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Seyed Mohammad Mirmahdi Komejani

Research Assistant

BRU-Iscte - Business Research Unit (IBS)
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Curriculum

Seyed Mohammad Mirmahdi Komejani is currently a PhD Student in Management specializing in Marketing, at ISCTE Business School.

He has the position of Research Assistant and has been awarded the Merit Scholarship by the Business Research Unit at ISCTE Business School from October 2023. The main focus of his research involves the areas of gamification, romantic advertising, customer knowledge management, and consumer behavior.

Before joining ISCTE-IUL, he held several roles like credit specialist at the Central Bank of Iran for around 12 years. Additionally, he served as the Head of the Library, Scientific Documents, and Publication department at the Insurance Research Center of Iran for a period of 1 year.

Research Interests

Advertising

Consumer behavior

Gamification

Academic Qualifications

University/Institution	Type	Degree	Period
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ISCTE-Instituto Universitario de Lisboa - Unidade de Investigação em Desenvolvimento Empresarial	PhD	Management (specializing in Marketing)	2027
Islamic Azad University, South Tehran Branch	M.Sc.	Business Management (specializing in International Business)	2016
Payame Noor University	Bachelor of Science	Public Management	2013

Total Citations

Web of Science®	2
Scopus	0

Publications

• Scientific Journals

- Scientific journal paper

1	Soleimani, M., Safarpour, M., Tahmasebi, J. & MirmahdiKomejani, S.M. (2020). The Effect of Celebrity Endorsement on Brand Reputation: A Case Study. International Journal of Finance, Insurance and Risk Management. X (4), 68-80 - Times Cited Google Scholar: 4
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• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Safarpour, M. & MirmahdiKomejani, S.M. (2018). Business and Cultural Differences Between Origin and Destination Countries in Export Performance. In International Conference on Research in Management & Economics Serbia Belgrade December 15-17, 2018.
2	MirmahdiKomejani, S.M. & Mohaghegh, N. (2017). The Effects of Customer Knowledge Management in Improving Customer Loyalty in Private Educational Institutions. In Prof. Eric Tsui and Prof. Benny Cheung (Ed.), 14th International Conference on Intellectual Capital Knowledge Management & Organisational Learning, ICICKM 2017 . (pp. 366-375). - Times Cited Web of Science®: 2 - Times Cited Google Scholar: 7