ALI BESHARAT

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Department of Marketing
Daniels College of Business
University of Denver
Denver, CO 80210
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ali.besharat@du.edu

EDUCATION

PhD (2012)	University of South Florida (USF), Tampa, Florida USA Major: Marketing; Minor: Research Methodology & Measurement
MBA (2006)	Sharif University of Technology (SUT), Tehran Iran Major: Operations Management
BS (2003)	Sharif University of Technology (SUT), Tehran Iran Major: Mechanical Engineering

ACADEMIC POSITIONS

2012-present	Assistant Professor of Marketing, Daniels College of Business, University of Denver
2009-2011	Adjunct Professor, College of Business Administration, University of South Florida

RESEARCH INTERESTS

Behavioral Judgment and Decision Making: Inter-temporal planning and choice; Self-control and financial decisions; Impacts of framing and context on information processing

Marketing Communications and Branding: Communication strategies within digital and interactive media; Brand alliance; Brand positioning

AWARDS & HONORS

- 2016 Recipient of Daniels Scholarship of Discipline Award [Given Annually to Only One Faculty Member]
- 2016 Recognized at the Provost's Ninth Annual Celebration of Scholarship, Research, and Creative Work, University of Denver.
- 2015-2016 Joseph I. Moreland Grant for Information Literacy
- 2015-2016 Recipient of Ethics Instruction Development [EID] Grant.

- 2015 Nomination for the Daniels Award for Excellence [The Highest Honor the College Bestows and Is Given Annually to Only One Faculty Member].
- 2015 Among Top Seven Faculty Members across Disciplines who Appeared in the Annual "Research at Daniels" Brochure.
- 2015 Recipient of the University of Denver PROF Grant for the Amount of $17000. [This is the Most Prestigious Award at the University of Denver for Faculty Members].
- 2015-2016 Course Release and Summer Research Grant, Daniels College of Business, University of Denver.
- 2014-2015 Recipient of Ethics Instruction Development [EID] Grant.
- 2014-2015 Course Release and Summer Research Grant, Daniels College of Business, University of Denver.
- 2014 Recognized at the Provost's Seventh Annual Celebration of Scholarship, Research, and Creative Work, University of Denver.
- 2011 Recipient of the University of South Florida Prestigious "Dissertation Completion Fellowship" [Awarded Only to Two Doctoral Candidates from All Graduate Programs].
- 2010 Recipient of the College of Business "Outstanding Achievement in Research" Award, Tampa, Florida. [Awarded to One Doctoral Student Each Year].
- 2010 AMA/Sheth Foundation Consortium Fellow, Fort Worth, TX.
- 2009 Recipient of the University of South Florida Provost's Commendation for Outstanding Teaching by a Graduate Teaching Assistant, Tampa, Florida. [Awarded to Three Graduate Students Selected from All Graduate Programs].
- 2009 Best Paper Award in Emerging Paradigm Conference, Tampa, Florida.
- 2008 SMA Doctoral Consortium Fellow, St. Petersburg, Florida.
- 2008 Recipient of the College of Business "Barbara Brown Research Scholarship" Award, Tampa, Florida.
- 2007 Recipient of Scholarship Awarded through ISBM Program for the "Social Network Analysis" Seminar at Wharton Business School, University of Pennsylvania.
- 2007 Recipient of Scholarship Awarded through ISBM Program for the "Strategic Brand and Business Processes Management" Seminar Jointly at Emory University & University of Texas at Austin.
- 2006 Recipient of the University of South Florida Graduate Fellowship, Tampa, Florida.
- 2006-2010 Recipient of the Department of Marketing Graduate Scholarship, University of South Florida, Tampa, Florida.
- 2002 Acknowledged as a 4-Year Exemplary Industrial Apprentice by the Sharif University of Technology Internship Program, Tehran, Iran.

PUBLICATIONS

Journal Articles (refereed)

- Langan, Ryan J., **Ali Besharat**, and Sajeev Varki (forthcoming). "The Effect of Review Valence and Variance on Product Evaluations: An Examination of Intrinsic and Extrinsic Cues", *International Journal of Research in Marketing*.

- Bacon, Donald, **Ali Besharat**, HG Parsa, and Scott J. Smith (2016). "Revenue Management and Hedonic Pricing Models in Restaurant: Understanding the Effects of Operational Attributes", *International Journal of Revenue Management*, 9(2-3), 147-164.

- **Besharat, Ali**, Ryan J. Langan, and Carlin A. Nguyen (2016). "Fashionably Late: Strategies for Competing Against a Pioneer Advantage", *Journal of Business Research*, 69(2), 718-725.

- **Besharat, Ali**, Sajeev Varki, and Adam W. Craig (2015). "Keeping Consumers in the Red: Hedonic Debt Prioritization within Multiple Debt Accounts", *Journal of Consumer Psychology*, 25(2), 311-316.

- **Besharat, Ali**, Francois A. Carrillat, and Daniel M. Ladik (2014). "When Motivation is Against Debtors' Best Interest: The Illusion of Goal Progress in Credit Card Debt Repayment", *Journal of Public Policy & Marketing*, 33(2), 143-158.

- Kumar, Anand, **Ali Besharat**, Charles D. Lindsey, and Shanker Krishnan (2014). "Contextual and Competitive Interference: Inhibition or Facilitation?", *Journal of Advertising*, 43(3), 228-243.

- **Besharat, Ali** and Sajeev Varki (2014). "Examining How Self-Regulation Determines Choice Processing Strategies and Motivations Underlying Attraction Effect", *Journal of Marketing Theory and Practice*, 22(4), 421-436.

- **Besharat, Ali** and Ryan J. Langan (2014). "Towards the Formation of Consensus in the Domain of Co-branding: Current Findings and Future Priorities", *Journal of Brand Management*, 21(2), 112-132.

- **Besharat, Ali**, Daniel M. Ladik, and Francois A. Carrillat (2014). "Are Maximizers Blind to the Future? When Today's Best Does Not Make for a Better Tomorrow", *Marketing Letters*, 25(1), 77-91.

- Chen, Arthur Cheng-Hsui, Rita Ya-Hui Chang, **Ali Besharat**, and Daniel W. Baack (2013). "Who Benefits from Multiple Brand Celebrity Endorsements? An Experimental Investigation", *Psychology & Marketing*, 30(10), 843-935.

- **Besharat, Ali**, Anand Kumar, John R. Lax, and Eric J. Rydzik (2013). "Leveraging Virtual Attribute Experience in Video Games to Improve Brand Recall and Learning", *Journal of Advertising*, 42(2-3), 170-182.

- **Besharat, Ali** (2010). "How Co-Branding Relative to Brand Extension Drives the Consumers' Evaluations of a New Product: The Brand Equity Approach," *Industrial Marketing Management*, 39(8), 1240-1249.

Book Chapter (refereed)

- **Besharat, Ali**, Ryan J. Langan, Daniel M. Ladik, and Francois A. Carrillat (2015), "Ethics and Marketing", *Encyclopedia of Public Administration and Public Policy*, Taylor & Francis Publication, New York, USA.

Papers under Review

- "Superfluous Spending with Social Coupons" (with Chinintorn Nakhata, Anne Roggeveen, and James Stock), revising to resubmit to the *Journal of Retailing.*

- "Examining the Effect of Self-Regulation on Symmetrical and Asymmetrical Decoys" (with Daniel W. Baack), under review at the *Organizational Behavior and Human Decision Processes*.

Working Papers

- "Caloric Estimation Bias in Food Customization" (with Marisabel Romero).
  Status: Data are collected and all analyses are performed; anticipate submitting to *Journal of Marketing Research*.

- "Management Response to Online WOM: Helpful or Detrimental?" (with Karen Xie and Young Jin Lee).
  Status: Data are collected and all analyses are performed; anticipate submitting to *Management Science.*

- "Best by default: When prior default options improve choice quality" (with Francois Carrillat and Daniel Ladik).
  Status: Data are collected and all analyses are performed; anticipate submitting to *Journal of Consumer Research*.

- "Adding Insult to Injured Brands: When CEO Pay Becomes a Marketing Problem" (with Kimberly A. Whitler and Ryan Kraus).
  Status: Data are collected; all analyses are performed; anticipate submitting to *Journal of Marketing Research*.

- "Fighting Variety with Variety: The Success of the Sampler" (with Gia Nardini).
  Status: Data are partially collected and some analyses are performed; anticipate submitting to *Journal of Consumer Research*.

- "Saving by Overspending: The Role of Prepayment on Indulging Behavior" (with Sajeev Varki).
  Status: Data are collected; all analyses are performed; anticipate submitting to *Journal of Service Research.*

Conference Proceedings and Presentations

- Carrillat, Francois, **Ali Besharat**, and Daniel M. Ladik (2016). "Can maximizer consumers' regret be alleviated? The hidden benefits of default options", in the proceedings of Australian & New Zealand Marketing Academy, Christchurch, New Zealand.

- Lee, Young Jin, Karen Xie, and **Ali Besharat** (2016). "Management Response to Online WOM: Helpful or Detrimental?", in the proceedings of Americas Conference on Information Systems, San Diego, CA.

- Lee, Young Jin, Karen Xie, and **Ali Besharat** (2016). "Management Response to Online WOM: Helpful or Detrimental?", in the proceedings of 10th China Summer Workshop on Information Management, Dalian, China.

- Parsa, H.G., **Ali Besharat**, and Donald Bacon (2015). "Revenue Management, Hedonic Pricing Models and the Effects of Operational Attributes", in the proceedings of the *American Marketing Association* Summer Marketing Educators' Conference, Chicago, IL.

- Langan, Ryan, **Ali Besharat**, and Sajeev Varki (2015). "The Effect of Online Review Variance on Product Evaluations: Information Diagnosticity Framework", in the proceedings of the *American Marketing Association* Winter Marketing Educators' Conference, San Antonio, TX.

- **Besharat, Ali**, Adam Craig, and Sajeev Varki (2014). "Keeping Consumers in the Red: Hedonic Debt Prioritization within Multiple Debt Accounts", in the proceedings of *Association for Consumer Research* (ACR) Conference, Baltimore, MD.

- Houston, Mark, Katherine Lemon, **Ali Besharat**, and Robin Soster (2013). "Campus Visits: A Discussion of Do's & Don'ts", DOCSIG Special Session, *American Marketing Association* Summer Marketing Educators' Conference, Boston, MA.

- Langan, Ryan, **Ali Besharat**, and Sajeev Varki (2013). "Exploring the Role of Online Reviews Variance on Consumers' Shopping Behavior", in the proceedings of *Academy of Marketing Science* Conference, Monterey, CA.

- **Besharat, Ali** and Sajeev Varki (2013). "Managing the Cost of Multiple Debt Accounts: A Behavioral Perspective", in the proceedings of the *Consumer Financial Decision Making Conference*, Boulder, CO.

- **Besharat, Ali**, Stefanie L. Boyer, and Jennifer Dapko (2013). "An Investigation of the Millennial Generation's Attitudes toward Email Usage in Personal Selling" in the proceedings of the *National Conference in Sales Management* (NCSM), San Diego, CA.
  [The abstract has also been published in the *Journal of Personal Selling & Sales Management*, Vol. XXXIII, No. 3, pp. 335–339.]

- **Besharat, Ali** and Carlin G. Nguyen (2013). "Attribute Nonalignability and Value Relevance in the Presence of Competition" in the proceedings of the *American Marketing Association* Winter Marketing Educators' Conference, Las Vegas, NV.

- **Besharat, Ali** and Carlin G. Nguyen (2013). "How a Late Entrant Can Surpass the Performance of the First Mover: Attribute Nonalignability and Value Relevance" in the proceedings of the *American Marketing Association* Winter Marketing Educators' Conference, Las Vegas, NV.

- **Besharat, Ali** (2011). "How Nonalignable Attributes help a Late Entrant to Surpass the Performance of the First Mover?," in the proceedings of the *American Marketing Association* Winter Marketing Educators' Conference, Austin, TX.

- **Besharat, Ali** and Sajeev Varki (2010). “The Mediating Role of Choice Processing Strategy in the Effect of Self Regulation on Attraction Effect,” in the proceedings of the *American Marketing Association* Summer Marketing Educators’ Conference, Boston, MA.

- **Besharat, Ali**, Douglas Jordan, and Kristal Bruce (2009). “A Social Marketing Approach to a United Nations’ Millennium Goal: Environmental Sustainability,” in the proceedings of the *Emerging Paradigms* Annual Conference, Tampa, FL.

- **Besharat, Ali** (2009). “A Step Forward toward the Discernment of Co-branding Strategy,” in the proceedings of the *Academy of Marketing Science* Annual Conference, Baltimore, MD.

- **Besharat, Ali** (2009). “Investigating the Customers’ Loyalty to Technology-Based Self-Service Coupons,” in the proceedings of the *Academy of Marketing Science* Annual Conference, Baltimore, MD.

- **Besharat, Ali** (2008). “An Inclusive Model for Partner Selection in Retail Dual-Branding Strategy,” in the proceeding of the 10th Annual *Retail Strategy and Consumer Decision Research Symposium*, St. Petersburg, FL.

- Moshtaghi, Nazgol and **Ali Besharat** (2008). “How to Craft Story Telling Ads in a Prevention-Promotion Focused Ad,” in the proceedings of the *Society of Marketing Advances* Annual Conference (November), St. Petersburg, FL.

- **Besharat, Ali** (2008). “How Step-up vs. Step-down Extensions Impact a Firm's Existing Category Market Share,” in the proceedings of the *Society of Marketing Advances* Annual Conference (November), St. Petersburg, FL.

- **Besharat, Ali** (2008). "How Brand Alliance Relative to Brand Extension Drives the Consumer Evaluation of New Products: A Conjoint Analysis Approach," in the proceedings of 8th Annual *Hawaii International Conference on Business* (May), Honolulu, HI.

- **Besharat, Ali** (2008). "Role of Brands in Choice Selection: The Attraction Effect Revisited," in the proceedings of the 2008 Summer *Society of Consumer Psychology* Conference (August), Boston, MA.

- **Besharat, Ali** (2008). "Organizational Framework Toward the Formation of Brand Alliance: A Multicultural Perspective," in the proceedings of the 2008 *Academy of Marketing Science*, Cultural Perspectives in Marketing Conference (January), New Orleans, LA.

- **Besharat, Ali**, Hamed Salimi, and Ali Jafarieh (2006). "A Practical Model for Evaluating Customer Expectation and Satisfaction in XEROX," in the proceedings of the 2006 *International Management Conference* (September), Tehran, IRAN.

Active Research Projects (In Preparation; Some Data Are Collected and Analyzed)

- "Smiling Brands: Phonetic Structure and Affective Impact" (With Carlin G. Nguyen).
- "Attractiveness Distance in Lending and Charitable Donations" (with Rhiannon MacDonnell).

- "Fighting Variety with Variety: The Success of the Sampler" (with Gia Nardini).

MEDIA COVERAGE

- Business News Daily: June 27, 2016 (http://www.businessnewsdaily.com/9187-respond-to-online-reviews.html)
- University of Denver Magazine: October 12, 2015 (http://www.refinance.com/business-professor-offers-five-tips-for-managing-credit-card-debt-university-of-denver-magazine/)
- Channel 2 News: October 29. 2015 (http://kwgn.com/2015/10/29/christmas-marketing-starts-sooner-all-the-time/)
- FOX 31 NEWS: October 29, 2015 (http://kdvr.com/2015/10/29/poll-christmas-marketing-starts-sooner-all-the-time/)
- Channel 2 News: October 29, 2015 (http://kwgn.com/2015/10/29/christmas-marketing-starts-sooner-all-the-time/)
- Dick Jones Communications: September 8, 2015 (http://www.dickjones.com/newsroom/business/how-brands-late-market-can-beat-pioneer-brands)
- FOX 31 NEWS: June 11-2015 (http://kdvr.com/2015/06/11/denver-campaign-targets-distracted-driving-police-chief-stops-woman-holding-cat-while-driving/)
- Yahoo!: May 12-2015 (https://au.finance.yahoo.com/news/behaviour-around-credit-card-debt-230120427.html)
- 2ser: May 4-2015 (http://www.2ser.com/component/k2/itemlist/category/154)
- 9NEWS: December 29-2014 (http://www.9news.com/story/money/business/2014/12/29/prioritizing-holiday-debt/20990781/)
- Denver Post: December 22-2014 (http://www.denverpost.com/smart/ci_27172915/paying-off-christmas-du-research-shows-were-not)
- The Week Magazine: December 2-2014 (http://theweek.com/articles/441869/beat-marketers-jedi-mind-tricks)
- Denver Post: November 24-2014 (http://www.denverpost.com/smart/ci_26988424/black-friday-prep-crowd-psychology-can-help-you?source=infinite)
- Consumer Credit Research Institute: October 16-2014 (http://www.encoreccri.org/blog/)
- Business Observer: August-2011 (http://www.businessobserverfl.com/press/detail/consumers-behave-irrationally-when-it-comes-to-financial-decision-making/)
- USF College of Business News Letter: July-2011 (http://business.usf.edu/docs/newsletter/besharat.pdf)

- Gulf Coast Business Review: Jun 29-2011
  (http://www.review.net/section/detail/thinking-irrationally/)

PREVIOUS ACADEMIC APPOINTMENTS

- University of South Florida, Tampa, Florida 2006-2009
  Department of Marketing, College of Business Administration
  Graduate Teaching/ Research Associate
- Sharif University of Technology, Tehran, Iran 2005-2006
  College of Management and Economics
  Teaching Assistant for "Operations Management" Course

- Sharif University of Technology, Tehran, Iran 2001-2002
  Department of Mechanical Engineering
  Teaching Assistant for "Internal Combustion Engines" Course

TEACHING INTERESTS

Brand Management	Advertising/Promotions Management
International Marketing	Marketing Research
Marketing Management	Digital Marketing

FACULTY DEVELOPMENT ACTIVITIES

2016 Faculty Development Workshop: "Challenge-Driven Education", Daniels College of Business, University of Denver

2015 Faculty Development Workshop: "Teaching Chinese Students", Daniels College of Business, University of Denver

2015 Faculty Development Workshop: "Data Visualization", Daniels College of Business, University of Denver

2014 Faculty Development Workshop: "Making the Classroom More Hands-on", Daniels College of Business, University of Denver

2014 Faculty Development Workshop: "Harnessing Engagement, Trust and Critical Thinking", Daniels College of Business, University of Denver

2014 Teaching Consultations (4 sessions) with Daniels Office of Technology Services, Daniels College of Business, University of Denver

2013 Teaching Consultations (4 sessions) with Office of Teaching and Learning, University of Denver

2013 2-Hour Workshop on "Intercultural Communication Training", Spring Institute for Intercultural Learning

2013 4-Day Workshop on "Case Teaching Method", Muma College of

Business, University of South Florida

2013 2-Hour Workshop on "Teaching Chinese Students-Implications for the Classroom", Office of Teaching and Learning, University of Denver

2013 2-Hour Workshop on "Teaching International Students", Office of Teaching and Learning, University of Denver

2012 2-Hour Workshop on "Online Teaching", Office of Teaching and Learning, University of Denver

DOCTORAL COURSEWORK

Advance Marketing Seminars

Marketing Theory and Thought	Dr. James R. Stock
Advance Marketing Research Design	Dr. Yancy Edwards
Social Network Analysis	Dr. Christophe Van Den Bulte
Strategic Brand Management	Drs. Raji Srinivasan & Rajendra Srivastava
Pro-seminar in Marketing	Dr. Anand Kumar
Strategic Logistics Management	Dr. James R. Stock
Consumer Behavior Theory	Dr. Anand Kumar
Marketing Channels	Dr. James R. Stock
Selected Topics in Marketing	Dr. Sajeev Varki
Marketing Strategy	Dr. Sajeev Varki

Support Field Seminars

Factor Analysis	Dr. Michael Coovert
Structural Equation Modeling	Dr. John Ferron
Focus Group Research	Dr. Richard A. Krueger
Applied Linear Statistical Methods	Dr. Terry L. Sincich
Applied Multivariate Statistical Methods	Dr. Terry L. Sincich
Research Methods I	Dr. Anol Bhattacherjee
Experimental Research Methods	Dr. Uday Murthy
Psychometrics	Dr. Susan McMillan
Sociological Statistics	Dr. James Cavendish
Interpreting Quantitative Research	Dr. Loyd S. Pettegrew
Perception	Dr. Thomas Sanocki

PROFESSIONAL CERTIFICATES

2013 Certificate in "4 Day Workshop on Case Teaching Method", Muma College of Business, University of South Florida

2010 Certificate in "Creating an Academic Teaching Portfolio" Center for 21st Century Teaching Excellence, University of South Florida

2009 Certificate in "Social Marketing Planning" College of Public Health, University of South Florida

2009	Certificate in "20 Hours Instructional Workshops for Teaching Excellence" Center for 21st Century Teaching Excellence, University of South Florida
2008	Certificate in "Teaching Undergraduates for International Instructors" Center for 21st Century Teaching Excellence, University of South Florida
2008	Certificate in "Strategic Brands and Business Performance Management" Institute for the Study of Business Markets, Penn State University
2007	Certificate in "Social Network Analysis" Institute for the Study of Business Markets, Penn State University

REVIEW ACTIVITIES

Associate Editor of Iranian Journal of Management Studies
Editorial review board member of *Iranian Marketing Magazine*
Ad-hoc Reviewer for the *Journal of Advertising*
Ad-hoc Reviewer for the *European Journal of Marketing*
Ad-hoc Reviewer for the *Marketing Letters*
Ad-hoc Reviewer for the *Journal of Brand Management*
2008-Now *American Marketing Association* Winter Educators' Conference
2008-Now *American Marketing Association* Summer Educators' Conference
2008-Now *Society of Consumer Psychology* Conference
2009 *Academy of Marketing Science*
2008 *Society of Marketing Advances* Conference

SERVICE ACTIVITIES

Conference Session Chair

2015 Academy of Marketing Science Conference: Marketing Education Track
2009 Academy of Marketing Science Conference: Branding and Brand Management Track

Conference Session Discussant

2009 Academy of Marketing Science Conference
2008 Society of Marketing Advances Conference

Panelist

2014 New Faculty Orientation, Daniels College of Business
2013 AMA Summer Educators Conference, Boston, MA
2013 Real World Business Challenge Evaluator, Daniels College of Business

DOCSIG Faculty Mentor

2015 AMA Winter Educators Conference, San Antonio, TX
2013 AMA Winter Educators Conference, Las Vegas, NV

2013 AMA Summer Educators Conference, Boston, MA

Doctoral Dissertation Defense Committee Member

2016-2017 Fuad Hasan: Department of Marketing, College of Business and Entrepreneurship, University of Texas-Rio Grande Valley

Faculty Mentor to DIGS (Daniels International Graduate Students)

Su Liu, Fall 2013
Jinghan Jiang, Fall 2013
Mingyu Jin, Fall 2013
Ye Lu, Fall 2013

External Chair of Graduate Thesis Defense

2016 Ashkan Hajjam: Electrical & Computer Engineering, University of Denver
2014 Mohana Alanazi: Electrical & Computer Engineering, University of Denver
2014 Mansoor Alturki: Electrical & Computer Engineering, University of Denver
2014 Khalid Alqunun: Electrical & Computer Engineering, University of Denver
2014 Abdullah Albaker: Electrical & Computer Engineering, University of Denver

Undergraduate Thesis

Kendra Arenkill, Fall 2016-Spring 2017
Lizzie Bolyard, Fall 2016-Spring 2017
Mathew Nesmith, Spring 2011 (Chair)
Reed Johnson, Spring 2009 (Committee Member)

Graduate Advising

Derek Duncan, Fall, Winter, Spring (2014-2015)

Undergraduate Advising

Marie Huibregtse, Independent Study, Winter-Spring 2015
Amin Zahedi, Independent Study, Fall 2014
2010 AMA Undergraduate Case-study Competition: USF received an honorable mention
Study Abroad Advisor: Will Sherman

PROFESSIONAL MEMBERSHIPS

American Marketing Association
Academy of Marketing Science
Society of Consumer Psychology
Society of Marketing Advances

INDUSTRY EXPERIENCES

Consulting Experience

- Road and Transportation Organization, Tehran, Iran 2005-2006

-Designing an ad hoc natural crisis management organization

- Iranian Fuel Conservation Organization, Tehran, Iran 2003-2004
  -Supervising and consulting a fuel conservation project

Managerial Experience

- TIRAJ Industrial and Trading Co., Tehran, Iran 2004-2005
  -Marketing manager

Funded Research Projects

- Road & Transportation Organization, Tehran, Iran 2001-2002
  -Optimizing the fuel consumption of heavy-duty trucks
- S.E.R.I Co., Tehran, Iran 2000-2001
  -Efficient cookware designs
- S.E.R.I Co., Tehran, Iran 1999-2000
  -Home appliances energy rating standards

Internships

- Mega Motors Co., Tehran, Iran 1999-2003
  -The first trial joint internship project between Mega Motors and SUT
- Caterpillar Co., Tehran, Iran 2000-2001
  -Three International certificates of maintenance for heavy-duty construction machines