

JAMSHID ALINASAB

Marketing | Business Management | SME & New Venture Research | Entrepreneurship & International Business Auckland, New Zealand • +64 210606975 • jamshid.alinasab@gmail.com • ORCID: 0000-0003-4451-3353

PROFESSIONAL PROFILE

Marketing, Business Strategy, Entrepreneurship, and international business scholar with dual PhDs and an active research agenda at the intersection of marketing strategy, SME internationalization, and new venture decision-making. Research examines how startups and small firms make strategic decisions under uncertainty, with particular emphasis on effectuation, real options reasoning, and cognitive frameworks for foreign market entry. Published in ABDC A-rated and CABS 3-star international journals, with papers under review at A* outlets. Teaching and mentoring experience at undergraduate and postgraduate levels across marketing strategy, international business, entrepreneurship, and sales management. Bring applied industry experience across CRM, digital campaigns, cross-border market entry, and business analytics that enriches both research and classroom practice.

EDUCATION

Ph.D. in Marketing Management Jan 2022 – May 2025

University of Otago (AACSB Accredited), Dunedin, New Zealand

- ▶ Thesis: Small Firms' Foreign Market Entry Options: Selection and Creation Strategies
- ▶ Award: University of Otago Doctoral Scholarship — full funding for academic excellence and research potential
- ▶ Contact: University of Otago, PO Box 56, Dunedin 9054, New Zealand

M.Sc. in Economics and Communication for Management and Innovation Oct 2019 – Oct 2021

Sapienza University of Rome (AACSB Accredited), Rome, Italy

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

Ph.D. in Business Administration Sep 2017 – Dec 2021

Azad University, Iran

- ▶ CGPA: 18.50 / 20 | Ranked #1 in Department | Award: Top Ph.D. Graduate in Marketing Management
- ▶ Thesis: A Real Options-Based Framework for SME Foreign Market Entry

M.Sc. in Industrial Management Aug 2010 – Aug 2012

Azad University, Iran

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

B.Sc. in Industrial Engineering Sep 2004 – Oct 2008

Azad University, Iran

- ▶ CGPA: 16.74 / 20

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

Harvard Bok Higher Education Teaching Certificate Oct 2023 – Feb 2024

Harvard University Derek Bok Center for Teaching and Learning, USA

Learning to Teach Online Nov 2023 – Jan 2024

UNSW Sydney (University of New South Wales), Australia

Classroom Management — Fundamentals of Teaching and Education Sep 2023 – Oct 2023

Udemy

Certificate in International Business Management (Erasmus+) Sep 2020 – Aug 2021

International School of Management (ISM), Dortmund, Germany | CGPA: 89 / 100 | EU-funded exchange with focus on entrepreneurship and international strategy

Entrepreneurship and Business Life Coach (Professional Certificate) Jul 2023

Udemy

Business Intelligence Analyst (Professional Certificate) Feb 2020

Udemy

ERP Systems Training (Internal Professional Certification) Dec 2012

System Group Software Company, Iran

Banking and Financial Systems (Internal Professional Certification) Sep 2017

City Bank, Iran

RECENT EMPLOYMENT

Research Assistant — Marketing and International Business Aug 2025 – Apr 2026

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

Professor Vida Siahtiri & Professor Aron O'Cass

- ▶ Research career stage: Early-career researcher (Stage II) after doctoral degree
- ▶ Assists with research projects in international business and marketing, focusing on new venture strategies
- ▶ Conducts literature reviews, data collection, and analysis; contributes to manuscript preparation for journal submissions
- ▶ Collaborates with senior faculty and research teams to support ongoing publications and grant applications

**PREVIOUS
WORK
EXPERIENCE**

**Academic &
Research Roles**

Academic Tutor — Marketing, Entrepreneurship & International Business

Jun 2023 – Dec 2024

University of Otago, New Zealand

- ▶ Delivered undergraduate and postgraduate courses: Integrated Marketing Communications, Marketing Research, and Sales Management
- ▶ Integrated entrepreneurial thinking, new venture case studies, and international market entry scenarios into class discussions
- ▶ Used real-world examples, live data, and group projects to connect marketing strategy and international business theory to practice
- ▶ Taught both in-person and online via Blackboard and Zoom; employed Mentimeter and Qualtrics for active student engagement

Guest Lecturer — Digital CRM in SMEs and New Ventures

May 2024

University of Otago, New Zealand

- ▶ Delivered a focused lecture on how SMEs and entrepreneurial firms can leverage CRM to build customer loyalty and support international growth
- ▶ Provided real-world examples and facilitated discussion on CRM implementation challenges in entrepreneurial and cross-border contexts
- ▶ Student feedback highlighted the practical insights and step-by-step examples as particularly useful

Workshop Instructor — Entrepreneurial Thinking for Master's Students

Jul 2023

University of Otago, New Zealand

- ▶ Led a hands-on workshop on entrepreneurial decision-making, opportunity recognition, and new venture ideation
- ▶ Participants worked in small groups to develop business ideas, connecting effectuation and real options theory to practical application
- ▶ Student feedback highlighted the workshop as engaging, eye-opening, and highly applicable to their career goals

Graduate Research Supervisor

Oct 2018 – Dec 2024

University of Otago and Azad University

- ▶ Supervised capstone and graduate research projects in marketing, entrepreneurship, and international business at the University of Otago
- ▶ Supervised capstone and graduate research projects in marketing management and SME strategy at Azad University

Educational and Consultancy Director

Jan 2023 – Dec 2023

CODEL Initiative, New Zealand

- ▶ Coordinated academic-industry workshops connecting business practitioners with researchers in entrepreneurship and international business
- ▶ Liaised with international scholars and co-developed training modules for academic-industry events

Teaching Assistant — Management and Economics

Feb 2017 – Aug 2018

Azad University, Iran

- ▶ Supported courses in Marketing Principles, Product Management, and Inventory Control
- ▶ Designed course materials, assignments, and feedback sessions; worked closely with faculty on learning outcomes

**Industry &
Professional
Roles**

Business Analyst and Project Team Member

Oct 2017 – Aug 2019

Nimo Engine Group, Iran

- ▶ Conducted market research and competitive analysis to inform data-driven international expansion strategies for an industrial SME
- ▶ Supported cross-border market entry planning, reinforcing academic research on SME foreign market selection and entry mode decisions
- ▶ Implemented CRM strategies to increase customer retention; insights later integrated into entrepreneurship and sales management teaching
- ▶ Supported eco-innovation initiatives, linking professional practice to sustainability-driven entrepreneurship research

Banking and Marketing Expert

May 2012 – Sep 2017

City Bank, Iran

- ▶ Led multi-channel marketing campaigns, driving customer acquisition and developing consumer behavior insights in a competitive financial market
- ▶ Analyzed financial trends and market data to tailor service offerings to specific client segments across regional and international accounts
- ▶ Spearheaded service automation initiatives, linking banking innovation to digital transformation and entrepreneurial marketing interests

Corporate Trainer — ERP and Business Analytics

Apr 2010 – Dec 2012

System Group Software Company, Iran

- ▶ Provided SMEs with ERP consulting and business analytics implementation, gaining direct insight into SME decision logic and process innovation
- ▶ Designed and executed targeted sales strategies, informing teaching of sales management and digital business platforms

ERP and Sales Expert

May 2010 – Jan 2012

System Group Software Company, Iran

- ▶ Consulted with SMEs on ERP implementation and analytics; boosted software adoption by 30% through data-informed sales strategy
- ▶ Led corporate ERP training, reinforcing the ability to translate complex business systems into accessible learning module

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| RESEARCH FUNDING & GRANTS | <p>2022–2025 University of Otago Doctoral Scholarship Full doctoral funding awarded for academic excellence and research potential, University of Otago, New Zealand</p> <p>2020–2021 Erasmus+ Exchange Program Scholarship Mobility funding awarded through Sapienza University and International School of Management (ISM), Dortmund, Germany</p> |
| RESEARCH INTERESTS | <ul style="list-style-type: none"> ▶ Entrepreneurial decision-making under uncertainty; effectuation and real options reasoning in new ventures and SME internationalization ▶ Foreign market entry strategies; international business; SME export performance; cross-border opportunity recognition ▶ Social and sustainable entrepreneurship; family business growth, innovation, and AI adoption; new venture creation and scaling ▶ Digital marketing strategy; CRM systems; consumer behavior; AI-driven marketing and entrepreneurial marketing in emerging markets |
| RESEARCH OUTPUT Peer-Reviewed Journal Articles | <ol style="list-style-type: none"> 1. Alinasab, J., Siahtiri, V., & O’Cass, A. Affordable Loss Meets Staging Logic: How Complementary Heuristics Drive Small Firms’ Internationalization. (2026). <i>Journal of Business Research</i>, accepted for publication. [ABDC: A CABS: 3 IF: 8.1] DOI: In press (accepted for publication) 2. Alinasab, J., & Hunt, R. A. (2026). A Pragmatist View of Small Firms’ Foreign Market Entry. <i>Public Organization Review</i>, 1–29. [SJR: Q1 CABS: 2 IF: 1.7] https://doi.org/10.1007/s11115-026-01015-2 3. Alinasab, J., Mather, D., Parackal, M., & Briamonte, M. F. (2026). Effectuation in action: how pre-commitments drive international performance. <i>International Entrepreneurship and Management Journal</i>, 22(1), 8. [ABDC: A CABS: 3 IF: 6.2] https://doi.org/10.1007/s11365-025-01127-z 4. Alinasab, J., & Hunt, R. A. (2025). Real Options Reasoning and the Internationalization of Small Firms: A Review and Agenda for Future Research. <i>Management International Review</i>, 65(5), 821–849. [ABDC: A CABS: 3 IF: 7.5] https://doi.org/10.1007/s11575-025-00584-6 5. Alinasab, J., Khvatova, T., Caputo, F., & Mirahmadi, S. M. R. (2025). Small firms’ foreign market entry framework: rational and cognitive perspectives. <i>International Marketing Review</i>, 42(2–3), 386–411. [ABDC: A CABS: 3 IF: 5.91] https://doi.org/10.1108/IMR-08-2023-0204 6. Alinasab, J., (2025). Hard Luck and Entrepreneurial Opportunity: A Philosophical Exploration of Adversity-Driven Innovation. <i>Economics, Finance and Management Review</i>, 1(21), 43–63. [Emerging Journal] https://doi.org/10.36690/2674-5208-2025-1-43-63 7. Alinasab, J., Mirahmadi, S. M. R., Ghorbani, H., & Caputo, F. (2022). Discovering knowledge and cognitive based drivers for SMEs internationalization. <i>Journal of the Knowledge Economy</i>, 13(3), 2490–2518. [ABDC: C CABS: 2 IF: 3.26] https://doi.org/10.1007/s13132-021-00801-1 8. Alinasab, J., Mirahmadi, S. M. R., Ghorbani, H., & Caputo, F. (2022). Managing SMEs’ internationalisation process. A Delphi approach for identifying antecedent factors. <i>International Journal of Managerial and Financial Accounting</i>, 14(1), 1–19. [ABDC: B CABS: 2 IF: 1.4] https://doi.org/10.1504/IJMF.2022.120934 9. Alinasab, J., (2022). The influence of managers’ marketing capabilities and international experience on SMEs’ export performance: the mediating effects of export commitment. <i>Economics, Finance and Management Review</i>, (1), 62–81. https://doi.org/10.36690/2674-5208-2022-1-62 10. Alinasab, J., Ghorbani, H., & Hafezi, S. (2018). How Customer Knowledge Management Affects the Outcomes of Organizational Marketing Strategy. <i>Journal of Organizational Behavior Research</i>, 3(2), 1–14. [ABDC: C IF: 0.104] 11. Alinasab, J., (2014). Branches Performance Evaluation of System Group with the EFQM Approach Using DEA Models. <i>Advances in Natural and Applied Sciences</i>, 9(1), 139–148. 12. Alinasab, J., Ghandehari, M., & Ghorbani, H. (2014). A Suggested Evaluation Model for Employees’ Performance in IT-Based Organizations. <i>International Journal of Economy, Management and Social Sciences</i>, 3(11), 101–111. 13. Alinasab, J., & Sadeghi, M. (2014). Consideration of the Effect of Succession Planning Based on Management on Knowledge of Employees’ Satisfaction. <i>Advances in Natural and Applied Sciences</i>, 8(6), 920–934. 14. Alinasab, J., Ghandehari, M., & Nili, M. (2014). Application of Knowledge Management in CRM. <i>TI Journals</i>, 4(9), 193. |
| Under Review / Revise and Resubmit | <ol style="list-style-type: none"> 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. <i>Under review: Journal of World Business</i>. [ABDC: A* CABS: 4 IF: 8.8] 2. Alinasab, J., Mather, D., & Parackal, M. Small Steps, Smart Controls: Navigating Irreversibility in Small Firms’ Internationalization. <i>Under review: International Journal of Entrepreneurial Behavior & Research</i>. [ABDC: A IF: 3.5] 3. Alinasab, J., Leveraging AI for More Flexible, Adaptable, and Successful Internationalization Strategies. <i>Under review: Thunderbird International Business Review</i>. [SJR: Q2] 4. Jahanshahi, A. A., et al., & Alinasab, J., (2025). Does Your Life Have Meaning? Social Entrepreneurial Intentions Through Dark and Light Triad Traits. Second-round review: <i>Journal of Environmental Psychology</i>. [ABDC: A ABS: 3 SJR: Q1] 5. Jahanshahi, A. A., et al., & Alinasab, J., (2025). Holistic and Analytic Thinking as Individual Differences in Entrepreneurship. <i>Under review: Acta Psychologica</i>. [ABDC: A SJR: Q1] 6. Alinasab, J., Orchestrating Entrepreneurial Heuristics: A Systematic Narrative Review of Complementarity, Sequencing, and Conflict. <i>Under review: Journal of Global Entrepreneurship Research</i>. [SJR: Q1 IF: 1.4] 7. Alinasab, J., & Mirahmadi, M. R. Sustainable Internationalization in Entrepreneurial Firms: An Integrative Systematic Review. <i>Under review: Journal of International Entrepreneurship</i>. [SJR: Q1] 8. Alinasab, J., & Mirahmadi, M. R. Harnessing Artificial Intelligence to Drive Innovation in Family Businesses: Pathways to Sustainable Growth. <i>Under review: Journal of Family and Economic Issues</i>. [SJR: Q2] 9. Alinasab, J., & Mirahmadi, M. R. Artificial Intelligence Affordances in Entrepreneurship: A Review and Agenda for Future Research. <i>Under review: Technovation</i>. [SJR: Q1] 10. Alinasab, J., & Mirahmadi, M. R. The Role of Entrepreneurial Artifacts and Design-Based Support Structures in Opportunity Development: A Systematic Literature Review. <i>Under review: Entrepreneurship Research Journal</i>. [SJR: Q2] |
| CONFERENCE PROCEEDINGS | <ol style="list-style-type: none"> 1. Alinasab, J., Mirahmadi, S. M. R., & Motevalli, Z. D. (2026). Digital Technologies and Strategic Flexibility in SME Internationalization: Integrating Real Options and Effectuation Perspectives. Paper accepted at the 86th AOM Annual Meeting, IM Division, Philadelphia, PA, July 31 – August 4. 2. Jahanshahi, A. A., ..., & Alinasab, J., (2025). Does Your Life Have Meaning? Social Entrepreneurial Intentions Through Dark and Light Triad Traits. <i>Academy of Management Proceedings</i>, Vol. 2025, No. 1, p. 14001. [Top-tier conference proceedings] 3. Alinasab, J., (2023). Small Firms’ Options for Foreign Market Entry. <i>Proceedings of the ANZMAC Doctoral Colloquium 2023</i>. 4. Alinasab, J., (2022). International Market Entry: Prioritization of Strategies for Entering International Markets for SMEs. <i>Proceedings of the 1st Conference on Management, Industrial Engineering, Accounting and Economics</i>, Vienna, Austria. 5. Alinasab, J., Hafezi, S., & Ghorbani, H. (2018). Experiential Marketing in B2B (Industrial) Marketing: Prioritizing Effective Factors Using Fuzzy AHP Method. <i>Proceedings of the 6th National Conference on Management and Engineering Industries</i>, Tehran, Iran. |
| WORK IN PROGRESS | <ol style="list-style-type: none"> 1. Hunt, A., Yan, J., & Alinasab, J., A Critical Review of Real Options Reasoning in Management and Entrepreneurship: From Financial Innovation to Strategic Framework. <i>Preparing for: Journal of Business Venturing (JBV)</i>. [ABDC: A*] 2. O’Cass, A. & Alinasab, J., New Venture Involvement of Customers in the New Product Development Process: A Systematic Literature Review. <i>Preparing for: Journal of International Business Studies (JIBS)</i>. [ABDC: A*] |

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| THESES | <p>Doctoral Dissertations [PhD] Alinasab, J. (2024). <i>Small Firms' Foreign Market Entry Options Selection and Creation</i>. University of Otago, Dunedin, New Zealand. [PhD] Alinasab, J. (2021). <i>SMEs' Foreign Market Entry Framework Based on Real Options Theory</i>. Azad University, Iran.</p> <p>Master's Theses [M.Sc.] Alinasab, J. (2021). <i>The Influence of SMEs' Marketing Capabilities and International Experience on Export Performance</i>. Sapienza University of Rome, Italy. [M.Sc.] Alinasab, J. (2012). <i>Branches Performance Evaluation System Using EFQM and DEA</i>. Azad University, Iran.</p> |
| RESEARCH SUPERVISION & LEADERSHIP | <p>Graduate Research Supervisor — University of Otago and Azad University Oct 2018 – Dec 2024</p> <ul style="list-style-type: none"> Supervised capstone and research projects in marketing strategy, entrepreneurship, and international business at the University of Otago Supervised capstone and research projects in marketing management and SME internationalization at Azad University <p>Educational and Consultancy Director — CODEL Initiative, New Zealand Jan 2023 – Dec 2023</p> |
| TEACHING MERITS | <p>Pedagogical Training</p> <ul style="list-style-type: none"> Harvard Bok Higher Education Teaching Certificate — Harvard University Oct 2023 – Feb 2024 Learning to Teach Online — University of New South Wales, UNSW Nov 2023 – Jan 2024 Classroom Management: Fundamentals of Teaching and Education — Udemy Sep 2023 – Oct 2023 <p>Teaching Experience</p> <ul style="list-style-type: none"> Academic Tutor — Marketing, Entrepreneurship & International Business University of Otago Jun 2023 – Dec 2024 (Integrated Marketing Communications, Marketing Research, Sales Management, New Venture Case Studies) Teaching Assistant — Management and Economics Azad University Feb 2017 – Aug 2018 (Marketing Principles, Product Management, Inventory Control) Guest Lecturer — Digital CRM in SMEs and New Ventures University of Otago May 2024 Workshop Instructor — Entrepreneurial Thinking for Master's Students University of Otago Jul 2023 Corporate Trainer — ERP and Business Analytics System Group Software Company Apr 2010 – Dec 2012 <p>Teaching Methods and Development</p> <ul style="list-style-type: none"> Integrated effectuation, real options, and opportunity recognition frameworks into undergraduate and postgraduate marketing and international business courses Used real-world new venture case studies, startup simulations, and real world scenarios to connect theory to practice Developed course materials, assessments, tutorials, and one-to-one feedback sessions aligned with learning outcomes Technology platforms used: Blackboard, Zoom, Mentimeter, Qualtrics |
| AWARDS & HONOURS | <ul style="list-style-type: none"> Doctoral Scholarship University of Otago, New Zealand Jan 2022 – May 2025 Graduation Award for Top Master's Student Sapienza University of Rome, Italy Oct 2021 Erasmus+ Exchange Program Scholar Sapienza University of Rome and ISM Dortmund, Germany Sep 2020 Top Ph.D. Graduate in Marketing Management Azad University, Iran — Ranked #1 in the Department Dec 2021 |
| LANGUAGE SKILLS | <p>English — Professional Proficiency German — Intermediate (Goethe B1) Persian — Native</p> |
| OTHER KEY ACADEMIC MERITS | <p>Peer Review and Academic Service</p> <ul style="list-style-type: none"> Peer reviewer / referee: Journal of Knowledge Management Journal of Intellectual Capital Engineering Management Review Academy of Management Conference <p>Conference Organization</p> <ul style="list-style-type: none"> Conference Organizer and Volunteer — ANZMAC Doctoral Colloquium, New Zealand, Dec 2023: coordinated logistics, supported keynote sessions, and provided technical assistance <p>Professional Memberships</p> <ul style="list-style-type: none"> Australian and New Zealand Marketing Academy (ANZMAC) Dec 2023 – Present Young Elite Researchers, Azad University Feb 2014 – Present <p>Scientific and Societal Impact</p> <ul style="list-style-type: none"> Applied research and professional expertise in SME decision-making, entrepreneurial marketing, CRM, digital marketing, ERP systems, and internationalization to teaching, workshop delivery, and consultancy-oriented activities Promoted knowledge exchange through academic-industry workshops at the CODEL Initiative and practical teaching sessions using live data, new venture case studies, and entrepreneurial problem-solving Contributed to manuscript preparation, literature review, data collection, and analysis in international business and entrepreneurship research projects Delivered research-informed guest teaching on Digital CRM in SMEs and workshop-based entrepreneurial training for master's students in New Zealand |
| TECHNICAL & RESEARCH SKILLS | <p>Statistical Analysis and Modelling: SPSS, SmartPLS 4, AMOS, Minitab, Advanced Excel Programming and Machine Learning: R, Python (intermediate) Bibliometric and Structural Modelling: VOSviewer, Structural Interpretation Modelling (MATLAB, Excel) Qualitative Research and Systematic Review Tools: NVivo, ATLAS.ti, Covidence, Rayyan Academic Productivity Tools: Qiqqa (reference management), meta-synthesis for qualitative research Digital Marketing and Entrepreneurial Marketing Competencies:</p> <ul style="list-style-type: none"> Content Strategy and SEO — developed through CRM and ERP consulting roles in SME and startup contexts Digital Campaign Development — applied in market research, new venture support, and banking industry roles Social Media Analytics — embedded in classroom projects and course assessments on entrepreneurial marketing CRM System Integration and Automation — implemented across SME clients and financial services contexts Email Marketing Workflows — taught in ERP and sales training contexts ERP Platforms and Business Systems: System Group ERP, financial and banking systems |