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Behnam Zendehtdel Nobari

PhD Scholar

BRU-Iscte - Business Research Unit (IBS)
[Marketing Group]



Contacts

E-mail

Behnam_Nobari@iscte-iul.pt

Curriculum

Behnam Zendehtdel Nobari is currently a PhD Candidate in Management specializing in Marketing, at ISCTE Business School.

With extensive experience accumulated over the years across a variety of industries in the Middle East—ranging from construction to communication equipment and from metal structures and the gas sector—he has recently transitioned his professional focus toward Business Research in Europe. His PhD project at Iscte Business School explores the fascinating relationship between humans and artificial intelligence, specifically how advisory chatbots influence relationship dynamics and communication strategies.

He is honored to be a recipient of the 2024–2025 Development of Pedagogical and Scientific Skills Grant at Iscte Business School, which allows him to further enhance his research skills and contribute to academic excellence.

Research Interests

Relationship marketing

marketing and connections with AI

Data Mining

Consumer Behavior

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Management	2027
ISEG Lisbon School of Economics and Management	M.Sc.	Executive Management	2018
Islamic Azad University (Recognized certificate from the University of Lisbon)	M.Sc.	Executive Management	2018
Takestan Islamic Azad University	Bachelor of Science	Mechanical Engineering	2010
Takestan Islamic Azad University	Licenciate	Mechanical Engineering	2010

Publications

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Nobari, Behnam Zendehtdel, Guerreiro, J. & Loureiro, S. M. C. (2025). Mapping Relationship Dynamics in Marketing: A Text-Mining Approach for Human–AI Interaction Studies . In AIRSI 2025.
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Awards

Scholarships for the Development of Pedagogical and Scientific Skills (2025)