

Jamshid Alinasab

Marketing Strategy, International Business and Entrepreneurship

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PROFILE STATEMENT

I am a marketing, strategy, international business and entrepreneurship scholar with a dual PhD and a strong interest in how small and entrepreneurial businesses grow, adapt, and succeed in international markets. My work explores how startups and SMEs make decisions under uncertainty, especially when it comes to international expansion and digital marketing. I also enjoy teaching and mentoring students in areas like international strategy, marketing research, sales, and digital strategy.

EDUCATION

→ Ph.D. in Marketing – International Business & Entrepreneurship

University of Otago, New Zealand (AACSB Accredited)

Completed May 2025

- **Thesis:** *Small Firms' Foreign Market Entry Options: Selection and Creation Strategies*
- **Award:** University of Otago Doctoral Scholarship (full funding, awarded for academic excellence and research potential)

→ M.Sc. in Economics and Communication for Management & Innovation

Sapienza University, Italy (AACSB Accredited)

Completed Oct 2021

- **CGPA:** 27.94 / 30 | **Graduated with Honors**
- **Thesis:** *The Impact of Marketing Capabilities and International Experience on SME Export Performance*
- **Award:** Graduation Award for Top Master's Student

→ Certificate in International Business Management (Erasmus+)

International School of Management (ISM), Dortmund, Germany

Completed Aug 2021

- **CGPA:** 89 / 100
- Part of an EU-funded exchange with a focus on entrepreneurship and international strategy

→ Ph.D. in Business Administration – Marketing Management

Islamic Azad University, Iran

Completed Dec 2021

- **CGPA:** 18.50 / 20 | *Ranked #1 in Department*
- **Thesis:** *A Real Options-Based Framework for SME Foreign Market Entry*

Award: Top Ph.D. Graduated in Marketing Management

→ M.Sc. in Industrial Management

Islamic Azad University, Iran

Completed Aug 2012

- **CGPA:** 18.28 / 20
- **Thesis:** *Performance Evaluation of Banking Branches Using EFQM and DEA Models*

→ B.Sc. in Industrial Engineering

Islamic Azad University, Iran

Completed Aug 2008

- **CGPA:** 16.74 / 20
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CURRENT EMPLOYMENT

Research Assistant – Marketing & International Business

La Trobe University, Melbourne, Australia (Remote, Part-time)

Aug 2025 – Dec 2025

- Assisted with research projects in international business and marketing, focusing on SME decision-making and internationalization strategies.
 - Conducted literature reviews, data collection, and analysis, and contributed to manuscript preparation.
 - Collaborated with senior faculty and research teams to support ongoing publications and grant applications.
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TEACHING EXPERIENCE

Academic Tutor – Marketing & Business

University of Otago, New Zealand

Jun 2023 – Dec 2024

I taught undergraduate and postgraduate courses in:

- Integrated Marketing Communications
- Marketing Research
- Sales Management

I delivered interactive lectures using real-world examples, case studies, and group projects. I often used digital tools and live data to help students connect theory to practice. Many of my students worked on hands-on marketing campaigns, including digital strategy simulations. I also integrated entrepreneurial thinking and startup case studies into class discussions. Student feedback was highly positive, especially on my clear explanations and engaging teaching style. I taught both in-person and online using Blackboard and Zoom.

Teaching Assistant – Management & Economics

Azad University, Iran

Feb 2017 – Aug 2018

I supported courses in:

- Marketing Principles
- Product Management
- Inventory Control

I helped students understand key concepts through tutorials, one-on-one support, and feedback sessions. I also helped design course materials and assignments. I worked closely with faculty to ensure students met learning outcomes and had a positive classroom experience.

Corporate Trainer – ERP & Business Analytics

System Group Software Company, Iran

Apr 2010 – Dec 2012

I trained company staff and managers on using ERP systems, customer management tools, and data analytics. These practical and hands-on sessions helped participants use technology to improve business operations. I also mentored junior trainers and created easy-to-follow learning materials for business users.

Guest Lecturer – Digital CRM in SMEs

University of Otago, 2024

Delivered a focused guest lecture on how small and medium-sized businesses can use customer relationship management (CRM) systems to build loyalty, track engagement, and support growth. The session included real business examples and class discussion on the challenges of CRM implementation in entrepreneurial contexts. Students appreciated the practical insights and step-by-step examples.

Workshop Instructor – Entrepreneurial Thinking for Master’s Students

University of Otago, 2023

Led a hands-on workshop introducing students to entrepreneurial decision-making, lean startup principles, and opportunity recognition. Participants worked in small groups to develop business ideas based on uncertainty-driven logic (effectuation), which connected theory with practical application. Feedback from students highlighted the workshop as engaging, eye-opening, and highly applicable to their career goals.

TEACHING CERTIFICATIONS

• **Harvard BOK Higher Education Teaching Certificate**

Harvard University, Derek Bok Center for Teaching and Learning | Oct 2023 – Feb 2024

→ Advanced training in active learning, assessment design, and student-centered pedagogy for higher education.

• **Learning to Teach Online**

University of New South Wales (UNSW) | Nov 2023 – Jan 2024

→ Focused on online and blended instruction, instructional design, and emerging digital learning strategies.

• **Classroom Management – Fundamentals of Teaching & Education**

Udemy | Sep 2023 – Oct 2023

→ Practical techniques in student engagement, psychological insights, and classroom communication.

PUBLICATIONS

Peer-Reviewed Journal Articles

1. **Alinasab, J.** & Hunt, R. (2025). Real Options Reasoning and the Internationalization of Small Firms: A Review and Agenda for Future Research. *Management International Review* (**ABDC: A, CABS: 3, IF: 7.5**)
2. **Alinasab, J.**, Khvatova, T., Caputo, F., & Mirahmadi, M. R. (2025). Foreign Market Entry Decisions Framework: Cognitive and Rational Perspectives in Small Firms. *International Marketing Review* (**ABDC: A, CABS: 3, IF: 5.91**)
3. **Alinasab, J.**, Mather, D., Parackal, M., & Briamonte, M. A. (2025). Effectuation in Action: How Pre-Commitments Drive International Performance. *International Entrepreneurship and Management Journal* (**ABDC: A, CABS: 3, IF: 6.2**)
4. **Alinasab, J.** (2025). Hard Luck and Entrepreneurial Opportunity: A Philosophical Exploration of Adversity-Driven Innovation. *Economics, Finance and Management Review*, 1(21), 43–63. (**Emerging Journal**)
5. **Alinasab, J.**, Mirahmadi, S. M. R., Ghorbani, H., & Caputo, F. (2022). Discovering Knowledge and Cognitive-Based Drivers for SMEs' Internationalization. *Journal of the Knowledge Economy* (**ABDC: C, CABS: 2, IF: 3.26**)
6. **Alinasab, J.**, Mirahmadi, S. M. R., Ghorbani, H., & Caputo, F. (2022). Managing SMEs' Internationalization Process: A Delphi Approach for Identifying Antecedent Factors. *International Journal of Managerial and Financial Accounting*, 14(1). (**ABDC: B, CABS: 2, IF: 1.4**)
7. **Alinasab, J.**, Ghorbani, H., & Hafezi, S. (2018). How Customer Knowledge Management Affects the Outcomes of Organizational Marketing Strategy. *Journal of Organizational Behavior Research*, 3(2), 1–14. (**ABDC: C, IF: 0.104**)

Under Review / Revise & Resubmit

1. **Alinasab, J.**, Siahtiri, V., & O'Cass, A. SME decision-making logics and internationalization: An Integrative Review of Real Options and Control-Oriented Logic Literature. *Journal of World Business (JWB)*. (**ABDC: A*, CABS: 4, IF: 8.8**)
2. Siahtiri, V., **Alinasab, J.**, & O'Cass, A. (2025). *Affordable Loss Meets Staging Logic: How Complementary Heuristics Drive Small Firms' Internationalization*. *Journal of Business Research* (**ABDC: A, CABS: 3, IF: 8.1**)
3. **Alinasab, J.**, Mather, D., & Caputo, F. (2025). *Small Steps, Smart Controls: Navigating Irreversibility in Small Firms' Internationalization*. *Journal of International Management* (**ABDC: A, CABS: 3, IF: 4.9**)
4. **Alinasab, J.**, Hunt, R., Caputo, F., & Lettieri, M. (2025). A Pragmatist View of Small Firms' Foreign Market Entry. R&R at *Business Process Management Journal* (**ABDC: B, CABS: 3, IF: 7.5**)
5. **Alinasab, J.** & Caputo, F. Leveraging AI for More Flexible, Adaptable, and Successful Internationalization Strategies. *International Business Review (IBR)*. (**ABDC: A, CABS: 4, IF: 6.3**)
6. **Jahanshahi, A. A., ... & Alinasab, J.** (2025). Personality Pathways to Purpose and Social Entrepreneurship. R&R at *Journal: Personality and Individual Differences (SJR: Q1, IF: 2.4)*
7. **Alinasab, J.** Orchestrating Entrepreneurial Heuristics: A Systematic Narrative Review of Complementarity, Sequencing, and Conflict. *Journal of Global Entrepreneurship Research*. (**SJR: Q1, IF: 1.4**)

Conference Proceedings

1. **Jahanshahi, A. A., & Alinasab, J.** (2025). Does Your Life Have Meaning? Social Entrepreneurial Intentions Through Dark and Light Triad Traits. *Academy of Management Proceedings*, Vol. 2025, No. 1, p. 14001. (*Top-tier conference proceedings*)
2. **Alinasab, J.** (2023). Small Firms' Options for Foreign Market Entry. In *Proceedings of the ANZMAC Doctoral Colloquium 2023*.
3. **Alinasab, J.** (2022). International Market Entry: What is the Prioritization of Strategies for Entering International Markets for SMEs? In *Proceedings of the 1st Conference on Management, Industrial Engineering, Accounting and Economics*, Vienna, Austria.
4. **Alinasab, J.**, Hafezi, S., Ghorbani, H. (2018). Experiential Marketing in B2B (Industrial) Marketing: Prioritizing Effective Factors Using Fuzzy AHP Method. In *Proceedings of the 6th Newly Constituted National Conference on Management and Engineering Industries (Emphasizing Entrepreneurship in Industries)*.

Work in Progress

1. **Hunt, A. Yan, J. Alinasab, J.** A Critical Review of Real Options Reasoning in Management and Entrepreneurship: From Financial Innovation to Strategic Framework. Preparing for *Journal of Business Venturing (JBV)*. (**ABDC: A***)
 2. **Alinasab, J. & Nobari, N.** Harnessing Artificial Intelligence to Drive Innovation in Family Businesses: Pathways to Sustainable Growth. Preparing for *Journal of Family Business Management*. (**SJR: Q1**)
 3. **O'Cass, A. & Alinasab, J.** New Venture Involvement of Customers in the New Product Development Process: A Systematic Literature Review. Preparing for *Journal of International Business Studies (JIBS)*. (**ABDC: A***)
 4. **Alinasab, J.** Artificial Intelligence and the Transformation of Entrepreneurial Cognition: A Systematic Review of Judgment, Heuristic Use, and Opportunity Recognition. Preparing for *International Business Review (IBR)*. (**ABDC: A**)
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RESEARCH INTERESTS

- How entrepreneurs make decisions when things are uncertain / Social and sustainable entrepreneurship
 - Marketing for small and medium-sized businesses (SMEs) / Digital marketing and consumer behavior
 - Family business growth and innovation using tech / How data and AI can help small firms go global
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ACADEMIC & PROFESSIONAL SERVICE

- **Peer Reviewer** for top-tier academic journals, including:
→ *Journal of Knowledge Management*, *Journal of Intellectual Capital*, *Engineering Management Review*, and the *Academy of Management Conference*
 - **Graduate Research Supervisor**
→ Supervised capstone projects at the *University of Otago* and *Azad University* (2024; 2018)
 - **Educational & Consultancy Director**, *CODEL Initiative* (2023)
→ Coordinated academic-industry workshops, liaised with international scholars, and co-developed training modules
 - **Conference Organizer & Volunteer**, *ANZMAC Doctoral Colloquium* (2023)
→ Coordinated logistics, supported keynote sessions, and provided technical assistance
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AWARDS AND HONORS

- **University of Otago Doctoral Scholarship** (2022)
→ Awarded for outstanding academic performance and demonstrated research potential in international business and marketing.
 - **Graduation Award for Top Master's Student**, *Sapienza University* (2021)
→ Recognized for academic excellence in the *Economics and Communication for Management & Innovation* program.
 - **Erasmus+ Exchange Program Scholar**, *Sapienza University & ISM Dortmund* (2020)
→ Selected for a competitive exchange program focused on international business management and cross-cultural entrepreneurship.
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PROFESSIONAL EXPERIENCE

Business Analyst & Project Team Member

Nimo Engine Group, Iran | Oct 2017 – Aug 2019

- Conducted market research and competitive analysis to develop data-driven strategic marketing plans, influencing the firm's international expansion strategy.
- Optimized business processes, directly informing my research on business process innovation in SMEs.
- Designed and implemented CRM strategies that increased client retention, now integrated into my teaching of sales management and digital marketing.
- Facilitated collaboration between marketing, finance, and operations, reinforcing cross-functional thinking in my classroom case simulations.
- Supported eco-innovation initiatives, linking practice to my academic focus on sustainability-driven entrepreneurship.

Banking & Marketing Expert

City Bank of Iran | May 2012 – Sep 2017

- Led multi-channel marketing campaigns, driving customer acquisition and deepening my understanding of consumer behavior.
- Analyzed financial trends to tailor service offerings.
- Provided strategic consulting to business clients, an experience that I now apply when designing simulations and consulting-style projects in entrepreneurship courses.
- Spearheaded service automation, linking banking innovation with my interest in digital transformation.

ERP & Sales Expert

System Group Software Company, Iran | May 2010 – Jan 2012

- Provided SMEs with ERP consulting and implementation services, offering foundational insights into digital systems.
 - Designed and executed targeted sales strategies that boosted ERP adoption by 30%, feeding directly into my teaching of sales and digital platforms.
 - Customized ERP solutions through stakeholder process analysis, shaping my understanding of SME decision logic and entrepreneurial behavior.
 - Led corporate training on ERP modules, reinforcing my ability to translate complex systems into accessible modules.
 - Aligned sales strategies with CRM systems, now incorporated into my curriculum on digital CRM.
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TECHNICAL & RESEARCH SKILLS

Marketing & Data Science Tools

- Statistical Analysis & Modeling: SPSS, SmartPLS 4, AMOS, Minitab, Advanced Excel
- Programming & Machine Learning: R, Python (intermediate)
- Bibliometric & Structural Modeling: VOSviewer, Structural Interpretation Modeling (MATLAB, Excel)
- Qualitative Research & Systematic Review Tools: NVivo, ATLAS.ti, Covidence, Rayyan
- Academic Productivity Tools: Qiqqa (reference management), Meta-Synthesis for qualitative research

Digital Marketing Competencies

- Content Strategy & SEO (based on CRM and ERP consulting roles)
- Digital Campaign Development (applied in market research and banking roles)
- Social Media Analytics (embedded in classroom projects and course assessments)
- CRM System Integration & Automation
- Email Marketing Workflows (taught in ERP & sales training context)
- ERP Platforms & Business Systems: System Group ERP, Financial and Banking Systems

Certifications & Training

- Business Intelligence Analyst, Udemy
- Entrepreneurship & Business Life Coach, Udemy
- ERP Training, System Group Software
- Banking and Financial Systems, City Bank (Internal Certification)

VOLUNTARY ACTIVITIES

- **Community Support Volunteer**, University of Otago, New Zealand (2023)
Assisted international students in acclimating to campus life, provided peer mentoring, and facilitated orientation sessions to support student integration.
- **Research Workshop Volunteer**, Islamic Azad University, Iran (2018)
Coordinated logistics, registration, and participant support for academic workshops on research methodology and scholarly publishing.

LANGUAGE PROFICIENCY

- **English:** Fluent
- **German:** Intermediate (B1)
- **Persian:** Native

REFERENCES

1. **Professor Aron O’Cass**
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 2. **Professor Vida Siahtiri**
La Trobe University, Melbourne, Victoria, Australia, V.Siahtiri@latrobe.edu.au | +61 3 9479 6402
 3. **Professor Tatiana Khvatova**
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 4. **Dr. Damien Mather**
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