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Interests: Marketing Management; international marketing; strategic management; consumer behaviour; Brand management

Specialized: Business management - international marketing

Publications

Location-based Services as Marketing Promotional Tools to Provide Value-added in E-tourism. (2021). *Journal International Journal of Digital Content Management*, (3), 189-215.

The Relation between Asset Growth and Stock Returns in Manufacturing. (2014). *Journal Management and Administrative Sciences Review*, (6), 953-959.

Analysis of the effect of the internal marketing functions on job satisfaction and organizational commitment of the employees at the National Iranian South Oil Company. (2014). *Journal Mitteilungen Klosterneuburg*, (12), 97-111.

The effect of emotional content message and the authentication of the message source on viral advertising. (2014). *Journal Academic Journal of Research in Economics & Management*, (3), 75-86.

- Investigating the Relationship of Export Market Orientation with Innovation and Firm's Exporting Performance. (2014). *Journal Pensee*, (1), 214-230.
- Investigation of the Effective criteria in Brand Positioning (case study: Iran car industry). (2013). *Journal World of Sciences Journal*, (8), 52-66.
- Evaluation of Organizational Performance with Using of Balanced Score Card (BSC) (Case study of Sugarcane & by - products development Co.). (2012). *Journal of Basic and Applied Scientific Research*, (8), 7530 - 7537.
- study of relationship between supply chain management strategy with logistics performance and organizational performance. (2011). *journal interdisciplinary journal of contemporary research in business*, (0), 1308-1317.
- Investigating the effect of supply chain participation and customer orientation on the external integration of the supply chain and organizational performance in manufacturing companies in Khuzestan province. (2021). *Research Journal Khatam Management Novin*, (1), 1-18.
- Development of tourism industry with a marketing approach Solomo. (2013). *Journal of Tourism Planning and Development*, (32), 55-69.
- The pattern of behavioural and functional consequences of sales force listening skills. (2018). *Modern Marketing Research Journal*, (3), 243-260.
- Explaining the effect of viral advertising on consumer buying behaviour. (2017). *Journal of Business Management Explorations*, (20), 169-186.
- Identifying factors affecting the purchasing behaviour of students who consume computer games (case study: elementary school students in Ahvaz city). (2017). *Journal of Educational Sciences*, (2), 131-152.
- Investigating the mediating role of relationship quality dimensions in the effect of service personalization and customer appreciation on brand value (case study: Irancell Company). (2017). *Journal of Business Management*, (1), 207-228.
- Explaining the multi-level model of strategic thinking. (2016). *Strategic Management Research Journal*, (3), 13-34.

- Value compatibility of service brand and customer, interaction quality and customer citizenship behaviour. (2015). *Marketing Management Research Journal*, (3), 22 – 42.
- The effect of cognitive and emotional factors on the loyalty of tourists to a tourist destination. (2015). *Modern Marketing Research Journal*, (2). 37-54.
- Examining the role of public relations behaviours in the performance of public relations and social trust (case study: banks in Khuzestan province). (2014). *Social Development Scientific-Research Quarterly*, (2), 199-222.
- Investigating the effect of advertising and sales promotion on the creation of special brand value (Study case: Samsung home appliance brand). (2014). *Journal of Business Management*, (3), 643-662.
- Examining export performance measurement indicators. (2014). *Journal of Business Studies, scientific-promotional grade*, (72), 43-58.
- Investigating the relationship between personality traits and consumer behavior: a case study of the Nokia mobile phone brand. (2013). *Journal of Psychological Achievements*, (1), 245-268.
- Investigating the effect of brand personality matching, perceived quality and brand destination on brand loyalty. (2013). *Business Strategies Magazine*, (3), 37-48.

Articles Presented in Conferences

- Shafiean, Zarmina. Mohammadi, Sara. Azizi, Abdulhadi Darzian. Rahimi, Farajallah. (2014). *the effect of emotional content message and the authentication of the message source on viral advertising*. The first international conference of economics, management, accounting and social sciences, academic entrepreneurs of Azad Anzali region.
- Mohammadi, Sara. Azizi, Abdulhadi Darzian. Hadianfar, Nilofar. (2018). *The Impact of Social Media Marketing on Consumer Behaviour in The Tourism Industry*. 4th National Conference on Economics, Management and Accounting, Khuzestan Industry, Mining and Trade Organization,
- Rahimi, Farajollah. Azizi, Abdulhadi Darzian. Maliki, Alia. (2018). *Examining The Challenges and Barriers to Employment of University Graduates in Iran*. 4th National Conference on Economics, Management and Accounting, Khuzestan Province Industry, Mining and Trade Organization,

- Mohammadi, Sara. Azizi, Abdulhadi Darzian. Rahimi, Farjullah. Kamali, Fariba. (2018). *Explaining The Effect of Social Media Marketing on Brand Loyalty According to The Mediating Role of Brand Love (Case Study: Instagram Page Followers of LG Products in Iran)*. The Fourth National Conference in Management, Accounting and Economics with An Emphasis on Regional and Global Marketing, Shahid Beheshti University,
- Nadaf Mehdi. Azizi, Abdul Hadi Darzian. Dini, Shiva Elahe. (2017). *Investigating The Antecedents and Consequences of the Quality of the Employee-Customer Relationship in Banking and Credit Services*. The Third Annual National Conference on Economics, Management and Accounting, Shahid Chamran University of Ahvaz.
- Nadaf, Mahdi. Azizi, Abdulhadi Darzian. Chahoshizadeh, Mohammadamin. (2016). *Examining the Relationship Between Perceived Service Quality and Brand Loyalty Behavior with Regard to the Mediating Role of Advertising's Perceived Credibility (Case Study: Clients of Top Commercial Private Banks in Ahvaz Metropolis)*. Second National Conference on Economics, Management and Accounting, Khuzestan Industry, Mining and Trade Organization,
- Azizi, Abdul Hadi Darzian. Mahmoudi, Idris. Amian, Mohsen. (2015). *Investigating the Impact of Knowledge Acquisition from social media And Market Orientation on Social Media Brand Innovation*. The First International Conference on Modern Researches in Management Studies, Higher Institute of Sciences and Fan Avari Khwarazmi,
- Bavorsad, Balqis. Rumiani, Golnaz. Azizi, Abdul Hadi Darzian. Nisi, Abdul Hossein. (2015). *The Impact of Information Technology and Continuous Business Logistics Planning on Organizational Performance*. 4th International Conference on Applied Research in Management and Accounting. Shahid Beheshti University,
- Nadaf, Mehdi. Azizi, Abdul Hadi Darzian. Nik, Farjam Nasim. (2015). *Investigating the Relationship Between Organizational Learning Capability, Organizational Innovation and Marketing Innovation with Sustainable Competitive Advantage (Case Study: Economic Enterprises of Khuzestan Province)*. The First Conference Between International Conference on New Management Paradigms - Business and Organizational Intelligence, Shahid Beheshti University.
- Bavarsad, Balqis. Azizi, Abdul Hadi Darzian. Terkashund, Maryam. Aiti Mehr, Mohammad. (2015). *Investigating The Relationship Between Supply Chain Participation and Supply Chain*

Integration with Organization Performance. The First International Conference on New Management Paradigms - Business Intelligence and Organization, Shahid Beheshti University.

Mohammadi, Sara. Azizi, Abdul Hadi Darzian. Idon, Akram. (2014). *Analysis And Explanation of Factors Influencing the Buying Behaviour of Computer Game Consumers*. The First International Conference on Management Accounting and Innovation in Business, Pioneers of Research.

Novin, Rahimi, Farajollah. Azizi, Abdul Hadi Darzian. Abdehghah, Fataneh Mohammadi. (2014). *Investigating The Impact of Investment in Manpower Supply on Human Capital (Case Study: Manufacturing Companies of Khuzestan Province)*. International Conference on New Research Achievements in Management; Accounting and Economics, Nikan Institute of Higher Education.

Mehdi, Nadaf. Azizi, Abdul Hadi Darzian. Nisi, Abdul Hossein. Sabarizadeh, Jahangir. (2014). *Investigating the Role of Financial Behaviours in Academic Success and Student Satisfaction (Case Study: Graduate Students of Ahvaz Metropolitan Universities)*. 4th National Management and Accounting Conference, Endeavor Conference Centre.

Nadaf, Mehdi. Azizi, Abdul Hadi Darzian. Adivi, Parisa Ghanbari. (2013). *Examining the Relationship Between Service-Customer Brand Value Compatibility, Interaction Quality and Customer Citizenship Behaviour in Ahvaz Metropolitan Banks*. The First National Marketing Conference, Opportunities and Challenges, Ferdowsi University of Mashhad.

Jodzadeh, Mehta. Azizi, Abdul Hadi Darzian. Nadaf, Mehdi. Bani, Shirin. (2013). *Examining Customer Satisfaction with Electronic Banking Services Using the EUCS Model*. 4th International Conference on Bank Services Recovery, National Bank.

Research Projects

Investigating the Methods of Culturalization of the Appropriate Pattern of Bread Consumption and its Impact on Reducing Bread Waste in Khuzestan Province.

