# Behzad Mohammadian, Ph.D.

Assistant Professor, University of Tehran
Head of Science and Technology Park, College of Farabi

Adress: Unit 1012, No.14 (Arman Building), South ADL, Manuchehr Akbari Street, Bagh-e-Feyz, Tehran, Iran,
Zip-C: 1473193519
Tel: +98 9371185883
Email: B.Mohammadian@ut.ac.ir
Website: https://www.linkedin.com/in/behzad-mohammadian-b429007b/

## Education

**Ph. D in Behavior Management**
University of Tehran                                                                                          2013-2017
Thesis Title: A Multi-Level Model to Understanding Humility in Business.

**M.A in Business Administration**
Shahid Beheshti University                                                                               2011-2013
Thesis Title: Effect of Intellectual Capital on Business Performance (New Product Development).

**B.A in Business Administration**
Zanjan University                                                                                              2008-2011

## Training

**Erasmus+ Training Mobility**
Management University of Varna, Bulgaria                                                      2023

**Serious Gaming**
Erasmus University of Rotterdam, Netherland                                               2022

**Gamification**
University of Pennsylvania (Wharton Online), USA                                       2021

## Publications

*Articles (International)*

- Entrepreneurial Coopetition: lesson learnt from digital start-ups, Strategic Entrepreneurship Journal.
- An exploration of key cognitive determinants of serial entrepreneurs' learning from failures: a BWM-ISM approach, Journal of Science and Technology Policy Management.
- How to Nudge Mine Industry toward Quality 4.0: The ABCs of Productivity Award, Journal of Productivity Analysis.
- A national model for transition towards productivity and beyond: Case of Mining Industry, International Journal of Productivity and Performance Management.
- Strategic Analysis of Establishing a Food Valley in Iran Using the SWOT Method, Journal of Agricultural Science and Technology.

*Articles (National)*
- Cognitive Factors Affecting Serial Entrepreneurs Learning from Failure. (2023) - in Persian.
- Typology of Employee Value Proposition in Knowledge-based Businesses. (2023) - in Persian.

- Identifying the cognitive biases of entrepreneurial negotiation with focusing on crowdfunding projects. (2021) - in Persian.
- The Impact of Business Failure Experience and Learning from Failure on New Venture Performance of Entrepreneur: Study Case of Qom Province. (2021) - in Persian.
- Cultural Humility as an Antecedent for Entrepreneurial Learning in the Open Strategy Paradigm. (2021) - in Persian.
- Intra-Organizational Humility: A Core Competency in New Century's Organization Leadership. (2018) - in Persian.
- Understanding the Formation Process of Humility-Based Leadership in Business Using Meta Synthesis Approach. (2017) - in Persian.
- Understanding the Essence of Leaders' Success in Entrepreneurial Negotiations: Phenomenological Approach. (2017) - in Persian.
- Antecedents and consequences of organizational downsizing: Human capital perspective. (2016) - in Persian.
- Discourse analysis of Hesitant Customers mental models. (2016) - in Persian.
- The effect of intellectual capital dimensions on new product development performance with the moderating role of knowledge inertia. (2016) - in Persian.

*Conferences*

- Lesson Learnt from Behavioral Design to Advancing Energy Inclusion: Sustainable Entrepreneurship Approach (2024).
- Learning from Failure: Insights from the Start-ups' Graveyard. (2024).
- Gamification Effectiveness in Tourism Industry: Evidence from Human Resource Process Tracing. (2023).
- Defining the Push and Pull Factors to Adopt Health Information Technologies by Health Entrepreneurs. (2022).
- Entrepreneurial Humility and learning from serious games. (2022).
- Analyzing a successful experience about Gamifying Attendants Recruitment Process in tourism industry. (2022) – in Persian.
- Review on Behavioral design Research by emphasis on Resilience. (2022).
- Healing Games: Power of Behavioral Design in Improving Resilience. (2022).
- Clarifying the Concept of Entrepreneurial Humility. (2018).
- Virtual Science and Technology Parks; A solution for having a better business environment. (2014).
- The role of Social-Cultural Norms on propensity to launching Home Based Business (Testing the Planed Behavior Theory). (2014).

*Books*

- Open Strategy and Competitive Advantage in the Age of Digital Transformation. (2023). Emerald Publishing Limited, Bingley, UK.

## Honors and Awards

- **UT Next 1400:** an entrepreneurship encyclopedia (https://wiki.entreneed.ir/), 2021, Tehran, Iran.
- **UT Best Ph. D Researcher Award,** 2018, Tehran, Iran.

## Thesis (Supervised in University of Tehran)

### PhD:

- Process of collective identity formation in entrepreneurial teams, 2024.
- Providing a leadership identity development framework for young leaders of startups, 2023.
- Redesigning the reward system based on theories of behavioral economics, 2023.

- Design a model of organizational trust development with a cognitive science approach, 2023.
- Design a model to resilient university (case study: non-profit universities), 2022.

**Master:**

- Presenting a model for entrepreneurial school with a work-based learning approach, 2024.
- Identifying and prioritizing the challenges of lean startup implementation in artificial intelligence startups, 2024.
- Identifying Factors Affecting Intentions of Serial Entrepreneurs to Reenter after Entrepreneurial Failure, 2023.
- Identification of key factors of success and failure of women's cultural entrepreneurship (The study of Arak handicrafts), 2023.
- Typology of Serious Games and their Application for Designing Experience in the Tourism Industry, 2023.
- Identifying Tourism Motivations to Designing a Responsible Gamified Trip, 2023.
- Typology of Nudge and its Implications in Designing Responsible Behavior of Tourists, 2023.
- Typology of Serious Games in Talent Management, 2023.
- Typology of Behavioral design to Persuasion Early Adaptors in Cultural Entrepreneurship, 2023.
- Opportunities and challenges of Behavioral Design in International Entrepreneurship, Study Case: Positive Technology in Medical Instrument Industry, 2023.
- Typology of Resilience in Entrepreneurial Teams of Tourism Startups, 2023.
- Identifying the effective factors on talent development with a gamification approach in Shomal Cement Company, 2022.
- Analyzing the role of entrepreneur mindfulness in start-up strategy building by the emphasis on open strategy paradigm, 2022.
- identifying the Cognitive factors Effective in Serial Entrepreneurs Learning from Failure, 2022.
- Feasibility study of setting up and establishing a food valley in Iran, 2022.
- Designing a value map of shared stores based on concept the of crowdfunding in Qom, 2022.
- Feasibility study of strategic planning based on the open strategy paradigm in technological startups, 2022.
- Typology and prioritization of employee value proposition in knowledge-based businesses, 2022.
- Identifying Entrepreneurial opportunities in the field of content creation (study case: Qom Publishing industry), 2021.
- The Mediating Role of Knowledge Absorptive Capacity and Organizational Dynamic Capabilities in The Relationship Between Social Capital Entrepreneurial-Orientation and Performance in 4- and 5-Star Hotels in Tehran City, 2021.
- The Impact of Business Failure Experience and Learning from Failure on New Venture Performance of Entrepreneur – Case Study of Qom Province, 2021.
- Identifying and Prioritizing Coopetition fields in digital startups in Iran, 2021.
- Investigating the effectiveness of gamification in the process of recruitment (case study: Fadak trains), 2019.
- The conceptualization of career capital and its role in improving employee's quality of life, 2019.

## Projects

- Redesign the Model of Productivity Award in Iran's mine industry, (2021). Finished

## Courses (University)

- Entrepreneurship Theories (Master-PhD)
- Innovation and Entrepreneurship in education (PhD)
- Change Management (PhD)
- Business model (Master)
- Small Business Management (Master)

- Human Resource Development (Master)
- Organizational Behavior Management (Master)
- Principles of Entrepreneurship (Bachelor)
- Change Management (Bachelor)
- Professional Skills Training (Bachelor)

## Courses (Industries)

- Gamification and Behavioral Design in Banking Industry, 2023, Iran Central Bank.
- Gamification and Behavioral Design in Smart City, 2023, the 4th expo of Iran Smart City.
- Gamification and Behavioral Design in Smart Tourism, 2023, Kish Free Zone Organization.
- Gamification and Behavioral Design in Tourism, 2022, Ministry of Cultural Heritage, Tourism and Handicrafts.
- Gamification and Behavioral Design in Business, 2022, University of Tehran.
- An Introduction to Gamification and Behavioral Design in Business, 2021, University of Tehran.

## Experience in industry

- **Assistant professor of Business and Management,** (2021-Present), University of Tehran.
- **Lecturer of Business and Management**, (2015-2021), University of Tehran.
- **Human Resource Consultant**, (2022- Present), Nardis Co (A Company in the Field of Energy Project).
- **Human Resource Consultant**, (2022- 2023), Rahbar Farayand Arya (A Company in the Field of Mine).
- **Human Resource Manager**, (2018-2021), Scientific Green Co (A Company in the Field of IoT & AI)
- **Recruitment Specialist,** (2016-2018), DoNA Catering (A Company in the Field of Tourism).
- **HR Assessment Center Expert**, (2014-present), as a Designer or Assessor in talent management projects based on a gamified approach, I have contributed by many companies in various industrial categories for example:
  **Banking Industry**: Shahr Bank, Melli Bank, Refah Bank.
  **Tourism Industry**: Fadak Trains, DoNA Catering.
  **ICT Industry**: SGI co, Shahr ICT co, Fanap tech co.
  **Mining Industry**: Rahbar Farayand Arya co.
  **Automobile Industry**: Emdad Khodro Iran.
  **Public Sector**: University of Tehran talent center, Tehran Municipality.

## Research interest

- Entrepreneurship
- Behavioral Design
- Neouro Science of Organizational Behavior and Entrepreneurship
- Change Management

## Research methods and software

| Qulitative methods | Quantitative methods | Software |
|---|---|---|
| • Thematic analysis | • Structural Equation Modeling | • SPSS |
| • Granded theory | • Q Method | • Lisrel |
| • Phenomenology | • Best Worst Method | • Atlas.ti |
| • Meta-synthesis | • AHP and ANP | • Excel |
| • ISM and MICMAC | • Survey | • Python |
| • Case study | | |
| • Process tracing | | |

## References

**Hamid Reza Yazdani, PhD**
Associate Professor of Human Resource Management
University of Tehran, 16th Azar St., Enghelab Sq., Tehran, Iran
Phone: +98 9125796171
Email: Hryazdani@ut.ac.ir

**Shahrokh Asadi, PhD**
Associate Professor of Industrial Engineering
University of Tehran, 16th Azar St., Enghelab Sq., Tehran, Iran
Phone: +98 9124374401
Email: Shahrokh.asadi@ut.ac.ir

**Asef Karimi, PhD**
Associate Professor of Entrepreneurship
Vice rector of research (Faculty of Commerce and Finance)
University of Tehran, 16th Azar St., Enghelab Sq., Tehran, Iran
Phone: +98 9128410611
Email: Asef.karimi@ut.ac.ir