



Curriculum Vitae (CV)

Personal Information:

Name	Surname	Nationality	Gender		Marital Status	Academic Rank
			Male	Female		
Moein	Gharibi	Iranian	✓		Married	Assistant Professor

Office Phone	Email
02155235684 209	m.gharibi@abu.ac.ir gharibi1364@gmail.com

Educational Background: (last one first)

Degree	Field of Specialization	Name of Institution	City	Country	Date Received
Bachelor	Business Management	University of Tehran	Tehran	Iran	2008
Master	International Marketing Management	Tarbiat Modares	Tehran	Iran	2011
Ph.D	Marketing Management	University of Tehran	Tehran	Iran	2020

Administrative Positions:

Job Title	Place of work	Date		Name of Institution
		From	To	
HOD of Management Department in bachelor's degree	Tehran	2025	-	Ahlul Bayt International University
Member of the Board	Kerman	2018	2020	Ebrahim Abad Company Co.
Marketing Manager	Tehran	2014	2024	Sina Rail Pars Co.
project manager	Tehran	2012	2014	Strategic planning office of Hoza Honari

COURSES OFFERED:

No	Title	Degree
1	Consumer Behavior Management	Master's Degree
2	Advertising and Brand Management	Master's Degree
3	Principles of International Negotiations and Contracts	Master's Degree
4	Advanced Marketing and Market Management	Master's Degree
5	Marketing and Market Management Islamic Perspective	Bachelor's Degree
6	Marketing Research	Bachelor's Degree
7	E-Commerce	Bachelor's Degree
8	Management Textbook 2	Bachelor's Degree
9	International Business	Bachelor's Degree
10	Fundamentals of Organization and Management	Bachelor's Degree
11	Organizational Behavior Management	Bachelor's Degree

Master Theses Supervision and Consulting:

Students Full Name	Title	Date
ELING ISAAC	THE IMPACT OF GAMIFICATION ON CUSTOMER LOYALTY: THE MEDIATING ROLE OF CUSTOMER EXPERIENCE AND .BRAND TRUST IN INTERNATIONAL E-COMMERCE	2026
SSEMAKULA MUSA	THE DIGITAL COSMOPOLITANISM MODEL: Examining the role of Artificial Intelligence and Digital Marketing Tools in .Influencing Foreign Products Purchase Intention	2026
KATAMBA SAMUEL	THE IMPACT OF INTERNATIONAL MARKETING AGILITY ON BUSINESS MODEL INNOVATION BY A MEDIATING ROLE OF DIFFERENTIATION STRATEGIES AND MODERATING ROLE OF ENVIRONMENTAL PRESSURE: A CASE OF EXPORTING SMES .IN IRAN AND UGANDA	2026
Morteza Zabihi	Promoting export-oriented and gaining competitive advantage in foreign markets through relational resources and the tendency towards international entrepreneurship of Iranian companies	2026
Abazar Ezzatkah	The Impact of Digital Transformation, Innovation, Information Transparency, Digital Trust, and Communication Quality on ,Consumer Behavior in Islamic Markets: A Case Study of Iran ,Afghanistan, and Pakistan	2025
Nadereh Pazoki	The impact of competitive market, market dynamics and market-based knowledge on firm performance with the mediation of dynamic capabilities and the moderation of government support and the impact of performance on the propensity to export (saffron producing firms)	2025
Maryam Rustakohan	The Impact of Artificial Intelligence on Customer Experience, Consumer Interaction on Social Media, and Customer Satisfaction with the Moderating Role of Emotional Attachment (Case Study: Online Cosmetics Stores)	2025
Zahra Rostami	The Impact of Business Intelligence on Financial Performance with the Mediating Role of Operational Efficiency (Case Study: Companies Active in the Retail Chain Sector)	2025
Seyed Mohammad Yekta	Examining the Impact of Tourism Experience Dimensions on Tourists' Mental Well-being (Case Study: Afghan Religious Tourists in Iran)	2025
Zeynab Soltanipour	Exploring social media affordance in relationship marketing practices In Caspian industrial town	2025
Tahereh Hosseini	Determinations of digital entrepreneurship in small and medium business (Case Study: Digital entrepreneurship in Afghanistan)	2024
Fatemeh Halimi	Investigating the Effect of Macro-Environmental Factors on the Development of E-Commerce in Afghanistan's Saffron Industry	2024
Seyem Mohammad Hossein Azimi	The impact of social mission on service quality and company :brand image (Case of study (DD Water mineral water company	2024
Seyem Mohammad Hossein Mousavi Tabar	The effect of emotions on customer behavioral intentions with the mediating role of customer experience (Study case: Raja Passenger Transport (Company	2024
Fatemeh Babakhani	E-Brand Experience and In-Store Experience Influence the Brand Loyalty Exploring the Roles of Customer Satisfaction and Self-Brand Congruity (Case of study: Digikala online store (customers	2024
Nahid Alizade	Analyzing The Effect of consumer characteristics and sales promotion on impulse buying in online platforms, considering the mediating role of customers' knowledge	2023

Publications: (papers):

Title of the Article	Journal	Date
The Effect of Digital Transformation, Communication, Trust, Transparency and Innovation on Consumer Behavior: Evidence from Iran, Afghanistan and Pakistan	Novel Explorations in Computational Science and Behavioral Management	2026
Impact of brand attachment on trash talking: mediating role of compulsive buying and moderating role of consumer age	Journal o Business & Trade Studies	2026
The impact of artificial intelligence on customer satisfaction and purchase intention in online cosmetics stores: The mediating role of consumer interaction and customer experience and the moderating role of emotional attachment	New knowledge in marketing management	2026
The impact of Instagram technology adoption on consumer attitudes and purchase intentions	Journal of Business Administration researches	2025
Examining the Impact of Tourism Experience Dimensions on Tourists' Mental Well-being (Case Study: Afghan Religious Tourists in Iran)	Hajj and Ziarah Research Journal	2025
The Impact of attitudes, subjective norms and perceived control on entrepreneurial intention of Non-Iranian Students of the International Ahlul bayt University in Tehran: Moderating role of Self-Efficacy	New Approaches in Educational Management	2025
The impact of innovation in services on Afghanistan's export growth (Case Study: Carpet Industry)	New knowledge in marketing management	2024
The impact of social mission on service quality and company brand image (Case of study :DD Water mineral water company)	Quarterly Journal of Management and Accounting Studies	2024
Explaining the Dimension of Competitive Intelligence through Utilizing Social Media Capabilities in Iran Non-Alcoholic Beverage Industry.	Journal of Business Management	2019
A Netnography Study to Identify the Underlying Dimensions of Customer Experience in the Banking Industry	Journal of Business Management	2017
Design and application of information system for the management of hand-woven carpets in Iran (first phase: feasibility study)	Management research in Iran	2012

Publications (Conference Full Papers):

Title of the Article	Title and Place	Date
The Role of Social Media in Enhancing Customer Acquisition for Small and Medium-Sized Enterprises: A Case Study of Companies in the Caspian Industrial Estate	National Conference on Futures Studies and Humanities: A Step Towards Iran's Development and Excellence	2026
Analysis of consumer characteristics and sales promotion on impulse buying in online platforms considering the mediating role of customer knowledge	National Conference on Management, Commercialization Knowledge-Based Economy and Investment for Production	2026
Investigating the dark side of brand attachment with the moderation of consumers' education and income	National Conference on Management, Commercialization Knowledge-Based Economy and Investment for Production	2025
The effect of pioneering, adapting and imitating strategies on online shopping on social media platforms (Instagram and Facebook)	The Fourth International Conference on Economics and Business Management	2025
Examination of E-commerce Challenges Using the Macro-Environmental Factors Model in the Saffron Industry of Afghanistan	the fourth international conference on Economics and business management	2025
Exploitation of advantage of partnership for promotion Productivity and synergy in the freight rail industry	Bonyad Mostazafan experience mining conference	2020
The impact of Strategic human resource practices on innovation performance	The fourth strategic management conference, Tehran	2010
How strategic human resources management results in improvement organizational performance through business competitive advantage and market oriented?	The fourth strategic management conference, Tehran	2010
Investigating the effect of organizational citizenship	The first National Conference of	2009

behavior on the successful implementation of total quality management and organizational performance	Organizational citizenship Behavior	
--	-------------------------------------	--

Research Interests:

Advertising and Brand management
Marketing technologies
Electronic Marketing Strategies
Consumer Behavior
International Business/Marketing