



Tarbiat Modares University
Faculty of Management & Economics
Department of Business Management

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Asadollah Kordnaeij



1. Personal Information

Name: Asadollah Kordnaeij,

Academic Rank: Professor

Field of Study: Management - Policy Making (Strategic management)

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Date of Birth: 25 July, 1968

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1. **Tarbiat Modares University**, Faculty of Management and Economics, Department of Business Management, Room No. 207

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2. Educational Records

Degree	Institution	Field	Date
Ph.D.	Tarbiat Modares University	Management – Policy Making (Strategic Management)	2002
M.Sc.	Tarbiat Modares University	Public Administration – Human Resource Management	1997
B.Sc.	Allameh Tabataba'i University	Public Administration	1994
AA	Shahid Mofateh Teacher Training Center	English Teaching	1989

3. Position(s)

- **Vice Chancellor, Human Capital and Resources Management**, Imam Sadiq University, From 11/3/2017
- **President, Management Studies and Technology Development Center**, Tarbiat Modares University, From 25/08/2014
- **Vice Chancellor, Support & Human Resource**, Tarbiat Modares University, 24/01/2010 – 17/08/2014
- **Head, Department of Business Management**, Faculty of Management and Economics Tarbiat Modares University, From 7/06/2011

- The Member of Higher Committee of Academic Staff Promotion, Tarbiat Modares University, 23/06/2012 – 24/06/2014
- President and the member of Social Science Specialized Commission in Promotion Office, Tarbiat Modares University, 2/09/2012- 24/06/2014
- The Member of Performance Improvement, Evaluation and Monitoring Council, Tarbiat Modares University, 10/11/2007 – 17/08/2014
- Chairman, The Executive Board of Staff Affairs, Tarbiat Modares University, 6/09/2010 – 17/08/2014
- President, Physical Development Committee, Tarbiat Modares University 29/12/2010 – 17/08/2014
- The Member of Physical Education and Sport Council, Tarbiat Modares University, 15/01/2011 – 17/08/2014
- Member of Safety and Environment Council at Tarbiat Modares University, 10/02/2010 – 17/08/2014
- Head, Economic Development, Management Studies and Technological Development Center, 2006 - 2014
- Director, Planning, Expansion and Revision Management Office, Tarbiat Modares University, 20/10/2007 – 27/01/2010
- President, Educational Comprehensive Planning Commission, Tarbiat Modares University 13/11/2007 – 3/02/2010
- Secretary and the Member of Strategic Committee at Tarbiat Modares University, International Campus in Noor and Syria International Campus (Farabi University), 22/2007 – 6/02/2010
- The Member of Research Supreme Board, Bank Maskan, 6/2006 – 12/2007
- The Member of Strategic Management and Studies Office, Iran Touring and Tourism Investment Company, 12/2006 – 10/2007
- Consultant of CEO and Member of Policy Making Council, Ghavamin Financial and Credit Institute, 2003- 5/2005
- The Member of Board of Directors, Ariana Pishgam Pars Service-Industrial Group Company, 2004 – 2006
- Consultant, Research and Planning Office, Bank Mellat, 2000 – 2002

4. Executed and Ongoing Research Projects

4-1) Project Manager

1. **Study of Singapore market and ways of achieving it**, Employer: Institute for Trade Studies and Research, Executive, 2001.
2. **Creating the organization of service exporting**, Employer: Department of Transportation of Veterans and Oppressed Foundation of Islamic Revolution of Iran, Executive: Studies and Research in Islamic Management Center, 2001.
3. **Designing the Structure and Applicant Qualification of Creating and Developing Entrepreneurial Schools in the Country**, Employer: Ministry of Industries and Mines – Iran Small Industries Organization, Executive: Research in Industrial Engineering and Productivity in Amirkabir University of Technology, 2002.
4. **Strategic Planning in Mellat Bank**, Employer: Mellat Bank, Executive: Research and Planning Office, 2002.
5. **Study and Documentation of the Characteristics of the hundreds of Entrepreneurs in Tehran**, Employer: Management and Planning Organization of Iran, Executive: Research in Industrial Engineering and Productivity in Amirkabir University of Technology, 2002.
6. **Study of Entrepreneurship Development Policies and Strategies with regard to the Particular Circumstances of Iran**, Employer: Amirkabir University of Technology, Executive: Research in Industrial Engineering and Productivity Center, 2002.

7. **Designing Standard Test for Identifying Entrepreneurs**, Employer: Entrepreneurial Center in Tarbiat Modares University, 2005.
8. **Formulating the Operational and Organizational Strategy of Islamic Republic of Iran's Customs Administration (IRICA)**, Employer: Islamic Republic of Iran's Customs Administration (IRICA), Executive: Iran Management and Productivity Study Center (IMPSC), 2004.
9. **Strategic planning in Ghavamin Finance and Credit Institution**, Employer: Ghavamin Finance and Credit Institution, Executive: Iran Management and Productivity Study Center (IMPSC), 2003.
10. **Formulating the Organizational and Functional Strategy of Iran Touring & Tourism in Investment Company (ITTIC)**, Employer: Iran Touring & Tourism in Investment Company (ITTIC), Executive: Iran Management and Productivity Study Center (IMPSC), 2005
11. **Formulating the Operational Plans in Ghavamin Finance and Credit Institution (Based on Formulated Strategic Planning)**, Employer: Ghavamin Finance and Credit Institution, Executive: Iran Management and Productivity Study Center (IMPSC), 2005.
12. **Formulating the Operational Plans of Islamic Republic of Iran's Customs Administration (IRICA) (Based on Formulated strategic planning)**, Employer: Islamic Republic of Iran's Customs Administration (IRICA), Executive: Iran Management and Productivity Study Center (IMPSC), 2004.
13. **Designing the Operational Plans for Iran Touring & Tourism in Investment Company (ITTIC)**, Employer: Iran Touring & Tourism in Investment Company (ITTIC), Executive: Iran Management and Productivity Study Center (IMPSC), 2005.
14. **Strategic Planning in Zar Spring Manufacture Company**, Employer: Zar Spring Manufacture Company, Executive: Iran Management and Productivity Study Center (IMPSC), 2007.
15. **Study of the most Successful Strategies for Entrepreneurship Development in the World and their Localization with regard to Conditions of Iran**, Employer: National Young's' Organization, Executive: Iran Management and Productivity Study Center (IMPSC), 2007.
16. **Designing the Development Strategy for Parent Company of Community Investment Funds to Support of Development in the Agricultural Sector**, Employer: Parent Company of Community Investment Funds to Support of Development in the Agricultural Sector, Executive: Iran Management and Productivity Study Center (IMPSC), since 2009.
17. **Formulating the Strategic Plan of the Education area of Higher Education in Iran Based on Fundamental Values and Regional Studying**, Employer: Ministry of Science, Research and Technology, Executive: Tarbiat Modares University, 2011.
18. **Strategic and Operational Plan Formulation of Ghasem Iran Company: with Strategic Transformation Approach**, Employer: Ghasem Iran Company, Executive: Management Studies and Technology Development Center, 5/2013-2/2014
19. **Implementing Strategic and Operational Plan for Ghasem Iran Company**, Employer: Ghasem Iran Company, Executive: Management Studies and Technology Development Center 4/2014- 2/2015
20. **Designing Customer Satisfaction Assessment Model and Performance Appraisal for Ghasem Iran Company**, Employer: Ghasem Iran Company, Executive: Management Studies and Technology Development Center, 9/2014 – 8/2015
21. **Market Analysis and Branding Strategy for SamenSazeh Company Regarding Farahzadi Project**, Employer: SamenSazeh Company, Executive: Management Studies and Technology Development Center 2/2015.
22. **Designing the Structure of Nongovernment Funds of the development of the agricultural sector**, Employer: Parent Company of Community Investment Funds to Support of Development in the Agricultural Sector, Executive: Management Studies and Technology Development Center 1/2016(ongoing).

4-2) Research Groups and Teams Manager

1. **Development of a Comprehensive System of Scientific Training–Practical**, Executive: Iran Management and Productivity Study Center (IMPSC), 2005
2. **Formulating the Strategic Plan of Tarbiat Modares University**, Executive: Iran Management and Productivity Study Center (IMPSC), 2005

3. **Formulating the Strategic Plans in Mine Sector of the Ministry of Industries and Mines**, Executive: Tarbiat Modares University, Member of Strategy and Methodology Committee and the Manager of Environmental Study Group
4. **Strategic Transformation Plan of Higher Education**, Executive: Iran Management and Productivity Study Center (IMPSC), Counselor and Manager, 2010.
5. **Strategic Planning in National Institute of Genetic Engineering and Biotechnology**, Executive: Iran Management and Productivity Study Center (IMPSC), Counselor and Manager, 2011.

4-3) Consultant, Research Associate and Project Supervisor

1. **The System of Focused deputies in Maskan bank**, Employer: Maskan Bank, Executive: Tarbiat Modares University, Manager of Supervision teams, 2011.
2. **Strategic Planning of Shahrakhay San'aty in Qom Province**, Supervisor, 2009.
3. **Study of Currency Structure in Mellat Bank and designing and exploring a suitable Structure**, Executive: Research and Planning Office of Mellat Bank, Supervisor, 2001.
4. **Designing and Developing the Entrepreneurship Courses' Topics**, Executive: Entrepreneurship Center of Tarbiat Modares University, Supervisor, 2003.
5. **Designing and Documenting the Management Experiences and Formulating a Practical Model**, Employer: Management and Planning Organization of Iran, Executive: Iran Management and Productivity Study Center (IMPSC), Consultant and member of Committee, 2003.
6. **Designing and Establishing the Suggestion System in Ghavamin Finance and Credit institution**, supervisor, 2004.

5. Articles and Books

(5-1): Journal Papers

5-1-1) Scientific and Research papers

In Persian:

1. Abedin, Bahareh; **Kordnaeij, Asadollah**; Danaee Fard, Hasan and Khodadad Hoseini, Seyed Hamid (2015). "How Strategic Issues Emerges in Key Organizational Decision Makers Agenda", Journal of Management Development, Vol. 9, Issue 27, spring, pp. 5-30.
2. Ahmadi, Parviz; **Kordnaeij, Asadollah** and Mirshrifi, Fateme Sadat (2008). "Export in Plastics Industry Using of International Marketing Approaches", Management Perspective, vol.8, No. 26, Spring, pp.119-145.
3. Akbari emami, shahnaz; Moshabaki, Asghar; **Kordnaeij, Asadollah** and Khodadad Hosseini, Seyyed Hamid, (2016)," Desining The Behavioral Successful Strategy Implementation Model ", Journal of Management Research in Iran (Modares),Vol. 20, Issue 1, winter, PP. 103-130.
4. Anvari, Ali; Azar, Adel; **kordnaeij, Asadollah** and Amiri, Mojtaba (2017), "Combining Robust Analysis and Fuzzy Screening to Develop a Robust Strategic Planning Model for Service Logistics Network; a Case of Shiraz Electric Distribution Co.", Journal of Modern Researches in Decision Making, Issue 2, No 1, spring, PP.1-27.
5. Azar, Adel and **Kordnaeij, Asadollah** (1998), "Designing the Measurement Model of Organizational Size in Education Organizations in Tehran Province", Journal of Daneshvar, No.21, pp.73-81.
6. Azar, Adel; Khodadad Hosseini, Seyed Hamid; **Kordnaeij, Asadollah** and Moazaz, Hashem (2013). "Designing Conceptual Pattern for Evaluating Strategic Performance: Based on Dynamic Strategic Value Creation Chain, Journal of Business Management Perspective, No. 14, summer, PP. 115-135.
7. Azar, Adel; Sadeghi, Arash and **Kordnaeij, Asadollah** (2012),"Prioritizing the Factors Affecting SMEs Success Working in Hi-Tech-Analytic Network Process Fuzzy Approach", Journal of Entrepreneurship Development, Vol.5, No.16, and summer, PP.165-184.
8. Azimzadeh, Seyed Morteza; Ehsani, Mohammad; **Kordnaeij, Asadollah** and Kozechian, Hashem (2014). "Explaining the Conceptual Model for Creating Sport SMEs, Journal of Sport Management Studies, No 22, Farvardin & Ordibehesht, PP. 189-208.
9. Bae, Sanaz; **Kordnaeij, Asadollah** and Delkhah, Jalil (2016-2017). "Strategic Agility in Iran's Banking and its effect on efficieny", Journal of Business Strategies, Vol. 23, No.8, Autumn & Winter, pp. 43-58.
10. Bakhshizadeh, Alireza; **Kordnaeij, Asadollah**; Khodadad Hossaini, Sayed Hamid and Ahmadi, Parviz (2017), "The Impact of Visual Aspects of Outdoor Advertising on Consumer Brand Awareness, Brand Preference and Brand Loyalty (Case Study: Palladium Mall)", Journal of New Marketing Research, Vol. 6, Issue 4, Winter , PP. 1-24.

11. Bakhshizadeh, Alireza; **Kordnaeij, Asadollah**; K. Hoseini, Seyyed Hamid and Ahmad, Parviz (2016), "The Impact of Attitude to TV Advertising on Customer Loyalty Toward The Commercial Complexes A Case Study of Atlas Mall Complex in TV Serial Paytakht 3", Issue 23, No 3(88), winter, PP.125-147.
12. Bakhshizadeh, Alireza; **Kordnaeij, Asadollah**; Khodadad Hosini, Seyeed Hamid and Ahmadi, Parviz, (2017), "Shopping Mall Success in Terms of Factors Affecting on Customers' Shopping Welfare", Journal of Organizational Resources Management Research, Vol. 7, Issue 1, spring, PP. 25-43.
13. Bashokouh Ajirlo, Mohammad; Khodadad Hoseini, Seyed Hamid; **Kordnaeij, Asadollah** and Azar, Adel (2012). "An Investigation of Factors Affecting on the Coordination of Multi-Channel Distribution from Manufactures Perspective", Journal of Business Management, Issue 4, No. 11, spring, PP. 1-18.
14. Bastam, Hadi ; Moshabaki, Asghar; **Kordnaeij, Asadollah** and Azar, Adel (2015), "Designing Adaptive Business Model Using Interpretive Structural Modelling", Journal of Management System (Business Management Researches), Vol. 7, Issue 14, autumn & winter , PP. 149-179.
15. Danaee Fard, Hassan; Babashahi, Jabbar; Azar, Adel and **Kordnaeij, Asadollah** (2013). "Transition in national wellbeing: Does good governance play a critical role?", Journal of Management Research in Iran (Modares), Issue 16, No. 4,winter, PP. 45-62.
16. Danaee Fard, Hassan; Babashahi, Jabbar; Azar, Adel and **Kordnaeij, Asadollah** (2015). "Achieving national wellbeing through promoting national competitiveness capacity, Journal of Public Administration, Vol.7, No.2, summer, pp. 245-258.
17. Danaee fard, Hassan; **Kordnaeij, Asadollah** and Lajevardi, Samaneh (2011), "The Preferment of Policy Making Capacity in Country: Typology of Think Tanks Role", Journal of Public Administration,Vol.3, No. 6, spring & summer, pp.55-78.
18. Dehyadegari, Saeed; Anvari Rostami, Ali Asghar and **Kordnaeij, Asadollah** (2005)."Studying the Relationship between the Competitive Advantage Dimensions and the Exporting Performance of Iranian Decorative Stones Exporting Companies", Journal of Business Research, No.37, Winter, pp. 133-153
19. Dehyadegari, Saeid; Moshabaki, Asghar; **Kordnaeij, Asadollah** and Ahmadi, Parviz (2015), "Factors Affecting Purchase Intention of Veil Clothing among Women", Journal of Management System (Business Management Researches), Vol. 7, Issue 14, autumn & winter, PP. 241-264.
20. Ehsani, Mohammad; Azimzadeh, Seyed Morteza; **Kordnaeij, Asadollah**; Kozechian, Hashem and Pitts, Brenda (2015). "A Study of the Relationship between Entrepreneurial Personality Characteristics and the Start-Up of Small and Medium-Sized sport Enterprises, Journal of Sport Management Studies, Issue 7, No. 1, spring, PP. 69-82.
21. Elyasi, Nabiollah; **Kordnaeij, Asadollah**; Khodadad Hosseini, Seyed Hamid and Parviz Ahmadi. (2017) "Developing a Commercialization Model of Financial Services (Case Study: Iranian Banking and Insurance Industry)", Journal of Management Research in Iran (Modares), Vol 21, Issue 1, spring, PP. 1-28.
22. Elyasi, Nabiollah; **Kordnaeij, Asadollah**; Khodadad Hosseini, Seyed Hamid and Parviz Ahmadi. (2016) "Conceptualizing the Commercialization of Financial Services", Journal of Audit Science, Vol. 16, Issue 65, winter, PP. 121-141.
23. Fallah Tafti, Saeed; **Kordnaeij, Asadollah**; Khodadad Hoseini, Seyed Hamid and Jamali Afousi, Majid, (2015)," Developing Balanced Scorecard Strategic Objectives Based on Business Ecosystem in Iranian Banking Industry", Journal of Strategic Management Thought, Vol. 9, Issue 1, spring and summer, pp. 5-24.
24. Fallah Tafti, Saeed; **Kordnaeij, Asadollah**; Khodadad Hosseini, Seyed Hamid and Majid Jamali (2016), "Explaining interactive strategic objectives of Iranian Banking Industry by applying business ecosystem concept", Journal of Management Research in Iran (Modares), Issue 19, No.4, winter, PP. 139-159.
25. Fanaei Marhamat, Leila; Zali, Mohammad Reza; Rezvani, Mehran and **Kordnaeij, Asadollah**, (2017)," Presenting Conceptual Model of Corporate Entrepreneurial Learning", Journal of Organizational Behavior Studies Quarterly, Vol. 6, Issue 3(23), Autumn, pp. 33-54.
26. Feiz, Davood; Motameni, Ali Reza; **Kordnaeij, Asadollah**; Zarei, Azim and Soltani Dehghani, Mahdi (2017). "The Effect of Brand distinctiveness and performance on Brand Competitiveness with the Mediating Role of Technological Opportunism", Journal of Modiriate-e-Farda, Vol. 16, No. 51, autumn, pp. 97-112.
27. Feiz, Davood; Motameni, Ali Reza; **Kordnaeij, Asadollah**; Zarei, Azim and Soltani Dehghani, Mahdi (2017). "Investigation of the Impact of The Effect of Marketing Innovation on Brand Competitiveness with Clarifying Role of Technological Opportunism in the Food industry of Iran", Journal of Business Management Perspective(JBMP), Vol. 16, No. 3(31), Autumn, pp. 13-29.
28. Ghanati, Sousan; **Kordnaeij, Asadollah**; and Yazdani, Hamid Reza (2011). "Studying Entrepreneurial Culture in Organization at the University of Tehran, Journal of Entrepreneurship Development, Vol.2, No.10, winter, pp. 115-133.
29. Heidari, Seyed Ali; **Kordnaeij, Asadollah**; Khodadad Hosseini, Seyyed Hamid and Zali, Mohammad Reza, (2015)," identifying the position of organizational entrepreneurial orientation in fostering competitive advantage; Case study: the banking context of Iran", Journal of Entrepreneurship Development, Vol. 8, Issue 2, Summer, PP. 233-252.
30. Hosseini, Seyed Farhad; Khodadad Hosseini, Seyed Hamid; **Kordnaeij Asadollah**; Ahmadi, Parviz, (2014), "Designing a Model for Successful strategy implementation in Iran's automotive Companies", Iranian journal of management sciences (IAMS), Vol. 9, Issue 36, Summer, PP. 1-24.

31. Jahanizadeh, Fatemeh; Moshabaki, Asghar; **Kordnaeij, Asadollah** and Khodadad Hosseini, Seyed Hamid, (2015),” Explaining the Basic Principles of Business Ecosystem Approach”, Journal of Management Research in Iran (Modares), Vol. 19, Issue 2, Summer, PP. 139-160.
32. Kargar Samani, Amir; **Kordnaeij, Asadollah**; Khodadad Hosseini, Seyed Hamid and Mousavi Shafaei, Seyed Masoud (2015). “The Effect of Urban Competitiveness on National Competitiveness, Journal of Business Management Perspective, No. 20, winter, PP. 125-141.
33. Kargar Samani, Amir; **Kordnaeij, Asadollah**; Khodadad Hosseini, Seyed Hamid and Mousavi Shafaei, Seyed Masoud (2015). “Measuring the World/Global City Good Governance”, Journal of Management Research in Iran (Modares), Issue 19, No.1, spring, PP. 147-167.
34. Khanalizadeh, Roghayeh, **Kordnaeij, Asadollah**; Fani, Aliasghar and Moshabaki, Asghar (2010). “Studying the Relationship between Employee Empowerment and Organizational Learning (Case Study: Tarbiat Modares University)”, Journal of Change Management, Vol.2, No.3, pp. 20- 44.
35. Khodadad Hoseni, Seyed Hamid; Sinaee, Mahdi and **Kordnaeij, Assadollah** (2012). “Competition: A Missing Link in Brand Extension Evaluation Process, Iranian Journal of Management Sciences, Vol. 7, No. 26, summer, pp. 49-70.
36. Khodadad Hosseini, Hamid; Shafiee Roodposhti, Maysam; **Kordnaeij, Asadollah** and Mohammadian, Mahmoud (2014). “Conceptualizing the Model for Realization of Sustainable Marketing in I.R. Iran's Automotive Industry”, Journal of Management Research in Iran (Modares), Issue 18, No.1 (83), spring, PP. 25-53.
37. Khodadad Hosseini, Seyyed Hamid; Shirkhodaie, Maisam and **Kordnaeij, Assadollah** (2010). “The Effective Factors on Customer Trust in E-Commerce (B2C Model)”, Journal of Modares, Vol.13, No.2 (61), summer, pp.93-118.
38. Khodadad Hosseini, Seyed Hamid; Osanlo, Bahareh Moshabaki, Asghar and **Kordnaeij, Assadollah** (2013). “Designing the Customer Profitability Model for Organization: Electric Industry in Iran, Journal of Management Research in Iran (Modares), Issue 17, No. 1, spring, PP. 73-94.
39. **Kordnaeij, Asadollah** and Moshabaki, Asghar (2002). “Designing and explaining the Interactive Model of the Strategy, Organizational Culture and Environment in Industrial Organizations of Iran”, Journal of Modares, Vol.6, No.24, Spring, pp. 99-115
40. **Kordnaeij, Asadollah**(2010), “Competitive Advantage”, Entrepreneurship Encyclopedia, pp.1327-1331.
41. **Kordnaeij, Asadollah**; Ahmadi, Parviz; Ghorbani, Zahra and Niakan Lahiji, Nazila (2013). “Studying the Characteristics of Entrepreneur University in Tarbiat Modares University, Quarterly Journal of Entrepreneurship Development, Vol. 5, No. 17, fall, PP. 47-64.
42. **Kordnaeij, Asadollah**; Ahmadvpour Dariani, Mahmood and Shams, Shahabeddin (2005). “Designing the Organizational Structure of Entrepreneurship Centers: An Empirical Case Study in Islamic Republic of Iran”, Journal of Modares, Vol.9, No.39, Summer, pp. 119-157
43. **Kordnaeij, Asadollah**; Ahmadvpour Daryani, Mahmoud and Delkhah, Jalil (2007). “Designing a Model for Qualifications of Applicants of Establishing and Developing Entrepreneurship Centers”, Journal of Daneshvar, No.23, pp. 91-108
44. **Kordnaeij, Asadollah**; Azar, Adel and Niakan Lahiji, Nazila(2010), “Formulating the Effective Organizational Strategy in Public Sector: An empirical Case Study in Islamic Republic of Iran’s Customs (IRICA), (2010), Journal of Economic Research, Vol.10, No.2,summer, pp. 91- 114.
45. **Kordnaeij, Asadollah**; Bakhshizadeh, Alireza and Fatollahi, Mahdi, (2015),” Investigate the Impact of Psychological Empowerment on Structural Empowerment of Employees (Case Study: Saipa Company)”, Journal of Organizational Behavior Studies Quarterly, Vol. 4, Issue 3(14), fall, pp. 97-119.
46. **Kordnaeij, Asadollah**; Bakhshizadeh, Alireza; Alipour, Mahdi and Jafarzadeh Kenari, Mahdi (2013). “Study of effect of obligation to religious functions on pedagogy employees’ organizational commitment (Case: pedagogy employees of Shahriar), Journal of Organizational Culture Management, Issue 11, No. 2, summer, PP. 189-210.
47. **Kordnaeij, Asadollah**; Danaee Fard, Hassan; Delkhah, Jalil and Aghaziarati, Madhi (2013), “Strategic Renewal: Studying the Role of Organizational Learning, Journal of Business Management Perspective, No. 15, fall, PP. 37-57.
48. **Kordnaeij, Asadollah**; Fani, Aliasghar and Masoudi, Zahra (2014), “Organizational Culture of the Missing Link between Organizational Transparency and Organizational Performance”, Journal of Organizational Culture Management, Issue 12, No. 2, summer, PP. 173-190.
49. **Kordnaeij, Asadollah**; Khanifar, Hossein; Rastegar, Abbasali and Zeraatkar, Somayeh (2011). “The Transpersonal Communication and its Relationship with Organizational Commitment (Case Study: Islamic Republic of Iran Broadcasting), (2011), Journal of Daneshvar, Vol.18, No. 2 (47), Tire, PP. 483-494
50. **Kordnaeij, Asadollah**; Khanifar, Hossein; Zeraatkar, Somayeh and Rafati Alashti, Kobra (2012). “Spiritual Intelligence and its Relationship with Organizational Citizenship Behavior (Case Study: Islamic Republic of Iran Broadcasting), Organizational Resources Management Research, Issue 2, No.2, summer, PP. 127-147.
51. **Kordnaeij, Asadollah**; Khodadad Hosseini, Seyed Hamid; Majid Jamali and Fallah Tafti, Saeed (2016), “Identifying and explaining balanced scorecard strategic objectives in Iranian Banking Industry”, Journal of Executive Management, Vol. 7, Issue 13, Summer, PP. 119-136.

52. **Kordnaeij, Asadollah**; Moghimi, Seyed Mohammad; Ghanati, Sousan and Yazdani, Hamid Reza (2009). "Investigation on the Relationship between Organizational Structure and Entrepreneurship Culture in Tehran University", *Journal of Public Administration*, Vol.1, No.3, fall & winter, pp. 119-134.
53. **Kordnaeij, Asadollah**; Moishabaki, Asghar; Sasani, Mohammad Hadi and Delkhah, Jalil (2014). "The study of the influence of dynamic capabilities on organizational performance with BSC approach", *Journal of Executive Management*, Vol. 6, Issue 12, winter and spring, PP. 107-130.
54. **Kordnaeij, Asadollah**; Rezaeian, Ali and Akbari, Hassan (2007). "Investigation of Corporate Entrepreneurship Obstacles; An empirical evidence from North Wood Industry Company", *Journal of Modares*, Vol.11, No.55, fall, pp. 141-159.
55. **Kordnaeij, Asadollah**; Shahtahmasbi, Esmaeil and Karimi, Mohammad (2014). "The impact of background factors on entrepreneurial intention of Iran students, with concentration of students' ethnicity, *Journal of Entrepreneurship Development*, Issue 7, No 3, fall, PP. 509-528.
56. **Kordnaeij, Asadollah**; Taheri, Fateme and Niakan Lahiji, Nazila (2010), "The Holographic Nature of Change in Information Era Organizations", *Journal of Organizational Culture Management*, Vol.8, No. 21, summer, pp. 63-85.
57. **Kordnaeij, Assadollah**; Bagheri, Ghodrattollah; Zali, Mohammad Reza and Goldar, Zahra (2012). "Studying the Relationship between Leadership Style and Female Sport Coaches Success in Iran, *Journal of Daneshvar (Behavior)*, 18th year, new issue, No. 50, Dey, PP. 165-176.
58. **Kordnaeij, Assadollah**; Khaef Elahi, Ahmad Ali; Zali, Mohammad Reza and Rafiee, Fereshteh (2012). "Identifying the Entrepreneurial Opportunities in Hospital Industry- Case Study: Dr. Shariati Hospital, *Journal of Business Management Perspective*, No 11, fall, PP. 101-118.
59. **Kordnaeij, Assadollah**; Zali, Mohammad Reza and Bahamin, Majed (2014), "Structural Solutions of Entrepreneurship Development in Iran, *Journal of Entrepreneurship Development*, Issue 6, No. 2, summer, PP.95-114.
60. **Kordnaeij, Assadollah**; Zali, Mohammad Reza and Shoraka, Sara (2010). "Identifying and Prioritizing Entrepreneurial Opportunities the Passenger Service in Raja Rail Transportation Company", (2010), *Journal of Entrepreneurship Development*, Vol.2, No.7, spring, pp. 117-140.
61. Lajevardi Samaneh; Rahimnia, Fariborz; Mortazavi, Saeed and **Kordnaeij, Asadollah** (2016), "Application Q Methodology to Configuration the Subjective Patterns: Valuing of Productivity of Human Resources from the Perspective of Faculty Members", *Journal of Public Management Researches*, Vol.9, Issue. 31, spring, pp.5-28.
62. Lajevardi, Samaneh; Rahimnia, Fariborz; Mortazavi, Saeed and **Kordnaeij, Asadollah** (2016), "Understanding the Subjective Patterns of Experts in Executive Agencies of the Country: Improving or not Improving the Productivity of Human Resources in the Public Sector", *Journal of Management Development*, Vol.9, No.4(30), winter, pp.141-165.
63. Madani, Fatemeh Alsadat; Khodadad Hosseini, Seyed Hamid; **Kordnaeij, Asadollah** and Moshabaki Isfahani, Asghar (2015). "Designing a Model of Customer Excellence Process In Banking and Insurance Services Sector", *Journal of Business Strategies*, Vol. 2, No.4, autumn & winter, pp. 1-18.
64. Mansori, Mahdieh; **Kordnaeij, Asadollah** and Khodadad Hosini, Seyeed Hamid, (2016), "Investigating Consumption Values Effect on Purchase Intention", *Journal of Organizational Resources Management Research*, Vol. 6, Issue 4, winter, PP. 171-188.
65. Moghadas Poor, Saeed; Danaee Fard, Hassan; **Kordnaeij, Asadollah**, (2013), "Exploring key factors of some public policies failure in Islamic Republic Of IRAN: A case study of (national) tax policies", *Journal of Organizational Culture Management*, Issue 11, No. 1, spring, PP. 33-68.
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9. **Effective Organizational Strategy Formulation in Public Sector: Case Study the Islamic Republic of Iran Customs Administration(IRICA)**, The First National Conference on Strategic Management, 24 and 25 February 2007,
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15. **The Position of Suggestion System in Organization Strategies**, First International Conference on Participation Management and Suggestion Systems, December 2009
16. **The Study of Attaining the Formulated Objectives and Strategies Using the Balanced Score Card (BSC) in Rayan Saipa Insurance Services Company**, The 4th International Conference in Strategic Management, 24 and 25 January 2010
17. **Imam Khomeini and Supreme Leader Ideas on Iranian Muslim Women Identity**, The National Conference in Women, Islamic Republic, and Islamic-Iranian Civilizing, 2010
18. **The Role of Distribution Channels in Organizational Success**, The 3rd Conference in Distribution System Management, 2010
19. **Plans Executed to Develop Entrepreneurship and SMEs in China**, International Conference on Entrepreneurship, University of Tehran, Iran, Sep.29-30, 2010,
20. **Evaluation and Measurement of Bus Rapid Transit (BRT) On Customer Satisfaction in Tehran with Servqual Model**, APIEMS 2010 Conference (The 11th Asia Pacific Industrial Engineering and Management Systems Conference)
21. **Pathology and Assessment of Applied Research and Presenting Practical Alternatives in IRAN Using Applied Research Quality Model**, The National Conference of Research and Technology Management, December 2010
22. **Designing and Explaining the Strategic Sense making Pattern in Organization**, Strategic Management International Conference, December 2013
23. **Studying and Measuring Organizational Readiness for Implementing Strategies in Disaster Situations**, Strategic Management International Conference, December 2013
24. **Studying the Position of Sense making in Strategy Implementation and Strategic Changes**, strategic Management International Conference, December 2013

25. **Evaluating Customer Satisfaction in Food Distribution Industry (Case Study; Tehran's Supermarkets)**, The First Conference on Iran Distribution Industry, September 2014
26. **Intelligent Model of Strategic Analysis**, 3rd Strategic Management Conference, December 2015

(5-2) Books

1. **Complete Reference and Classified Management Language Multiple Choice Questions**, 2011(3rd Edition)
2. **Complete Reference and Classified Management Theory Questions**, 2001
3. **Identify Singapore's Market and Means to Achieve it**, 2002
4. **The Theory and Practice of Change Management**, 2005
5. **Assessment Tool of Iranian Entrepreneurs Personality Attitude**, 2007
6. **Ten Selected Entrepreneurs the World (Person's Story and Experiences)**, 2009
7. **Ten Selected Iranian Entrepreneurs (Person's Story and Experiences)**, 2009
8. **Monitoring Entrepreneurship in Iran: 2008 GEM-based data (In Persian)**, Sep.2010.
9. **Monitoring Entrepreneurship in Iran: (GEM-based data, 2008) (In English)**, Sep.2010.
10. **Entrepreneurs social network and the indicators of global entrepreneurship monitor**, , 2012
11. **Entrepreneurship alphabet (behavioral analysis of entrepreneurship and business environment GEM-based data 2012)**, ISSI publication, 2014
12. **Strategic Thinking and Management: Theory and Practice** , Tarbiat Modares University Press, (In Persian), 2017
13. **Organizational Entrepreneurship: Concepts, Patterns and Applications**, in Press (2018)

6-Courses and Workshop Taught

Fundamentals of Strategic Management	Ph.D.
Advanced International Marketing	Ph.D.
Strategic Management in business & Public Sector Organizations	Ph.D.
Consumer Behavior	Ph.D.
International Marketing	M.A.
Advanced Strategic Management	M.A. , MBA
Strategic Thinking & Management	Workshops
Strategic Change Management	Workshops
Entrepreneurship	Workshops

7- Membership of the Journals' Editorial Board

- Journal of Management Research in Iran, Tarbiat Modares University
- Journal of organizational culture management, Tehran university, Farabi campus
- Journal of Organizational Resources Management Research, Management and Technology Expansion Studies Center
- Journal of Brand Management, AL Zahra University
- Journal of Modern Researches in Decision Making, Iranian Industrial Management Forum

8- Advisor & Consultant of M.A & Doctoral Dissertation

Title	M.A	PHD
Advisor	52	16
Consultant	68	25

9- Research interests

1. Strategic Thinking & Management
2. Strategic Change management
3. International marketing
4. Marketing and market management
5. Organizational Entrepreneurship