

Mohammad Sadegh
GHOLAMHOSSEINZADEH

PhD Candidate, University Lecturer

msggholamhosseinzadeh@gmail.com

Mohammadsadegh.Gholamhosseinzadeh@univ-paris1.fr



EDUCATIONAL BACKGROUND

2017-Present Université Paris 1, Panthéon-Sorbonne, Paris, France. **Doctorate** of Management Sciences, PhD candidate

“The effect of digital influencers on destination image formation of travelers”

Supervisors: Professor Jean-Michel Chapuis and Professor Jean-Marc Lehu

2011-2014 University of Science & Culture, Tehran, Iran. **Master** of Business Administration, Strategy (GPA 17.56/20)

Thesis: “Studying the effective factors on purchase decision of students of state and private universities of Tehran city in electronic products stores”

Ranked as Excellent (19-20/20 scale)

2006-2011 Ferdowsi University of Mashhad, Mashhad, Iran. **Bachelor** of Chemical Engineering (GPA 14.77/20)

PROFESSIONAL EXPERIENCE

2020- Present Part time ATER at IREST (Research Assistant and lecturer) Université Paris 1 Panthéon-Sorbonne; Research methodology, Destination management & marketing, Tourism destination strategies, International tourism & emerging economies, Touristic projects & real estate management

2019- 2020 Lecturer at Université Paris 1 Panthéon-Sorbonne for Master 1 & 2 Tourism students; Visiting lecturer at Heritage Management Master Université Française d’Egypte; Heritage marketing

2018- Present Co-founder and designer of Epic Persia online travel agency; <https://epicpersia.com>

2016-2018 Part time licensed Cultural Tour Guide, Freelance English-writing blogger

2016-2018 Digital Marketer and Blogger at Marcopolo Tourism Development Company; responsible for managing all online presence including website, blog articles, social media, digital campaigns, and web analytics

2009	Summer internship at Bojnourd Petrochemical Complex
2007-2008	Sales Executive at Saba Biotech Inc.; Marketing coordinator, Scheduling fairs at universities, Negotiating universities' officials, Head of sales team
ACADEMIC EXPERIENCE	
2021	- Reviewer of peer-reviewed articles at <i>Tourism Recreation Research</i> journal
2020- Present	- Member of the Conseil de l'IREST, Paris 1 Panthéon-Sorbonne University
2019- Present	- Directeur du mémoire of 12 Master students at Université Paris 1 Panthéon-Sorbonne and Ferrandi Paris Business School - Jury member of 20 Master's theses of M2 students of IREST, Université Paris 1 Panthéon-Sorbonne and Ferrandi Paris Business School
2017-2019	Participation in - Presentation in 5ème édition des Rencontres Internationales des Jeunes Chercheurs en Tourisme (RIJCT 2019) "Tourisme et circulations mondialisées: nouveaux enjeux et approches de recherche", 9-10 September 2019, Université Paris 1 - La 17ème édition du Colloque sur le Marketing Digital, Université Paris 1 - 9eme journée de la Chaire UNESCO, December 2018 - Lecturing about Netnography at Assises de la Recherche, Déplacer les frontières du Doctorat, 13 December 2018, Paris 1 Panthéon-Sorbonne University - Formation et atelier de « Gérer et optimiser les relations avec les étudiants », November 2018 - 8eme journée de la Chaire UNESCO "Tourisme et technologies de l'information dans les Sites du Patrimoine mondial de l'UNESCO", December 2017
2011-2014	Presentations in MBA courses on different topics in management; Developing MVV statement & business model for a fictional car manufacturer enterprise, Soft technology and analyzing it in China & Japan, Balanced Score-Card developing process, Effects of social networking on human resources, Strategic marketing in electronic products market, Effects of intangible assets & intellectual capital on competitive advantage
2007-2008	Vice President of Chemical Engineering Student Scientific Association, Ferdowsi University of Mashhad
2006-2009	Active Member of Chemical Engineering Student Scientific Association, Ferdowsi University of Mashhad

PUBLICATIONS

Gholamhosseinzadeh, M.S., Chapuis, J.M., Lehu, J.M. (2021). Tourism netnography: how travel bloggers influence destination image. *Tourism Recreation Research*.
<https://doi.org/10.1080/02508281.2021.1911274>