



**MAHDI NADAF**

Department of Management, Faculty of Economics and Social Sciences, Shahid Chamran University of Ahvaz, 61357-93113, Khuzestan, Iran

**Email:** [m.nadaf@scu.ac.ir](mailto:m.nadaf@scu.ac.ir)

**Tel:** +986133226600-9-ext 4439

**Scientific and operational experiences**

Group manager, Shahid Chamran University of Ahvaz, 06/01/2013 to 04/11/2013

Group manager, Shahid Chamran University of Ahvaz, 06/01/2013 to 04/11/2013

Research Assistant, Shahid Chamran University, Ahvaz, 01/24/2013 to 12/24/2014

Member, Khuzestan province, 29/08/2013 to 29/08/2013

Member, Khuzestan province, 29/08/2013 to 29/08/2013

Council member, Shahid Chamran University, Ahvaz, 08/03/2013 to 09/27/2013

Member, Permanent Secretariat of International Brand Strategy Conference, 11/05/2013 to 11/06/2013

Member, Permanent Secretariat of International Brand Strategy Conference, 11/05/2013 to 11/06/2013

Other, Shahid Chamran University of Ahvaz, 09/10/2013 to 03/02/2014

Member, Permanent Secretariat of International Brand Strategy Conference, 11/05/2013 to 11/06/2013

Member, Semnan University, 02/01/2014 to 02/01/2014

### **Publications**

Designing a Questionnaire to Measure Factors Affecting Utilization of Services for Diabetics in Health Centres Based on Social Marketing Model. (2021). *Journal Health technology assessment in action*, (2), 1 – 7.

The Effect of cognitive and affective factors on the attitude and intention to purchase a new high-tech product. (2013). *Journal World of Sciences Journal*, (1), 186-201.

Identifying and prioritizing personality traits of women entrepreneurs in Khuzestan province using qualitative content analysis technique. (2022). *Journal of Social-Psychological Studies of Women*, (1), 38-64.

Modelling the impact of the entrepreneurial ecosystem on entrepreneurial intention: the mediating role of entrepreneurial self-efficacy, passion and alertness. (2022). *Iranian Journal of Management Sciences*, (65), 53 – 82.

The effect of perception of financial and non-financial performance evaluation criteria on the motivation and behavioural consequences of Ahvaz Water and Sewerage Department employees. (2021). *productivity management journal* (58), 209-243.

Examining the job attitudes of Bid bland Gas Refining Company employees and offering solutions for their improvement: a qualitative study. (2021). *Journal of Industrial and Organizational Psychology Studies*, (1), 97 – 132.

The effect of the motivational language of the leader on the proactivity of employees in Bo Ali Sina Petrochemical Company. (2021). *Journal of Human Resource Management in the Oil Industry*, , (47), 230-250.

Designing a business intelligence model with a data-based approach. (2019). *Journal of Intelligent Business Management Studies*, (34), 247-272.

The effect of emotional intelligence and cultural intelligence on employees' resistance to change with the mediation of psychological capital. (2019). *Journal of Social Psychology Research*, (39), 119 – 140.

Explaining the mediating role of two-way organization (discovery and exploitation) in the influence of transformational leadership on entrepreneurial awareness (case study: one of the subsidiaries of the National Company of the Southern Oil Regions). (2019). *oil and gas exploration and production magazine*, (178), 19-28.

Analysing the influencing factors on the behaviour of consumers using internet shopping technology based on the integrated theory of acceptance and use of technology UTAUT2: case study: customers of Digi Kala store in Khuzestan province. (2018). *Journal of Modern Marketing Research*, (4), 115-136.

The effect of organizational culture on computer self-efficacy and knowledge sharing behaviour of employees (case study: Social Security Organization). (2018). *Journal of Information Management*, (2), 70 – 96.

Organizational social exchange and innovative work behaviour: Emphasis on the mediating role of job enthusiasm. (2018). *Journal of Innovation Management in Défense Organizations*, (3), 129 – 154.

Designing and explaining a two-level model of the effect of emotional intelligence on trust and its effect on the culture of cooperation and individual creativity (case study: trainers and trainees of government and independent centres of the Technical and Vocational Education Organization of Ahvaz city). (2018). *Journal of Educational Sciences*, (1), 119-136.

Designing a native model of recognition, measurement and pathology of the culture of productivity (a study in the National Company of Southern Oil-rich Regions). (2018). *Productivity Management Journal*, , (48), 37-76.

Modelling the causes of dysfunctional behaviour of customers of Iran-Khodro and Saipa dealerships in Ahvaz metropolis. (2017). *Business Strategy Magazine*, (12), 77 – 92.

Examining the effect of sexual harassment and job stress on the occurrence of non-functional behaviour with regard to the mediating role of job burnout (case study: female employees

working in the health and treatment department of Khuzestan province). (2017). *Women and Society Magazine*, (4), 253-274.

Explaining the pattern of determining factors of employees' behavioural ambivalence and its consequences (a multilevel approach). (2017). *Quarterly Journal of Organizational Behaviour Studies*, (3), 57-79.

Presenting the native architecture framework of the culture of productivity in the National Company of Southern Oil Regions. (2017). *Journal of Human Resource Management in the Oil Industry*, (36), 103-136.

Investigating the effect of company capabilities and partnership values on industrial brand equity (case study: manufacturing companies in industrial towns of Bushehr province). (2018). *Journal of Business Management Explorations*, (19), 213-232.

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.

Examining group dynamics affecting work-family conflict and its effect on job stress and turnover intention (case study: employees of Afay Company, Ahvaz). (2016). *Consulting Quarterly Magazine Occupational and organizational*, (33), 106-125.

The effect of financial and non-financial criteria of performance evaluation on the motivation of employees to participate in setting goals and job performance. (2016). *Public Management Vision Magazine*, (32), 127 – 153.

Investigating the factors affecting knowledge sharing and its impact on individual performance in the financial and banking industry. (2016). *Executive Management Research Journal*, (18), 143-168.

Investigating the effect of organizational coaching on individual unproductive behaviours in the work environment: the mediating role of positive organizational climate. (2016). *Journal of Management Research in Iran*, (3) 1-15.

Margin of walnut marketing in Hamadan province (case study of Tuisarkan city). (2016). *Agricultural Economics Research Journal*, (35), 229-248.

Multilevel model of antecedents and consequences of employees' self-efficacy. (2016). *Journal of Human Resource Management Research*, (2), 1-26.

Investigating the impact of organizational justice on employees' mental health through interpersonal forgiveness (case study: Noord and Lulu Ahvaz Company). (2016). *Transformation Management Research Journal*, (17), 115-134.

Explaining the effect of trust and organizational health on employees' resistance to change in government organizations with regard to the mediating role of organizational commitment (case study: Ahvaz Municipality). (2016). *Journal Public administration*, (1), 85-106.

Value compatibility of service brand and customer, interaction quality and customer citizenship behaviour. (2015). *Marketing Management Research Journal*, (3), 22 – 42.

Structural modelling of the effect of organizational silence and bullying on employees' willingness to transfer (case study: a selection of government organizations in Ahvaz metropolis). (2015). *two-quarterly journal of psychological research Cognition in management*, (1), 123-144.

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 and identifying factors affecting the formation and occurrence of employees' misconduct in relation to people and clients and presenting suggested solutions (case study: Khuzestan province police force personnel). (2014). *Khuzestan Police Science Quarterly*, (14), 63-86.

The role of psychological characteristics in the behaviour of investors in Tehran Stock Exchange. (2014). *Journal of Psychological Research in Management*, (1), 29-9.

Explaining the relationship between work pressure and perceptual justice with job satisfaction and organizational commitment of Naja employees. (2014). *Naja Human Resources Quarterly Magazine*, (41), 33-54.

Investigating the role of psychological characteristics in the behaviour of investors in the Tehran Stock Exchange. (2014). *Journal of Psychological Research in Management*, (94), 9 – 29.

Investigating the relationship between personality traits and consumer behaviour: a case study of the Nokia mobile phone brand. (2013). *Journal of Psychological Achievements*, (1), 245-268.

Presenting a model for explaining the challenges of globalization. (2013). *Journal of Business Studies*, (61), 1-21.

Review and ranking of mixed factors of tourism. (2013). *Journal of Tourism Management*, (36), (37), 18-20.

Review and ranking of mixing factors (part one). (2012). *Journal of Tourism Management*, (36), (37), 18-20.

Review and ranking of mixing factors (part two). (2013). *Journal of Tourism Management*, (38)-(39), 30-33.

Explaining the behaviour of globalization forces on Iran's foreign trade policy. (2019). *Journal of Strategic Management Studies*, (3), 69-88.

Identifying the key factors in the development of non-governmental sector technology in Iran. (2010). *Business Research Journal*, (56), 195-233.

### **Articles Presented in Conferences**

Nadaf, Mehdi. Rahimi, Farajullah. Rashidi Ondi, Nahid. (2021). *Examining the role of family support and university support in perceptual creativity and the effect of this variable on entrepreneurial intention through attitudinal and motivational variables (Study case: Ahvaz University students)*, the second national conference and the first international conference on business sustainability, Shahid Chamran University, Ahvaz,

Nadaf, Mehdi. Moradi, Nasrin. Mohammadi, Sara. (2019). *Investigating the effect of perceived ethics of service brand on brand equity through the mediating role of brand image (case study: customers of top banks in Ahvaz)*. Fifth National Conference on Economics, Management and accounting, Shahid Chamran University, Ahvaz,

Nadaf, Mehdi. Nikabadi, Mohammad Mehdi. Rahimi, Farjullah. (2019). *Organizational Entrepreneurial Capital Model Test* 5th National Conference on Economics, Management and Accounting, Shahid Chamran University, Ahvaz,

Mirrezaei, Maryam. Nadaf, Mehdi. Mahmoudi, Idris. (2019). *Investigating the effect of emotional intelligence on salesperson job performance by analyzing the mediating role of salesperson communication skills* 5th National Conference on Economics, Management and Accounting, Shahid Chamran University, Ahvaz,

Mojdam, Kosar. Nadaf, Mehdi. Mohammadi, Sara. (2013). *UTAUT2 Investigating factors affecting online shopping behavior according to theory*, Fourth National Conference on Economics, Management and Accounting, Khuzestan Industry, Mining and Trade Organization,

Rashidi Ondi, Nahid. Nadaf, Mehdi. Rahimi, Farjullah. (2018). *Examining the effect of family support and university support on cognitive creativity (case study: Ahvaz university students)*, 4th National Conference on Economics, Management and Accounting, Industry Organization , mining and trade of Khuzestan province,

Mohammadi, Sara. Nadaf, Mehdi. Azimian, Mahsa. (2018). *Explaining the impact of managerial competencies and job attachment on organizational identity according to the mediating role of organizational trust*, the fourth national conference in management, accounting and economics with an emphasis on marketing Regional and Global, Shahid Beheshti University,

Nadaf, Mehdi. Darzian Azizi, Abdul Hadi. Elahdini, Shiva. (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, Mehdi. Sharifi, Hoda. Sinaii, Hasan Ali. Ghasemieh, Rahim. (2017). *Identification, evaluation and ranking of factors affecting the export of financial and credit services to the countries of the region from the point of view of experts and related experts (a fuzzy approach)*, the third annual national conference of economics, management and accounting, Shahid Chamran University, Ahvaz,

Nadaf, Mehdi. Mohammadi, Sara. Derakhshandeh, Parisa. (2017). *Investigating the effect of individual-organization value compatibility through perceived organizational support and organizational citizenship behavior on job performance* Third Annual National Conference on Economics, Management and Accounting, Shahid University Chamran, Ahvaz,

Mohammadi, Sara. Nadaf, Mehdi. Roshan, Sara. (2016). *Investigating emotional intelligence and its relationship with employees' resistance to organizational changes*, the first national conference on modern management studies in Iran, Iran University of Industries and Mines,

Sharifi, Heda. Nadaf, Mehdi. Sinaii, Hasan Ali. Ghasemieh, Rahim. (2016). *Investigating the factors affecting the export of financial and credit services in the conditions of a resilient economy in Iran* 3rd International Conference on Management, Accounting and Economics Basic knowledge with emphasis on resistance economy, Allameh Tabatabai University,

Qanawati, Soghara. Nadaf, Mehdi. Sinaii, Hasan Ali. (2016). *Examining the relationship between education and person-job fit with job performance* 3rd International Conference on Knowledge-Based Management, Accounting and Economics with Emphasis on Resistance Economy, Allameh University Tabatabai,

Nadaf, Mahdi. Darzian Azizi, Abdulhadi. 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,

Mahmoudi, Idris. Khurshidvand, Fariba. Nadaf, Mehdi. Aytimehr, Mohammad. (2015). *Investigating the effect of personal values on customer loyalty with the role of mediator of satisfaction in the banking industry* 4th International Applied Research Conference in management and accounting, Shahid Beheshti University,

Rahimi, Farajollah. Nadaf, Mehdi. Esmaili, Azin. (2016). *Investigating the effect of positive organizational climate on occupational alienation with the role of mediator of workplace bullying (case study: Petrochemical companies of Mahshahr Special Economic Zone)* fourth conference International Applied Research in Management and Accounting, Shahid Beheshti University,



Farahani Alavi, Morteza. Mahmoudi, Idris. Nadaf, Mehdi. Ayatimehr, Mohammad. (2015). *Investigating the impact of procurement outsourcing on company performance in the Mahshahr petrochemical region* the first national conference and the first international conference on accounting, management and Industries of Iran, Permanent Secretariat of the Conference,

Farisat, Hamideh. Sinaii, Hasan Ali. Nadaf, Mehdi. (2015). *Examining the relationship between attitude to learning and sharing with knowledge sharing behavior in the banking and financial industry* International Conference on Management and Accounting, University of Tehran,

Rahimi, Farajollah. Nadaf, Mehdi. Zafarpour, Amirabad Jaber. (2015). *Investigating the effect of job motivational characteristics on individual performance with the mediating role of individual self-efficacy* International Conference on Management and Accounting, University of Tehran,

Nadaf, Mehdi. Darzian Azizi, Abdul Hadi. Nikfarjam, 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

Nadaf, Mehdi. Jodzadeh, Mahta. (2014). *Examining environmental advertising messages in Ahvaz city with a look at religious ideas* the first national environmental advertising conference in Iran, University of Science and Culture,

Nadaf, Mehdi. Jafarinia, Saeed. Gholami, Tayebe. (2014). *Investigating the relationship between psychological and behavioral factors with entrepreneurship potential (case study: university students in the city of Ahvaz)* the first scientific research conference on new findings in management sciences , Entrepreneurship and Education of Iran, Association for Development and Promotion of Basic Sciences and Techniques,

Nadaf, Mehdi. Darzian Azizi, Abdul Hadi. Nisi, Abdul Hossein. Sabarizadeh, Jahangir. (2014). *Investigating the role of financial behaviors in academic success and student satisfaction (case study: graduate students of Ahvaz metropolitan universities)*, 4th National Management and Accounting Conference, Endeavor Conference Center,

Nadaf, Mehdi. Sinaii, Hasan Ali. Dezfuli, Hajar. (2014). *Investigating the relationship between psychological characteristics and actions of investors in Tehran Stock Exchange*, national conference on key topics in management and accounting sciences, Red Crescent Applied Science Center, Golestan province ,

Nadaf, Mehdi. Rahimi, Farjullah. Fakher, Islam. Barani, Barzin. (2014). *Investigating the impact of investor's behavioral and attitudinal factors on investment satisfaction and reinvestment decision (case study: land and housing investors in Ahvaz metropolis)*, International Conference on Civil Engineering, Architecture and Urban Economy Development, Shiraz Technology and Business Complex

Nadaf, Mehdi. Darzian Azizi, Abdul Hadi. Ghanbari Adivi, Parisa. (2013). *Examining the relationship between service-customer brand value compatibility, interaction quality and customer citizenship behavior in Ahvaz metropolitan banks*, the first national marketing conference, opportunities and challenges , Ferdowsi University of Mashhad,

Nadaf, Mehdi. Sharifi, Iman. Karahi, Moghadam Siros. (2013). *Examining the relationship between market orientation and organizational innovation in companies providing IT services in Ahvaz* the first national business management conference focusing on entrepreneurial businesses and knowledge-based economy. Payam Noor University, Ramsar,

Jodzadeh, Mahta. Mahdavi, Abdul Mohammad. Salarzahi, Habibullah. Nadaf, Mehdi. (2013). *The role of organizational spirituality based on Islamic values in health and prevention of administrative corruption* Conference on the Law of Improving the Health of the Administrative System and Coping With corruption, the general inspection of Sistan and Baluchistan province,

Madadi, Rouzbe. Nadaf, Mehdi. (2013). *Analysis of the informal network within the organization (case study: Avisa Pipe Company)*, second conference on entrepreneurship management and economic development, Noorbaran Andisheh educational-research institute,

Jodzadeh, Mahta. Darzian Azizi, Abdul Hadi. 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,

Bakshizadeh, Alireza. Khorasanifard, Narges. Nadaf, Mehdi. Jafarinia, Saeed. (2011). *The relationship between social capital and knowledge management measures in Khuzestan water and electricity organization* 4th Knowledge Management Conference, International Conference Center Razi,

### **Research projects**

Compilation of the second five-year plan for the development and construction of Ahvaz city from 1395 to 1399,

Investigating and identifying factors affecting the formation and occurrence of employees' misconduct in relation to people and clients and presenting suggested solutions (case study: Khuzestan province police force personnel), ,

Designing and compiling the first five-year strategic plan of Maron Dam, Power Plant and Irrigation Networks Exploitation Company.

Examining the current situation of the job attitudes of Bidbland Gas Refining Company employees and providing solutions for their improvement, ,

Examining environmental advertising messages in Ahvaz city with a look at religious concepts, Mahdi Nadaf: responsible presenter,

### **Books**

Ghasemi, Nader. Nadaf, Mehdi. (2013). *Strategic planning in plain language, axis of economics and social sciences*, Rah Danesh researchers publications.

### **Workshops**

Knowledge management: knowledge sharing of the 08/01/2015 to 08/01/2015

Scient metrics with the topic of global systems ranking 2, 26/03/2016 to 26/03/2016

Entrepreneurship, the missing link in the fields of humanities, 03/25/2016 to 03/25/2016

Scient metrics with the topic of ranking global systems 1, 03/17/2015 to 03/17/2015

Virtual training, 02/22/2013 to 02/22/2013

Teaching methods and techniques, , 12/07/2013 to 12/07/2013