Autobiographical note

Full name: Monireh Hosseini

Affiliation: Assistant professor of IT, .K. N. Toosi University of Technology; Faculty of Industrial Engineering, IT Dept.

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Brief professional biography:

Monireh Hosseini is Assistant Professor of IT in the Industrial Engineering Faculty of K. N. Toosi University of Technology. She graduated from Tarbiat Modares University (a fully accredited graduate university) with a PhD in Industrial Engineering (IT). She received the MSc in Industrial Engineering (System Management and Productivity) from Sharif University of Technology (ranking as the faculty's top student) and her BSc in Electrical Engineering (Communications) from the Iran University of Science and Technology. Her research interests focuses on Customer Relationship Management, customer value analytics, Customer Lifetime Value, network models of customer value, Business-to-business relationships and networks, customer-centric information systems, e-Strategy and Internet marketing. She is the highly commended winner of the 2011 Emerald/EFMD Outstanding Doctoral Research Awards for the thesis "Customer Value Optimization Using Value Network Analysis Approach". She has published a number of research papers in international scientific journals and conference proceedings and received two scientific awards for the best paper in March 2008 and January 2011. She has teaching experience in Strategies for e-commerce, Management Information Systems, Internet Marketing, Strategic Planning for IT, Internet Banking Management and Research Methods in both the undergraduate and graduate levels. She supervises research projects and has been an examiner of research theses for Master's and Doctoral degrees from a number of Universities.

Publications in Refereed Journals and Conference Proceedings:

Journals:

- "Recognizing users gender in social media using linguistic features", Computers in Human Behavior, Volume 56, 192-197, (2016).

- "Customer Identification Through Voice Biometric Index At Call Centers Using Learning Algorithms", International Journal of Economics, Commerce and Management, Vol. III, Issue 5, May 2015.

- "Studying the Electronic Word-of-Mouth Effects on Brand: Netnography of an Iranian Internet Forum", Management Research in Iran, Volume 18, Issue 4, winter 2015, Page 139-159.

- "Ethical Challenges in Viral Marketing" (in Farsi), Journal of Ethics Research, Accepted for publication (Feb 2015).

- "A model for analyzing the behaviors of answering agents to customers' calls in call centers: use case on call center agents' data of one of the companies affiliated to automobile industry" (in Farsi), Organizational Resources Management Research, Accepted for publication (6th Oct 2014).

- "Customer Migration Management Using Customer Data in Telecom Industry" (in Farsi), Sharif journal of science and technology, Accepted for publication (6th Sep 2014).

- "Measuring Customer Acquisition Value: A Comprehensive Approach to Customer Equity", Shiraz Journal of System Management (SJSM), Vol. 1, No. 4, (2013), 1-13.

- "Trust Evaluation in Unsupervised Network: A fuzzy logic approach", Journal of Information Systems and Telecommunication (JIST), Volume 2, No 4, (Autumn 2014), Serial No 8.

- "Analysis of Customers' Database through Utilization of a Consolidated Model of RFM and LTV: A Case Study of Wholesale Products of the Food Industry", Chemical and Process Engineering Journal, Volume 2. 2014, 2, Special, in August, 2014.

- "A New approach to Customer Segmentation in the Fixed-line Telecom Using RFM Model", Journal of Industrial Engineering, Volume 48, Issue 1, 23-36, Spring 2014.

- "Internet Banking, Cloud Computing: Opportunities, Threats", Journal of Information Systems and Telecommunication (JIST), Vol. 2, No. 2, April-June 2014, Serial Number 6.

- "Measuring Customer Acquisition Value: A Comprehensive Approach to Customer Equity", Shiraz Journal of System Management, Vol. 1, No. 4, 1-13, 2013.

- "A Framework for Prioritizing Improvement and Development of Engine" (in Farsi), The Journal of Engine Research, Vol. 28 (autumn 2012), pp. 39-49, (ISC), published 2013.
- "Web 2.0 Business Models Taxonomy and its Relation with Web 2.0 Features" (in Farsi), Quarterly Journal of Information Technology Management, 5(3), 169-190, (ISC) 2013.
- "Knowledge-collector agents: Applying Intelligent Agents in Marketing Decisions with Knowledge Management Approach", Knowledge-Based Systems (ISI), 52, 181–193, 2013.
- "An Agent-based Knowledge Management Framework for Marketing-mix Decision Making", Accepted for publication in International Journal of Strategic Decision Sciences (IJSDS) in Volume 4 (Number 3 or 4), (IGI), 2013.
- "Applying Multi-Agent Intelligent System to Decision Making with Knowledge Management" (in Farsi), Quarterly Journal of Information Technology Management, (Accepted for publication), (ISC), 2013.
- "Mapping B2B Value Exchange in Marketing Relationships: a Systematic Approach", Journal of Business Industrial Marketing (ISI), 26(7) 503-513, 2011.
- "Customer Value Network Analysis for Improvement of Customer Lifetime Value Computation", International Journal of Electronic Commerce Studies, 1(1)15-24, 2010.
- "The Effects of Disorders and Chaos on the Statistical Healthcare Indexes of Iran", Tehran University Medical Journal (TUMJ), (ISC); 63(8):640-652, 2005.

Conferences:
- "Characteristics and Influential Factors of Online Brand Communities", 9th International conference on e-commerce with focus on e-business (ECDC indexed by IEEE), 16th April 2015, Isfahan, Iran.
- "The Proposed Method for Forest Fire Detection with Ad-Hoc On-Demand Routing Protocol in Wireless Sensor Networks", 2nd International e-conference on green economics (IECGE 2015), 12th May 2015.
- "Segmentation of students in Shahrekord's "Andisheh" medium school in order to study the factors that influence students' academic performance and discipline", The International Conference in New Research of Management Accounting Economy, (in Farsi), 17th Sep 2015, University of Tehran, Iran.

- "Studying virtual communities using overlapping communities and dynamic networks concepts",(in Farsi), 4th Annual Conference of Islamic-Iranian Model of Progress, Tehran, Iran, 18th January, 2015.
- "Stochastic modeling for charging of plug-in electric vehicles in parking in order to minimize charging cost", (in Farsi), 20th electrical power distribution conference (PDC), 28th and 29th April 2015, Zahedan, Iran.
- "Determine the importance of features affects smart phone users' choices in Iran" (In Farsi), International conference on management in the 21th century, 14 Sep 2015, Tehran, Iran.
- "Social Networks: opportunities and threats", 1st Symposium on cultural preservation in the use of Information and Communication Technology, (in Farsi), 21th May 2015, Tehran, Iran.
- "Looking at the cyberspace damages and solutions", 1st International symposium on the healthy cyberspace, 7th March 2015, Tehran, Iran.
- "Learning tools and techniques using database" (in Farsi), 1th International Management Tools & Techniques conference, 6-7 Jan 2015, Tehran, Iran.
- "The improvement of intercity passenger control system using fingerprint recognition systems and wireless local area networks in Iran" (in Farsi), 1th National Road ITS (Intelligent Transportation Systems) Congress, 20-21 Jan 2015, Tehran, Iran.
- "Data mining tools and techniques in knowledge management" (in Farsi), 1th International Management Tools & Techniques conference, 6-7 Jan 2015, Tehran, Iran.
- "New Model to Improve Patient Compliance Information System" (in Farsi), International conference on sustainable reform in health system, 24-26 Feb 2015, Isfahan, Iran.
- "Opportunities to Take Advantage of Web Search Techniques to Analyze User Behavior" (in Farsi), 1th International Management Tools & Techniques conference, 6-7 Jan 2015, Tehran, Iran.
- "Using data mining techniques to improve the product in the automotive industry" (in Farsi), 11th International Industrial Engineering Conference (IIEC 2015), 7-8 Jan 2015, Tehran, Iran.
- "Strategic analysis of the use of virtual reality in the tourism industry" (in Farsi), 1th International Conference of Information and Communication Technology, Entrepreneurship and Investment, 24-25 Jan 2015, Qom, Iran.

- "Factors affecting the consumer acceptance of mobile marketing" (in Farsi), 5th Congress of Pioneers in Progress (KPIP2014, May), Tehran.

- "Customer value management using the analysis of customer database information: case of food direct retailing" (in Farsi), 4th International conference on Information Technology Management, Communication and Computer, 27th June, 2014, Tehran, Iran.

- "Analysis of customer database using a hybrid RFM-LTV model: the case of wholesale food distributors" (in Farsi), National Conference on New Research in the Humanities, 10th June 2014, Tehran, Iran.

- "Online advertising management using semantic web" (in Farsi), National Conference on New Research in the Humanities, 10th June 2014, Tehran, Iran.

- "The role of social commerce on customers buying behavior and decision", (in Farsi), Conference of aspects of Social Networks (12th Oct 2013), Tehran.

- "Identifying influential factors on accepting electronic purchase orders" (in Farsi), 1st International conference on electronic commerce and Economy, Tehran, 2013.

- "Presenting a decision-making model for selecting the innovative idea in venture capital firms using analytical hierarchy process (AHP)" (in Farsi), 1st International conference on electronic commerce and Economy, Tehran, 2013.

- "Presenting a holistic scale for service quality evaluation in the electronic banking" (in Farsi), 1st International conference on electronic commerce and Economy, Tehran, 2013.

- "Evaluating mobile viral marketing opportunities in Iran" (in Farsi), 1st International conference on electronic commerce and Economy, Tehran, 2013.

- "Economic growth with the application of new business models in virtual space" (in Farsi), Third Congress of Pioneers in Progress (KPIP2013, April), Tehran.

- "Electronic commerce and economic development with Islamic-Iranic pattern" (in Farsi), Third Congress of Pioneers in Progress (KPIP2013 April), Tehran.

- "Economic development opportunities with innovation management through the use of Information Technology", (in Farsi), Third Congress of Pioneers in Progress (KPIP2013 April), Tehran.

- "Open innovation: a suggestion for applying in resistive economy conditions", Conference to examine and explain the strength of the economy, 2013, University of Guilan.

- "Open innovation: a way to cut financial costs of innovation", First National Conference on investment and GDP, 2013, Tehran.
- "Applying Multi-Agent Intelligent System in Knowledge Management" (in Farsi), 9th International Industrial Engineering Conference (IIEC2013), Tehran.
- "The Strategic Role of Information Technology in Islamic-Iranic Progress" (in Farsi), Second Congress of Pioneers in Progress (KPIP2013, Dec), Tehran.
- "Strategic Analysis of Commerce in Second life Virtual World: Strengths and Weaknesses, Opportunities and Threats" (in Farsi), 6th National Conference on electronic commerce and economy ,Tehran, 2012.
- "Customer potential value: probabilistic or possibilistic", e-CASE & e-Tech 2012, Hong Kong.
- "Optimizing Value Transfer Functions in B2B Value Networks Using the Concept of PROMETHEE Preference Functions", e-CASE and e-Tech 2011, Tokyo.
- "Integrated Corporate Brand Value Loop: A Framework", Academy of Marketing Conference 2011.
- "Optimizing Customers' Value in Business Customers' Value Loops" (in Farsi), 7th International Industrial Engineering Conference (IIEC2011), Isfahan.
- "Premium Value Loops: An Optimal Way to Manage Business-to-Business Network Values", CBIM 2010, San Juan, Puerto Rico, USA.
- "A value network approach to customer lifetime value: how VNA contribute to improve the CLV", e-CASE 2008, Thailand.
- "Productivity in Iran Health Care System" (in Farsi),5th International Industrial Engineering Conference (IIEC2007), Tehran.
- "Measuring Customer Value Using the Value Network Analysis Approach"(In Farsi), IRIMC2005, Tehran.

Scientific Membership

- Reviewer for European Journal of Strategic Marketing.
- Reviewer for International Journal of Electronic Commerce Studies.
- Reviewer for Trade Studies Journal (bimonthly, in Farsi).
- Member of Emerald literati Network, since 2010.

- Member of International Committee for International Conference of e-Commerce, e-Administration, e-Society, e-Education, and e-Technology, Hong Kong, 2012. (http://e-case.org/2012/InternationalCommitteeBoard.html)
- Member of International Committee for International Conference of e-Commerce, e-Administration, e-Society, e-Education, and e-Technology, Kitakyushu, Japan, 2013. (http://www.e-case.org/2013/InternationalCommitteeBoard.html)
- Member of International Committee for International Conference of e-Commerce, e-Administration, e-Society, e-Education, and e-Technology, Nagoya University, Japan, 2014. (http://tw-knowledge.org/ecase2014/confernece/international-committee/)
- Member of Scientific Committee for International Conference of Quality Managers, Tehran, 2012.
- Member of Iran Industrial Engineering Scientific Society, Since2008.
- Honorary Member of Third Congress of Pioneers in Progress, Tehran, Iran.

Research Excellence and Awards:

- The Highly Commended winner of the 2011 Emerald/EFMD Outstanding Doctoral Research Awards for the thesis "Customer Value Optimization Using Value Network Analysis Approach". (http://www.emeraldgrouppublishing.com/research/awards/pastodras_2011.htm)
- Best Paper Award Winner, eCASE & eTech 2011.
- Best Paper Award Winner, eCASE 2008.
- Outstanding Student at Sharif University of Technology (Faculty of Industrial Engineering, ranking as the faculty's top student), 2004.

Teaching Excellence:

- Certificate of Scholastic Competence, certified by Tarbiat Modares University (T.M.U), 2010.
- As a lecturer since 2011 up to now at faculty of Industrial engineering (Information Technology department), K. N. Toosi University of Technology (KNTU) (Ranked number one in faculty for teaching quality by students averagely from 2011-2015.

Theses supervised:

- "Shahrvand Store Data Analysis Using Customer Relationship Approach", Mina Memar, Sep 2015, (Ms Student of IT).
- "A method for discovering overlapping communities in dynamic networks", Mokhtar Ghesmati, Sep 2015 (Ms Student of IT).

- "Customer portfolio analysis using data mining techniques", Mitra Kiaei Shahmirzadi, Sep 2015 (Ms Student of IT).
- "Data Processing and Analytics Using Deep Learning Approach", Elnaz Nasirzadeh Askarabad, Sep 2015 (Ms Student of IT).
- "A model for prediction of customer service based on data mining approach", Mona Ebadi Jalal, Sep 2014 (Ms in IT).
- "The study of mobile application in tourism in order to propose a model", Seyyed Mohammad Reza Mousavi, Sep 2014 (Ms in IT).
- "Customer equity management by analyzing customer behavior in the acquisition, retention and development periods", Farnoush Firooz, Sep 2014 (Ms in IT).
- "Modeling customer value using multiple types of customer data", Behnam Qumarsi, Sep 2014 (Ms in IT).
- "The study of collaborative filtering recommendation algorithms in order to develop an improved model", Maghsoud Nasrollahi, Sep 2014 (Ms in IT)
- "Evaluation of service quality in Customer Relationship Management in manufacturing industries", Samira Arfaee, Jan 2014, (Ms in IT).
- "The study of mass customization opportunities using Information Technology: case of printing and packaging industry", Susan Ruhravan, Jan 2014, (Ms in MBA).
- "The application of data mining in Value Network Analysis", Forough Isvand, Sep 2013, (Ms).
- "A framework for extracting information from customers: case of product development", Parisa Moghaddam, Sep 2013, (Ms).
- "The use of change mining in improving customer relationship management using RFM model", Mostafa Shabani, Aug 2013, (Ms).
- "Developing a holistic model for understanding customer-based brand equity", Mohsen Amir, Sep 2013, (Ms).
- "Studying the electronic world-of-mouth effects on brand in Iran: Netnography of an Internet Forum", Mahnoush Maheri, Dec 2012, (Ms of MBA).
- "Brand development using neuromarketing approach", Masoumeh Mansouri, Jan 2013, (Ms of MBA).
- "Social media-based marketing", Mani Ghaedi, Feb 2013, (Bs).
- "Electronic customers buying behavior", Atefeh Dadjou, Sep 2012, (Bs).
- "Customer Lifetime Value", Maryam Nouri, Sep 2010, (Bs).

Theses under supervision:

- "Age and Gender Identification in Social Networks", Zohreh Tammimy (Ms Student of IT).

- "Anomaly Detection in Online Social Media User Data", Shiva Parsarad (Ms Student of IT).
- "Churn Analysis and Prediction with focus on Customer Data", Ali Baghaei (Ms Student of IT).
- "Analysis of Trust in Online Communities", Maryam Parvini (Ms Student of IT).

Thesis consulted:

- "A model for Customer Portfolio management using mathematical programming", Maryam Nouri, Sep 2015, (Ms). (Supervised by Dr. M. Salehi)
- "Survey on Effectiveness of Modern Marketing Communication Tools in Health Care Services", Arash Mollamirzaee, Feb 2015, (Ms). (Supervised by Dr. A. A. Njafi)
- "Applying agents in marketing with knowledge management approach", Masoumeh Moradi, July 2012, (Ms). (Supervised by Dr. A. Aghaie)
- "A learning-based algorithm for continuous double auction", Sara Homayouni Pour, Sep 2012, (Ms). (Supervised by Dr. F. Khoshalhan)
- "Trust evaluation for knowledge sharing in knowledge-based organizations", Maryam Mohseni, Sep 2012, (Ms). (Supervised by Dr. F. Khoshalhan)

Theses Examined:

- "Recommender Systems based on Two Level Data Filtering", Arezu Babaei, Aug 2015, (Ms). (Supervised by De. A. Albadvi, TMU).
- "A New Model for Privacy Preservation in Big Data", Golnar Assadat Afzali Boroujeni, Sep 2015, (Ms). (Supervised by Dr. Sh. Mohammadi).
- "Providing a Framework for Value Creation through Social Media in Business", Roza Hemmatkhah, Sep 2015, (Ms). (Supervised by Dr. Sh. Mohammadi).
- "A Mobile-Based Decision Support System for Patient Self-Rescue", Reza Samiei-Zonouz, Feb 2015, (Master in Medical IT). (Supervised by Dr. H. Memarzadeh-Tehran, Dr. R. Rahmani).
- "A New Model for Insurance Data Analysis Using Data Mining", Ali Jalilian, Sep 2014, (Master in IT). (Supervised by Dr. S. Alizadeh).
- "Data Analysis of Urban consumption Power Using Data Mining", Elham Rezaei, Sep 2014, (Master in IT). (Supervised by Dr. S. Alizadeh).
- "The effect of educational background on National Entrance Examination in 1390 using data mining techniques", Azadeh Badrian, Aug 2014, (Master in MBA). (Supervised by Dr. M. Yaghini).
- "A framework of knowledge management for oil industry", Jalal Rahmati, Nov 2013, (Ms). (Supervised by Dr. M. Tarokh)

- "Customer clustering focusing on customer lifetime value", Arezoo Nekooei, Sep 2013, (Ms). (Supervised by Dr. M. Tarokh)
- "Community Discovery in Telecommunication Industry Social Network", Parisa Felfelian, Sep 2013, (Ms). (Supervised by Dr. M. Tarokh)
- "A hybrid recommender system based on semantic web", "Faezeh Sadat Ghohari, Sep 2013, (Ms). (Supervised by Dr. M. Tarokh)
- "Optimization of reverse logistics network design in electronic business", Maryam Rahmani Moghaddam, Sep 2013, (Ms). (Supervised by Dr. M. Tarokh)
- "Providing a predictive model for treatment method of infertile couples in Sarem Hospital", Faranak Abolmasoum, Sep 2013, (Ms). (Supervised by Dr. S. Alizadeh)
- "Model for predicting the risk of Osteoporosis by using data mining technique", Mona Sharifkhani, Sep 2013, (Ms). (Supervised by Dr. S. Alizadeh)
- "Presentation of a new model based on SMS for payment with mobile phones in IRAN", Diako Saadi, Sep 2013, (Ms). (Supervised by Dr. S. Mohammadi)
- "Evaluation of advertising campaign effectiveness in Hamrah'e Aval company", Mohsen Valavi, Sep 2012, (Ms in MBA). (Supervised by Dr. A. Najafi)
- "Developing marketing plan for Etka chain stores in Boushehr Province", Seyyed Sajjad Taherzadeh Mousavayan, Feb 2012, (Ms). (Supervised by Dr. M. Tarokh)
- "The integrated strategic CLV model", Nafiseh Soleimani, Ph.D thesis proposal, Feb 2013 (Supervised by Dr. A. Abadvi)
- "Audit and improvement of multipath routing manners based on on-demand protocols in Ad Hoc networks", Vahid Zanganeh, Aug 2012, (Ms). (Supervised by Dr. S. Mohammadi)
- "The effect of customer relationship management on customer behavior: Kalleh dairy co. case study)", Mehdi Nazemi, Aug 2012, (Ms). (Supervised by Dr. E. Roughanian)
- "A model for analyzing user behavior with web mining method", Vahid Allahvakil, Sep 2012, (Ms). (Supervised by Dr. S. Mohammadi)
- "Securing Ubuntu distribution of Linux operating system with isolation technology", Seyyed Mohsen Seyyedsalehi, Aug 2012, (Ms). (Supervised by Dr. S. Mohammadi)
- "The investigation of the communication role in the crisis management", Seyed Amir Hossein Naghibi, Jan 2013, (Ms). (Supervised by Dr. M. Tarokh)
- "Customer churn management using customer lifetime value", Erfaneh Gharavi, Aug 2012, (Ms). (Supervised by Dr. M. Tarokh)
- "Prioritizing brand equity valuation methods from stakeholder's perspective", Somayeh Yousefi Darestani, March 2012, (Ms in MBA). (Supervised by Dr. A. Najafi)
- "A model for collecting, preparing and updating online information for bus passengers (case study: Tajrish-Rahahan), Shima Hasanzadeh, Feb 2013, (Ms). (Supervised by Dr. S. Mohammadi)

- "Investigation and improvement of web spam detection methods", Ali A. Noroozi, Sep 2011, (Ms). (Supervised by Dr. S. Alizadeh)

Seminar for theses preparation:

- "User demographic prediction based on user's data", Zohreh Tammimy, July 2015.
- "Fraud detection in customer data", Shiva Parsarad, July 2015.
- "The study of recommender systems from the perspective of crowdsourcing", forough Zolrahmi, July 2015.
- "The analysis and prediction of customer churn", Ali Baghaei, July 2015.
- "The study of trust from the perspective of social networks", Maryam Parvini, July 2015.
- "User behavior analysis using web mining", Mina Memar, July 2014.
- "Learning methods based on database", Elnaz Nasirzadeh, July 2014.
- "The study of decision-making methods in outsourcing", Ali KAmankesh, July 2014.
- "The application of CKM in CRM", Mitra Kiaei Shahmirzadi, July 2014.
- "Measurement of customer value based on data mining techniques", Behnam Kiumarsi, July 2013.
- "Database marketing", Farnoush firouzi, Jully 2012, (Ms in IT)
- "Management of customer requirements in Web design", Maqsoud Nasrollahi, July 2012, (Ms in IT)
- "Electronic Customer Relationship Management", Samira Arfaee, Jully 2012, (Ms in IT)
- "The application of change mining in customer relationship management" , Mostafa Shabani, Jully 2012, (Ms in IT)
- "Open innovation in SMEs (Small and Medium enterprises)", Parisa Moghaddam, July 2012, (Ms in IT)
- "The application of data mining in Value Network Analysis", Forough Isvand, July 2012, Jully 2012, (Ms in IT)
- "Application of data mining in marketing", Mahmood Karamipour, Jully 2012, July 2012, (Ms in IT)
- "Virtual brand communities: a social networks view", Faranak abolmasum, July 2012, (Ms in IT)
- "Evaluation of Web2.0 business models", Seyed Ali Masoumi Lari, Jully 2012, (Ms in IT)
- "Value based marketing: a comprehensive review of brand equity literature", Mohesen Amir, Feb 2012, (Ms in IT)
- " Identifying factors influencing customer buying behavior in online spaces", Ali Zaeri Derakhshan, Feb 2012, (Ms in IT)

- "Expression strategy for virtual and electronic organizations", Mona Fatehi, Feb 2012, (Ms in MBA)
- " Factors influencing the success of viral marketing campaigns", Mahnoush Maheri, Feb 2012, (Ms in MBA)
- "Marketing based on customer's mental model", Masoume Mansouri, Feb 2012, (Ms in MBA)
- "B2B marketing in e-commerce", Mansooreh Talebizadeh Rafsanjani, Feb 2012, (Ms in MBA)
- "E-readiness assessment of SME food industries", Nazila Mohammadi, Feb 2012, (Ms in MBA)

Links:

- http://www.emeraldgrouppublishing.com/research/awards/pastodras_2011.htm
- http://e-case.org/2012/InternationalCommitteeBoard.html
- http://www.e-case.org/2013/InternationalCommitteeBoard.html
- http://tw-knowledge.org/ecase2014/confernece/international-committee/
- www.kpip.ir