

CURRICULUM VITAE

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EDUCATION

2016 Ph.D. in Marketing Managment

University of Tehran, Tehran, Iran

Thesis title: “Designing a Marketing Activity Networking Model in Industrial Clusters of Iran”

2009 MBA in Marketing Managment

University of Tehran, Tehran, Iran

Thesis title: “An Investigation of Factors Influencing the Competitive Advantage of Small and Medium-Sized Enterprises (SMEs)”

2005 BA in HSE

The Petroleum University of Technology, Ahwaz, Iran

PROFESSIONAL APPOINTMENTS

2017–Current

Assistant Professor • University of Gonabad

2012–2017

Business cluster development expert • ISIPO

2008–2012

Marketing Manager • Namvaran Co.

PUBLICATIONS

Moussavi Neghabi, S. M., & Anooshe, M. (2023). A Model for Developing the University - SME's Collaboration. *Journal of Innovation and Value Creation*, 11(22), 101-118.

Hosseini, S. M., Qhalibaf, M. B., **Moussavi Neghabi, S. M.**, & Hosseini, S. A. (2023). Developing a model of strategies for enhancing food security against the phenomenon of food geopolitization. *Environment, Development and Sustainability*, 1-18.

Moussavi Neghabi, S. M., Hosseini, S. A., & Moshiri Langroudi, N. (2021). The Effect of Film Nostalgia on Visiting Tourist Attractions (Case Study: "What's The Time in Your World?" Film). *Tourism Management Studies*, 16(56), 173-209. doi: 10.22054/tms.2021.61203.2547

Moussavi Neghabi, S. M., Anooshe, M., & Vaezi Nejad, H. (2021). A Qualitative Model for Soldiers' Skills Training in Public Military Service: Requirements, Strategies and Methods. *quarterly journal of training in police sciences*, 9(35), 11-38. doi: 10.22034/tps.2022.203095.1212

Mousavi Neghabi, S. M., & Anoosheh, M. (2021). Develop a model for increasing the consumption of Domestic Products Based on Social Marketing Approach. *Islamic Economics*, 21(81), 127-156.

Vaezi Nejad, H., **Moussavi Neghabi, S. M.**, & Anooshe, M., (2020). Providing a Model for Teaching the Principles of Non-Combat Defense during Public Service Period for Enhancing Sustainable National Security. *Passive Defense & Security Journal*, 9(32), 5-26.

Moussavi Neghabi, S. M., & Anoosheh, M. (2021). Presenting a Model for Network Development of Small and Medium Enterprises: Grounded Theory. *Journal of Business Management*, 12(4), 1030-1049. doi: 10.22059/jibm.2020.299638.3802

Mousavi Neghabi, S. M., & Anoosheh, M. (2020). The Pattern of Applying the Social Marketing Approach to Cultural Marketing Campaigns. *Cultural Studies & Communication*, (), -. doi: 10.22034/jcsc.2020.123788.2115

Vaezinejad, H., & **Mousavi Neghabi, S. M.** (2020). Explaining the criteria of optimal employing of public military service draftees based on thematic analysis of the Supreme Leader' Orders. *Strategic Management Studies of National Defence Studies*, 10(39), 178-151.

Mousavi Neghabi, S. M., & Anousheh, M. (2020). Optimal Management of Public Military Service Functions: Providing A Policy Model. *Strategic Studies of public policy*, 10(36), 184-205.

Vaezi Nejad, H., & **Moussavi Neghabi, S. M.** (2020). A Desirable Model for Human Resource Management of Conscripts on the Basis of Decrees and Commands of the Supreme Leader. *Journal of Research in Human Resources Management*, 12(3), 41-74.

Anoosheh, M., Aghmohseni Fashami, A., & **Moussavi Neghabi, S. M.** (2019). Developing a model of strategies for preventing vandalistic behaviors based on the social marketing approach, *Urban Sociological Studies*, 8(29), 171-190.

Aqa Mohseni Fashami A, Anushe M, & **Moussavi Neghabi, S. M.** (2019) Explaining Social Marketing Strategies in Public Mobilization during the Holy Defense: Proposing a Grounded Theory. *Scientific Quarterly Journal of Islamic Revolution Studie*; 15 (54) :45-66.

Nazari, M., Hasangholi pour, T., Soleymani, G. R., & **Moussavi Neghabi, S. M.** (2017). Developing trans-institutional networks, the procedure for the use of untapped small and medium institution (SMEs) capacity: Presenting the grounded data theory. *The Journal of Productivity Management*, 11(1(40)), 7-48.

Nazari, M., & **Moussavi Neghabi, S. M.** (2018). Explaining the Role of Networking in Solving Strategic Issues of Gold Business Clusters and Regional Economic Development. *Strategic Management Researches*, 23(67), 61-93.

Moussavi Neghabi, S. M. et al., (2016). The Explanation of role of spatial distribution approaches of Soldiers on promotion of national solidarity based on spatial planning. *Geographical Planning of Space*, 6(19), 59-72.

Moussavi Neghabi, S. M., Nazari, M., Hassan Gholipour, T., Soleimani, G., & Abbasiyan, E. O. (2015). Designing a model of marketing network formation for active firms involved in Iran's industrial Clusters. *Iranian journal of management sciences*, 10(37), 51-78.

Hasangholi Pour T, Iravani M J, Notash M R, Anoosheh M, **Moussavi Neghabi S M.** (2015) Designing a Model for Development of Small and Medium-sized Enterprises (SME): The Case of Food and Beverage Industries. *JMDP*; 28 (3) :21-46

Moussavi Neghabi, S. M. et al., (2014). Explaining the individual-social functions of the conscription period and its effect on the promotion of national soft power. *Soft power Studies*, 4(10), 99-121.

Hasangholi Pour T, Anoosheh M, **Moussavi Neghabi S M.** & Hosseini, A., (2014). Social marketing, an approach to change attitudes towards the period of public duty system, *Socio-Cultural Strategy*, 3(3), 69-96.

Hasangholi Pour T, **Moussavi Neghabi S M.**, Anoosheh M, & Taheri, E., (2014). Institutionalization of components of Iran national soft power based on social marketing approach. *Islamic Revelation*, 4(12), 59-77.

Nazari, M., Hasangholipour, T., Soleimani, G., Abbasian, E., **Moussavi Neghabi, S. M.**, (2017). [Investigation of the Productivity of Networking Activities and Improvement Projects on the Sales and Employment of Iranian Agricultural Clusters](#). *Iranian Economic Review*, 21(1), 45-70. doi: 10.22059/ier.2017.60862

Haeri, A., **Moussavi Neghabi, S. M.**, Soleimani, G., & Anoosheh, M. (2015). [Using data envelopment analysis to investigate the performance of industrial clusters to utilise resources](#). *International Journal of Productivity and Quality Management*, 16(2), 169-182.

Conferences

Moussavi Neghabi, S. M., 2019, analysis of the state of towns and industrial areas of the country and their role in the development of small and medium industries, National Conference on New Management Approaches in Interdisciplinary Studies, Gonbad University, Gonbad.

Moussavi Neghabi, S. M., 2019, presentation of information systems strategy framework for small and medium-sized enterprises based on the industry value chain approach, National

Conference on New Management Approaches in Interdisciplinary Studies, Gonbad University, Gonbad.

Moussavi Neghabi, S. M., Aghamohsani, Ali, 2019, Investigating the achievements of using the empty capacity of industrial units on economic development: the case study of towns and industrial areas, the 3rd National Conference on Macroeconomic Challenges of Iran, Gonbad University, Gonbad.

Moussavi Neghabi, S. M., Aghamohsani, Ali, 2019, analysis of the reasons for the stagnation of small and medium industries and their reactivation strategies, the third national conference on macroeconomic challenges of Iran, Gonbad University, Gonbad.

Moussavi Neghabi, S. M., 2018, Challenges and solutions for sustainable development of micro, small and medium enterprises in Tarshiz region based on networking strategy, National sustainable development conference (with the approach of investment opportunities and challenges in Tarshiz region), Kashmir,

Moussavi Neghabi, S. M. and Anoushe, Morteza, 2018, Analysis of the role of cluster development approach in the sustainable development of small and medium enterprises, National Conference on Future Studies, Management and Sustainable Development, Tehran

Anousheh, Morteza and **Moussavi Neghabi, S. M.**, 2018, export consortia and export management companies, a solution for the development of exports of small and medium-sized enterprises, National Conference on Future Studies, Management and Sustainable Development, Tehran

Anoushe, Morteza and **Moussavi Neghabi, S. M.**, 2017, analysis of international market segmentation framework and strategies for entering global markets, the third international conference on dynamic management, accounting and auditing, Tehran.

Soleimani, Gholamreza and Anoushe, Morteza and **Moussavi Neghabi, S. M.**, 2016, Partnership Brand: Strategy for Entering Global Markets, National Conference on Management, Entrepreneurship and Communication Skills, Qazvin

Anoushe, Morteza and **Moussavi Neghabi, S. M.**, 2016, examining the mutual effects of the partnership brand and parent brands: a framework for choosing partnership brand strategies, National Conference on Management, Entrepreneurship and Communication Skills, Qazvin,

Soleimani, Gholamreza and **Moussavi Neghabi, S. M.**, 2013, explaining the necessity and achievements of the national plan for the development of business clusters in Iran, the 12th International Management Conference, Tehran.

Soleimani, Gholamreza and **Moussavi Neghabi, S. M.** and Anoushe, Morteza, 2013, providing a framework for choosing a competitive strategy in export target markets based on value chain analysis: a case study of the Yazd ceramic business cluster, the 10th International Conference on Strategic Management, Tehran ,

Moussavi Neghabi, S. M. and Anousheh, Morteza, 2013, Competitiveness analysis using the benchmarking model based on value chain analysis, Strategic Management Conference: With the Approach of New Paradigms, Tehran.

Agha Mohseni, Ali and **Moussavi Neghabi, S. M.**, 2013, Analysis of the role of strategic leadership in strategy implementation: a case study of a private insurance company, 10th International Strategic Management Conference, Tehran.

Hojjat Elah Vaezinejad, **Moussavi Neghabi, S. M.**, Anousheh, Morteza. (2017). Using the opportunities of military service in the field of balanced economic development of the country: development of small and medium enterprises, the first national conference on skills training of active duty employees, Tehran.

Hojjat Elah Vaezinejad, Anousheh, Morteza, **Moussavi Neghabi, S. M.**, (2017). The model of improving skills training in the military period based on the data base approach: requirements, methods and solutions, the first national conference on skills training of active duty employees, Tehran.

Moussavi Neghabi, S. M., Morteza Anoushe, (2012), changing negative attitudes towards military service by using the social marketing school of thought, National Military Service Conference, Tehran.

Hosseini, Seyyed Mohammad, **Moussavi Neghabi, S. M.**, Morteza Anoushe, (2013), explaining the role of political, defense-security, social and cultural functions of the holy military period on the promotion of national integration and cohesion, National Military Service Conference, Tehran.

Hosseini, Seyyed Ali, **Moussavi Neghabi, S. M.**, Morteza Anoushe, (2013), an analysis on the necessity of transformation during military service with a passive defense approach, National Military Service Conference, Tehran