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Behnam Zندهdel Nobari

Research Assistant

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Contacts

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Curriculum

Behnam Zندهdel Nobari is a PhD Candidate in Management (Marketing) at ISCTE Business School, University Institute of Lisbon, and a PhD Fellow at the Business Research Unit (BRU). His doctoral research focuses on data-driven decision-making and human-AI interaction in marketing, with particular emphasis on how AI-based recommendations and advisory chatbots influence relationship dynamics, customer well-being, and communication strategies.

Alongside his doctoral research, his recent academic work has focused on the identification, classification, and management of artificial intelligence risks in organizational and workforce contexts, employing empirical and systems-based analytical approaches. Building on this foundation, his research interests extend to AI-driven marketing analytics, relationship marketing, Python-based data analysis, and data mining. In parallel, he has contributed to the conceptual design of applied artificial intelligence initiatives in pharmaceutical marketing intelligence, agricultural supply chain optimization, and organizational risk assessment. Notably, the agricultural AI solution he designed was accepted for pilot implementation within the AGRIFOOD4FUTURE Open Innovation and Challenge-Based Program and selected for execution at Monte Silveira Farm (Portugal).

Behnam brings over 18 years of professional experience across construction, manufacturing, energy, real estate, and marketing sectors in the Middle East and Europe, which strongly informs his applied and interdisciplinary research perspective. He is a recipient of the 2024–2025 Development of Pedagogical and Scientific Skills Grant at ISCTE Business School, supporting his academic development and research excellence.

Research Interests

Relationship Marketing

marketing and connections with AI

Consumer Behavior
Risks of Artificial Intelligence
Digital Transformation
Data Analytics
Python-based Text Mining
Customer Well-being
Human–AI Interaction in Marketing

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Management	2028
ISEG Lisbon School of Economics and Management	M.Sc.	Executive Management	2018
Takestan Islamic Azad University	Bachelor of Science	Mechanical Engineering	2010

Publications

• Books and Book Chapters

- Book chapter

1	Nobari, Behnam Zendehtdel & Babak Zendehtdel Nobari (2025). Book of abstracts. In Nadia Molek, Alexander van Biezen, Maria João Velez (Ed.), International Interdisciplinary Conference Transform «The Future of Human Workforce».: FOŠ, UCLL, ISCTE, IHead of Research Department, Vienna Social Fund Education CentreFFI, nnovation Hive, .
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• 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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- Conference proceedings editor

1	Nobari, Behnam Zendehtdel & Babak Zendehtdel Nobari (2025). Beyond Awareness: Managing Workforce-Related AI Risks in the National Library and Archives of Iran Using Importance– Performance Analysis (IPA) . Astana. International Federation of Library Associations and Institutions (IFLA).
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• Other Publications

- Paper in press

1	Nobari, Behnam Zendeheel & Babak Zendeheel Nobari (2026). Unmasking, Classifying and Managing the Hidden Risks of Artificial Intelligence (AI) in the Future Workforce: A Soft Systems Methodology (SSM) Approach. Challenges of the Future.
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Awards

The project was conceptually developed in response to a real-world challenge presented within an Open Innovation and Challenge-Based Program, in collaboration with Monte Silveira Farm (Portugal), and was approved for pilot implementation. The initiative targets the digital transformation of food supply chains through a data-driven and scalable approach, aiming to enhance transparency, traceability, and decision-making across production and distribution processes. (2025)

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

Diffusion Activities

Activity Type	Event Title	Activity Description	Year
Talk/Conference in public diffusion event	AIRSI - The Metaverse Conference	Research presentation: Mapping Relationship Dynamics in Marketing: A Text-Mining Approach for Human-AI Interaction Studies	2025
Talk/Conference in public diffusion event	TRANSFORM: The Future of Human Workforce: Embracing Change, Challenges, and Opportunities	Research presentation: Unmasking, Classifying and Managing the Hidden Risks of Artificial Intelligence (AI) in the Future Workforce: A Soft Systems Methodology (SSM) Approach	2025
Talk/Conference in public diffusion event	International Doctoral Colloquium in Marketing 2024-2025	Research presentation: Mapping Relationship Dynamics in Marketing: A Text-Mining Approach for Human-AI Interaction Studies	2025

Products

Product Type	Product Title	Detailed Description	Year
Prototype	RAE.AI	RAE.AI is an AI-driven risk assessment engine that evaluates organizational AI maturity. It integrates adaptive scoring, dynamic feedback, and EU AI Act compliance to support responsible AI adoption.	2025

Prototype	DC.AI	The project was developed in response to a real-world challenge presented within an Open Innovation and Challenge-Based Program, in collaboration with Monte Silveira Farm (Portugal). The proposed solution was approved for pilot implementation and is planned to be developed in collaboration with the farm, facilitators, and the project team.	2025
Prototype	PS.AI	PS.AI is an AI-driven marketing platform for the pharmaceutical industry, unifying strategy, automation, and regulatory-compliant content creation across fragmented teams. It leverages modular AI engines for personalized campaigns, decision support, and adaptive optimization while ensuring EMA/FDA compliance.	2025