kimia Bajelan

Research Assistant
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Contacts

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Curriculum

I am currently pursuing a Doctorate in Business Administration (DBA) at ISCTE – Instituto Universitário de Lisboa, focusing on enhancing the business models of digital health interventions under the supervision of Professor Raul Laureano and Professor André Lourenço. I also serve as a research assistant at the Business Research Unit (BRU-ISCTE), specifically within the Data Analytics group, and have experience as a teaching assistant for Statistics 2 with Professor Patrícia Filipe for master's students, using SPSS.
I hold both a bachelor's and a master's degree in Biomedical Engineering, specializing in image and signal processing. My projects have included the automated detection of retinopathy using MATLAB and leveraging chaotic features of EEG signals for autism detection using genetic algorithms. To complement my technical expertise, I pursued an MBA, acquiring a solid foundation in strategic management, financial analysis, and healthcare economics.
With over nine years of experience in the medical device industry, I have been actively involved in implementing high-tech technologies, conducting clinical validation, ensuring regulatory compliance, and facilitating market adoption. My hands-on experience also includes training physicians and addressing the challenges of translating research into clinical practice.
My research interests lie at the intersection of artificial intelligence (AI), machine learning (ML), and healthcare management, with a focus on improving healthcare delivery, reducing costs, and increasing value for both patients and stakeholders. I explore how these technologies can enhance patient outcomes, optimize healthcare expenditures, and support evidence-based decision-making. Through comprehensive clinical and economic evaluations, my work provides insights that inform healthcare policies, investment decisions, and strategic planning, ensuring that innovative medical technologies are both clinically effective and economically sustainable.
My PhD thesis focuses on deploying digital twins in the business models of digital health interventions. In collaboration with CardioID, a Portuguese company specializing in advanced ECG analytics for early detection and risk assessment of cardiovascular diseases, and Santa Marta Hospital, this project aims to enhance adoption and acceptance of digital health

interventions, reduce costs, address regulatory limitations and data privacy concerns, and increase overall value.
I am the recipient of a grant from ISCTE Business School supporting the development of my academic and research skills.

Research Interests

Artificial Intelligence (AI) Machine Learning (ML) Digital Health Healthcare Management Cost-Effectiveness Analysis Value-Based Health Assessment Health Economics Clinical Decision Support Systems Predictive Modeling Signal Processing Image Processing Biomedical Engineering Economic Evaluation Evidence-Based Healthcare Healthcare Innovation Medical Technology Assessment

Academic Qualifications

University/Institution	Type	Degree	Period
Islamic Azad University, Science and Research Branch, Tehran	M.Sc.	biomedical engineering	2018
ARMAN OPEN HIGHER EDUCATION INSTITUTION MBA	Integrated M.Sc.	Master of Business Administration (MBA)	2017
Islamic Azad University, Tehran Medical Branch	Bachelor of Science	biomedical engineering	2014

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2026/2027	1º	Data Literacy for Operations	Master Degree in Technology and Supply Chain Management;	No

Publications

- **Conferences/Workshops and Talks**

- Talk

1	Bajelan, K., Laureano, Raul M. S. & Loureaço, André (2025). Revealing Themes and Trends in Business Models in Digital Health: A Text Mining Analysis. 66th World Continuous Auditing and Reporting Symposium.