

PERSONAL DATA

Name: Fatemeh
Surname: Mostafavi Shirazi
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EDUCATION

- PhD, 2012, Tourism Business and Marketing, Universiti Sains Malaysia
- Master, 2002, Productivity & System Management, TVTO Institute of Iran
- Master, 2000, Tourism Management, Strathclyde University of Scotland
- BS, 1991, Public Administration, Allameh Tabatabaei University of Iran

ACADEMIC APPOINTMENTS

2013 - Present Assistant Prof., KTO Karatay University, Turkey

2012 - 2013 Senior Researcher, Jasmin Tours Cultural & Eco Tour Operator, Iran,

2010 - 2011 Research Assistant, Universiti Sains Malaysia (USM)

2009 - 2011 Lecturer (postgraduate students), USM throughout PhD

2007 - 2009 Senior Researcher, Tourism Research Department of Cultural, Heritage
and Tourism Organization of Iran (CHTO),

2007 - 2007 Lecturer, Islamic Azad University, Iran,

2002 - 2007 Lecturer, Educational & Practical University, Iran,

2005 Trainer for Tourism Management students, Alameh Tabatabaei University,
Iran

1992 – 2001 Supervisor of Research Section, Operational Consultancy for Tourism
(INSTROCT).

ADDITIONAL ASSIGNMENTS

Short Term Visiting Scholar (2014-16)

- Purdue University, USA
- Pennsylvania University, USA
- Landshut University, Germany
- Lublin University, Poland
- Coimbra Business School, Portugal
- Teaching mobility via Erasmus 2014 to present.

-Planning curriculum for sport tourism in National Olympic committee of Iran (2006).

PUBLICATIONS

Peer-reviewed Publications in International Journals

- Mostafavi Shirazi, F. and Puad Mat Som, A. (2013). Relationship Marketing and Destination Loyalty: Evidence from Penang, Malaysia. *International Journal of Management and Marketing*, 6 (1), 95-106.
- Mostafavi shirazi, S. F. and Puad Mat Som, A. (2011). Destination Management and Relationship Marketing: Two Major Factors to Achieve Competitive Advantage. *Journal of Relationship Marketing*, 10 (2), 76-87.
- Puad Mat Som, A., Mostafavi shirazi, S.F.; Azizan Marzoki and Jamil Jusoh, (2011). A critical analysis of tourist satisfaction and destination loyalty. *Journal of Global Management*, 2(1), 178-183. (Nominated as the best paper in conference).

Book Chapters

- Mat Som, A.P. and Mostafavi Shirazi, S.F. (2010). Relationship Marketing and Destination Management. In J. Mapjabil and K. Din (eds) *Research Tourism in Malaysia: What, Which Way and So What?* Sintok: UUM
- Mostafavi Shirazi, S.F. and Mat Som, A.P. (2010). Relationship Marketing and Community Involvement: Two Significant Factors for Tourism Strategies. In C.A. Brebbia and F.D. Pineda (eds) *Sustainable Tourism IV*. Southampton, UK: WIT Press, 47-53.

- Mostafavi Shirazi, S.F. Using Internet: A Mechanism to Develop Market Share and Improve Tourism Destination (Chapter Proposal accepted). In V.Nada, Dadwal, and R. Rahimi (eds) promotional Strategies and New Service opportunities in Emerging Economies. IGI Global. (Will be publishing in 2017).

Conference Proceedings

- Mostafavi Shirazi, S. F. (2016). Social Network sites and Electronic Tourism experience (abstract). Service Quality in Hospitality and Tourism. 16-17 July, Isfahan, Iran.
- Mostafavi Shirazi, S.F. (2016). Assessing Tourist Satisfaction Forms the Basis for Destination Improvement. Proceeding of 4th Interdisciplinary Tourism Research Conference. 24-29 May, Bodrum, Turkey, 298-303.
- Mostafavi Shirazi, S. F. and Unusan, C. (2015). Evaluating Tourist Satisfaction: An Essential Prerequisite for Innovation. Proceeding of TTRA European Chapter Conference, April 22-24, 2015, Innsbruck, Austria.
- Unusan, C. and Mostafavi Shirazi, S. F. (2014). Measuring International Tourists' Satisfaction and Loyalty in Konya, Turkey. Proceeding of 7th World Conference for Graduate Research in Tourism. Hospitality and Leisure, Istanbul, Turkey, 3-8 June, 127-132.
- Mostafavi Shirazi, S. F. (2013). An Examination of the Influences of Satisfaction on Destination Loyalty: The Case of Penang Island. Proceeding of 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge, Orlando, TOUR 2013 - Oxford Abstracts: Elsevier, USA, 15-17 December, [P2.03].
- Shafieazadeh Nomandan, E. and Mostafavi Shirazi, S. F. (2013). Ecotourism development: Does tradition matter? Presented at *Independent Travel and Hospitality: An Expert Conference*. ATLAS Independent Travel Research Group. Beirut, Lebanon.
- Mostafavi Shirazi, S. F., and Shafieazadeh, E. (2012). How Market Share Develop: The importance of Destination Loyalty. Proceeding of 1th Enlightening Tourism Conference. Naples, Italy, 13-14 September, 243-251.
- Mostafavi Shirazi, S.F. and Mat Som, A.P. (2011). Relationship Marketing: A Decisive perspective to develop international business. Proceeding of Global Conference on Business and Finance, Volume 6. Number 1. Las Vegas, USA, 2-5 January, 919 -922.

- Mostafavi Shirazi, S.F. and Mat Som, A.P. (2010). Repeat Visitation and Diversification of Tourism Attraction. Proceeding of Regional Conference on Tourism Research, Pinnag, Malaysia, 13-14 December.
- Mostafavi Shirazi, S.F. and Mat Som, A. P. (2010). Is Relationship Marketing A Milestone in Sustainable Tourism Development? Proceedings of 4rd International Conference on Built Environment in Developing Countries, Penang, Malaysia, 1-2 December.
- Mostafavi Shirazi, S.F. and Mat Som, A.P. (2010). Relationship Marketing: The Role of Human Resource Management. Proceedings of International Graduate Tourism Research Conference, Kuala Lumpur, Malaysia, 16-17 April.
- Mat Som, A.P. and Mostafavi Shirazi, S.F. (2010). Relationship Marketing in Tourism: Revisit Intention of Foreign Tourists to a Destination Country. In: Proceedings of the Leadership and Management Studies in Sub-Sahara Africa Conference, Cape Town, South Africa, 22-24 November.
- Mostafavi Shirazi, S.F. and Mat Som, A.P. (2009). Relationship Marketing and Border Tourism. Proceedings of 3rd Asia Pacific Marketing Conference, Kuching, Sarawak, Malaysia, 9-11 December.
- Mostafavi Shirazi, S.F. and Mat Som, A.P. (2009). Systematic Approach to Destination Management and Successful Tourism Planning. Proceedings of 3rd International Conference on Built Environment in Developing Countries, Penang, Malaysia, 2-3 December.
- Mostafavi Shirazi, S.F. and Mat Som, A.P. (2008). Global Changes and Destination Management: A Systematic Approach. Proceedings of 2nd International Conference on Built Environment in Developing Countries, USM, Penang, Malaysia, 3-4 December.

Translation of Book and Articles (English to Farsi)

- Medlic, S. and Ingram, H. (2000). "The Business of Hotels" (translated by) Seyedeh Fatemeh Mostafavi Shrazi, I.T.T.I, Tehran, 2004.
- Cooper, John and Lane, Peter (1997) "Marketing Service: Customer Care" (translated by) Seyedeh Fatemeh Mostafavi Shirazi in Bazaryabi journal, No. 8, Tehran, 2000.
- Mostafavi Shirazi, Seyedeh Fatemeh (1999) "10 Direction in Tourism Marketing" in Javan Newspaper, Tehran, 27 October.
- Mostafavi Shirazi, Seyedeh Fatemeh, (1999) "Key Issues in Marketing Service". In

Bonyad Journal, Tehran, 2 December.

APPROVED RESEARCH GRANTS

- Postgraduate Research Grant Scheme (USM-RU-PRGS)
Duration: (01 November 2009- 15 October 2011)
Account No: 1001/PPBGN/832061
- Research Assistant in USM project
Account No: 1001/PPBGN/816149
Duration: 10 May 2010 - 31 December 2011

AWARDS

- Best Paper Awards, Conference, Langkawi 2010
- Research Award, Cultural Heritage, Handy Crafts & Tourism Organization, Iran, 2008.

PROFESSIONAL SERVICE

- Member of Scientific Committee, Service Quality in Hospitality and Tourism: Experiencing Persian Heritage, 1th International Conference, Isfahan– Iran, July 2016.
- Member of Scientific Committee, The international Tourism Brand conference in Isfahan – Iran, January 2016.
- Session Chair for “The international Tourism Brand conference”, Isfahan – Iran, January 2016.
- Session Chair for “First Enlightening Tourism Conference: Competition and Innovation in Tourism”, Naples, Italy, 2012.
- Session Chair for “International Graduate Tourism Research Conference”, Kuala Lumpur, Malaysia, 2010.
- Secretary, “International Graduate Tourism Research Conference”, Kuala Lumpur, Malaysia, 2010.
- Reviewer for Journal of Tourism and Hospitality Management, 2013

TEACHING

(Recent courses taught in English)

- IS122 (Business administration)
- ISP301 (Customer Relationship Management)
- ISP401 (Global Marketing Management)
- ISP12 (Integrated Marketing Management)

SUPERVISION

- Supervisor of Training and Research Section, Saad Abad Collection (Affiliated of CHTO Organization), Iran, 2007
- Supervisor of Training Section, Iran Touring & Tourism Investment Company, 2006
- Senior Expert, Planning Department in Iran Touring & Tourism Organization (I.T.T.O), 2003-2007
- Supervisor of Personnel Department, I.T.T.O, 2002-2003
- Human Resource Deputy in (I.T.T.O), 2001-2002
- Member of Board of Education and Supervisor of Tourism Group, Institute of Training 1992 -2001
- Supervisor of Research Section, INSTROCT, 1997-1999
- Supervisor of Personnel Section, INSTROCT, 1992

SCHOLARSHIP ACHIEVEMENTS

In 2003, I have participated in a course in an expert training organization in Japan. The Association for Overseas Technical Scholarship (AOTS) is an organization that training engineers and managers from developing countries in Japan. Participants were taught various techniques of teaching.

MANAGEMENT POSITION

Member of Board of Education and Supervisor of Tourism Group, Institute of Training (INSTROCT) 1992 -2001.