



مدرسه اشتغال و مهارت‌آموزی ماهان

"جناب آقای دکتر ایمان گودرزی"

EDUCATION

- *Concordia University, John Molson School of Business, Montreal, Canada*
- Marketing Doctor of Philosophy, studying
- *University of Tehran, School of Management, Tehran, Iran*
- Master of Business Administration, 2018, GPA (3.7/4.0)
- *Sharif University of Technology, Tehran, Iran*
- Bachelor of Science, Civil Engineering, 2015



RESEARCH INTERESTS

- Consumer Behavior; Judgment and Decision-making; Persuasion Paths; Product Addiction; Neuromarketing

MASTER'S DISSERTATION

- (Defense Session: Sep 2018)

RESEARCH

- [1] "*Functional vs. Emotional ads: Evaluation of the effectiveness of the billboards' ads. An eye tracking approach*"

Work in Progress

- [2] "*Celebrities vs. Experts: An eye tracking experiment to realize the effect of the application of celebrities and experts in billboard ads,*" Dissertation Essay, with Masoud Keimasi and Abdol-Hossein Vahabie.
- [3] "*An eye tracking experiment of sales promotions. A study of digital ads in the tourism industry,*" with Zeinab Mohammadi and Mohsen Nazari. Writing stage. Preliminary data analysis.





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TEACHING EXPERIENCES

John Molson School of Business, Concordia University, Montreal, Canada

- [1] TA, Introduction to Marketing (2022)
 - **Responsibilities:**
 - – Help with preparing course contents, creating class activities, homework & assignments
 - – Helping students with their final projects, grading students' exams, holding office hours
 - – Providing feedback on students' papers
 - Enrollment: 66 students
- [2] TA, Contemporary Business Thinking (2022)
 - **Responsibilities:**
 - – Grading final exams
 - Enrollment: 240 students
- [3] TA, Business Communication (2021)
 - **Responsibilities:**
 - – Grading midterm and final exams
 - – Providing feedback on students' papers
 - – Grading assignments
 - Enrollment: 110 students

Tehran Marketing School institute, Tehran, Iran

- [1] Lecturer, Neuromarketing in practice, part of the Marketing Journey course (from July 2020)
 - **Responsibilities:**
 - – Introducing marketing paradigms and Neuromarketing basics
 - – Introducing brain structures, senses in Marketing, and the ways of influencing consumers' behaviors
 - Enrollment: 20 online students
- **School of Management, University of Tehran, Iran**
 - [1] Teaching Assistant, Marketing Management, Core graduate course for MBA program (Winter 2018)
 - **Responsibilities:**
 - – Help with preparing course contents, creating class activities, homework & assignments
 - – Helping students with their final projects, grading students' exams, holding office hours
 - • Enrollment: 50 MBA students with Dr. Masoud Keimasi

