ismail. Mambini, Razieh. (2016). *Improving marketing success: the role of tacit knowledge exchange between sales and marketing* International Conference on Research in Science and Engineering in the Third Millennium, Shahid Beheshti University,

- Ayati Mehr, Mohammad. Hashemi, Aye. (2016). *The effect of relationship marketing investments on customer appreciation in retail* International Conference on Research in Science and Engineering in the Third Millennium, Shahid Beheshti University,
- Ayati Mehr, Mohammad. Mousavi, Amin. Talavari, Ishaq. (2016). *Brand value (trademark) in the virtual world: an approach based on values* Second International Conference on Dynamic Accounting and Auditing, Khwarazmi University,
- Ayati Mehr, Mohammad. Alinejad, Alireza. Shahidi, Farrokh. (2016). *The impact of brand value on the retail market*, Second International Conference on Management, Dynamic Accounting and Auditing, Khwarazmi University,
- Ayati Mehr, Mohammad. Shokohmand, Alireza. Parsajo, Reza. (2016). *Discovering the relationship between ethical sales behavior, quality relationship and customer loyalty* Second International Conference on Dynamic Accounting and Auditing, Khwarazmi University,
- Ayati Mehr, Mohammad. Bagheri, Soleiman. Alboghbish, Zahra. (2016). *The impact of economic recessions on marketing*, Second International Conference on Dynamic Accounting and Management, Khwarazmi University
- Ayati Mehr, Mohammad. Barati, Davoud. (2016). *Behavioural loyalty to the brand and the associations that the brand has for the consumer* the second international conference on dynamic accounting and management, Khwarazmi University,
- Ayati Mehr, Mohammad. Hamidi, Sadiqeh. Fethullahpour, Dorsa. (2016). *The role of personality and psychological characteristics of consumers in brand management* Second International Conference on Management. Dynamic Accounting and Auditing, Khwarazmi University,
- Ayati Mehr, Mohammad. Ramzani, Hojjat. Hamtani, Iman. (2016). *What makes an effective brand manager?* Second International Conference on Dynamic Accounting and Management, Khwarazmi University,
- Ayati Mehr, Mohammad. Modamli, Kobra. Pourmurad, Mashallah. (2016). *The role of knowledge management in the improvement and development of the processes of industrial organizations* Second International Conference on Dynamic Accounting and Management, Khwarazmi University,

- Aytimehr, Mohammad. Abbasi, Noushin. Tamradi, Hossein. (2016). *Customer relationship management as a marketing approach based on customer information*, Second International Conference on Management, Accounting and Dynamic Auditing, Khwarazmi University, Tehran,
- Aytimehr, Mohammad. Abdurrahimi, Hidaytullah. Nejadzadeh, Hamid. (2016). *Investigating the role of knowledge management on organizational performance by considering the role of market orientation and innovation* Second International Conference on Management, Dynamic Accounting and Auditing, Khwarazmi University.
- Ayatimehr, Mohammad. Salimzadeh, Malek. Rashadi, Ghodratlah. (2015). *Investigating the relationship between intellectual capital and job performance with the mediating role of organizational learning in employees of social security organization of Behbahan city*, Second International Conference on Accounting Management and Economics, University of Tehran,
- Ayatimehr, Mohammad. Kiani, Ramzan. Shawli Koh Shouri, Abbas. (2015). *Investigating the relationship between organizational growth and emotional intelligence with the job performance of secondary school teachers in Behbahan city* Second International Conference on Accounting Management and Economics. University of Tehran,
- Ayatimehr, Mohammad. Alineqi, Kianoosh. Zidani, Jafar. (2015). *Investigating the relationship between servant leadership style and organizational commitment with the mediating role of job enthusiasm in the employees of Islamic Azad University* Second International Conference on Accounting Management and Economics , University of Tehran,
- Ayatimehr, Mohammad. Moradi, Arash. Zandimehr, Malik. (2015). *Investigating the impact of organizational learning on organizational entrepreneurship with the mediating role of organizational health in the employees of the Tax Affairs Department of Gachsaran* Second International Conference on Accounting Management and Economics, University Tehran,
- Nematian, Mahmoud. Ayatimehr, Mohammad. Hoseni, Alireza. (2013). *Investigating the relationship between time management, quality of work life and job stress of elementary school teachers in Behbahan city*, Second International Conference on Accounting Management and Economics, University of Tehran.

- Ayatimehr, Mohammad. Pour Abbas, Iman. Mambani, Sadiq. (2015). *Investigating the effect of ownership structure on the relationship between overinvestment and cost of debt in companies listed on the Tehran Stock Exchange* 4th International Conference on Managerial Economics and Accounting with a value creation approach, Narun Certified Managers Training Institute,
- Ayatimehr, Mohammad. Moradi, Aida. Qanawati, Neda. (2015). *Investigating the impact of marketing and organizational agility on financial performance using the structural equation model (case study: Export Bank of Ahvaz)* 4th International Conference on Managerial Economics and Accounting with a value creation approach, Narun Certified Managers Training Institute,
- Nematian, Mahmoud. Aytimehr, Mohammad. Mousavi, Seyede Nahid. Mori, Motahare. (2015). *Analysis of the relationship between the position of the balanced scorecard in the strategic planning of Bidbland gas refinery operations* 4th International Managerial Economics Conference and accounting with a value creation approach, Narun Certified Managers Training Institute,
- Nematian, Mahmoud. Aytimehr, Mohammad. Behondi, Sajjad. (2015). *The effect of sustainable strategic management on organizational performance in the cement company of Ramhormoz city* 4th International Conference on Managerial Economics and Accounting with Value Creation Approach, Naron Certified Managers Training Institute,
- Aytimehr, Mohammad. Hamid, Naser. Jalali, Saeed. (2015). *Examining the relationship between time management and the quality of work life in the employees of Keshavarzi Bank in Ahvaz city.* the national conference on economics, management and accounting, province industry, mining and trade organization Khuzestan
- Aytimehr, Mohammad. Qanawati, Farzaneh. Mirsalari, Seyed Razieh. (2015). *The role of financial management in market development,* the national conference on economics, management and accounting, Khuzestan Province Industry, Mining and Trade Organization,
- Aytimehr, Mohammad. Mousavi, Seyede Nahid. Zanganeh, Ali. (2015). *Analysis of the relationship between the implementation of the Balanced Scorecard (BSC) model on the organization's performance (the case study of Bidbland Gas Refinery),* the first national conference on management economics and Accounting, Industry, Mining and Trade Organization of Khuzestan Province,

- Mahmoudi, Idris. Khurshidvand, Fariba. Nadaf, Mehdi. Aytimehr, Mohammad. (2015). *Investigating the effect of personal values on customer loyalty with the role of mediator of satisfaction in the banking industry* 4th International Applied Research Conference in management and accounting, Shahid Beheshti University,
- Naqdi, Soraya. Mehrabi, Ali. Aytimehr, Mohammad. (2016). *Evaluation of the supply chain with supply chain maturity models*, 4th International Conference on Applied Research in Management and Accounting, Shahid Beheshti University,
- Farahani Alavi, Morteza. Mahmoudi, Idris. Nadaf, Mehdi. Aytimehr, Mohammad. (2015). *Investigating the impact of procurement outsourcing on company performance in the Mahshahr petrochemical region* the first national conference and the first international conference on accounting, management and Industries of Iran, Permanent Secretariat of the Conference,
- Bavarsad, Balqis. Darzian Azizi, Abdul Hadi. Terkashund, Maryam. Aytimehr, Mohammad. (2015). *Investigating the relationship between supply chain participation and supply chain integration with organization performance* the first international conference on new management paradigms - business intelligence and organization, Shahid Beheshti University,

### **Books**

- Ayatimehr, Mohammad. Beigi, Fardin. (2019). *Research method in management, axis of humanities*, Qahve publication.
- Ayatimehr, Mohammad. Beigi, Fardin. (2018). *Fundamentals of Organization and Management, Economic and Social Sciences Axis*, Qahve Publishing.
- Ayatimehr, Mohammad. Beigi, Fardin. (2018). *Data analysis methods in management using Spss software, Economics and Social Sciences axis*, Qahve Publishing.
- Ayatimehr, Mohammad. Beigi, Fardin. (2017). *Fundamentals of Strategic Management, humanities axis*, Trava Publishing House.
- Ayatimehr, Mohammad. Beigi, Fardin. (2017). *Statistical analysis in business, economic and social sciences axis*, Trava publishing.

## **Workshops**

The problem of theory and theorizing methodologies "Familiarization with theorizing methodologies, grounded theory". 09/22/2016 to 09/22/2016

The experience of holding a successful chair in humanities. 08/10/2016 to 08/10/2016

The experience of holding a successful chair in humanities - critical challenges and theorizing. 08/10/2016 to 08/10/2016

Familiarity with the Ghadir project. 08/09/2016 to 08/09/2016

Ashura lessons for the life. 08/08/2016 to 08/08/2016

Ethics in Research. 03/08/2016 to 03/08/2016

The effects and consequences of excommunication in the world and our task. 28/11/2013 to 28/11/2013

The role of the Islamic revolution in the awakening of the Islamic world. 11/16/2013 to 11/16/2013

A one-day educational workshop on electronic scientific resources and how to search in them. 23/08/2018 to 23/08/2019

"What and How" Research Workshop "Theorizing, Criticism and Debate Chairs". 08/13/2018 to 08/13/2019

Research and educational workshop. 1385/04/18 to 1385/04/18