

# Curriculum vitae

## PERSONAL INFORMATION **Majid Heidari**



✉ m.heidari@studenti.unisa.it  
mheidari@unisa.it

## EDUCATION AND TRAINING

2021-2024

**Ph.D. Researcher in Economics and Policy Analysis of Markets and Firms, Department of Economics and Statistics, University of Salerno, Italy**

Research interests: Tourism & Hospitality, Destination Planning, Neuromarketing, Consumer Neuroscience, Neurotourism.

**I am working on the application of neuroscientific approach and techniques in the field of tourism and hospitality; examining various neuroscience tools like Eye-tracking, EEG and fNIRS in different contexts such as destination marketing/preference, tourism advertisement/websites, tourism activities and (online) hotel choice.**

2011-2013

**M.A in Tourism Management; Tourism Development Planning**

Tourism Department, School of Management and Accounting, Allameh Tabatabai University, Tehran (Iran)

2007-2011

**B.A in English Language and Literature**

English Language Department, Humanities and Social Sciences Faculty, Yazd University, Yazd (Iran)

## WORK EXPERIENCE

23/09/2017–30/04/2019

**Hospitality establishment receptionist/manager  
Forough Mehr Boutique Hotel, Shiraz (Iran)**

21/11/2016–23/08/2017

**Translator  
Ahoura Pharmaceutical Company, Shiraz (Iran)**

22/05/2015–15/12/2015

**Tour operator representative  
Hadish Travel Agency, Shiraz (Iran)**

20/04/2012–22/10/2012

**Receptionist  
Parsian Azadi Hotel, Tehran (Iran)  
Freelance Tour operator and Tour Guide**

## PERSONAL SKILLS

Mother tongue(s)

**Persian**

Foreign language(s)

English

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
C1	C1	C1	C1	C1

## ADDITIONAL INFORMATION

### Certificates

#### ➤ **Tourism and Hospitality Certificates**

- 1) Technical Management of Tour and Travel Agencies; 2) General Hotel Management; 3) Tour Guides (All obtained at [Ataland Institute, Tehran, Iran](#)).

#### ➤ **Virtual PhD Course**

- Firms and Development, January/February 2023 - *The Bureau for Research and Economic Analysis of Development (BREAD)*, in collaboration with the *International Growth Centre (IGC)*.
- Environmental Economics, September/November 2023 - *The Bureau for Research and Economic Analysis of Development (BREAD)*, in collaboration with the *International Growth Centre (IGC)*.

#### ➤ **Online Course Certificates**

- An Introduction to Consumer Neuroscience & Neuromarketing; [Copenhagen Business School \(CBS\)](#) offered through Coursera;
- Digital Advertising and social media; [HubSpot Academy](#);
- Business Futures: Sustainable Business through Green HR; [RMIT University](#);
- Designing for a Sustainable Future; [Samsung Electronics](#).

#### ➤ **Webinars**

- Postgraduate Research Colloquium (PGRC) 2022, November 2022, Taylor's University.
- Future Innovations in Tourism Destination Management, March 2023, held by Tourism Review Journal.
- Responsible Tourism in Oppressive Regimes - A Guide for Tour Operators to Put People First, March 2023, Roundtable Human Rights in Tourism.
- The 1st World Conference on Smart Tourism, November 2023, Kyung Hee University, South Korea.
- Towards a paradigm shift in tourism for sustainable development, November 2023, World Heritage Catalysis.
- GLOBAL CITIES; Identifying opportunities amid long term challenges, December 2023, Oxford Economics.
- 2024 key themes: Why tourism will continue to grow, December 2023, Tourism Economics.

### Publications

#### **Books**

#### **Compilation**

- Crisis Management in the Tourism Industry - NedayeKarafarin Publication, (June, 2019).
- Neuromarketing; the Art of Connecting with Peoples' Minds and Improving Sales and Marketing Techniques - NedayeKarafarin Publication, (September, 2019).

#### **Translation**

- How to be a Travel Writer - Lonely Planet Publication, 272 pages in English Language (July 18, 2017); Published by Iran-Shenasi Publication in Iran, (October, 2019).

#### **Papers**

#### **Journal Papers**

- The framing effect and sustainable hotel booking behaviour: A nudge marketing study. *European Journal of Tourism Research*, 39, 3916-3916 (2025).
- A conceptual hybrid model based on Ethereum for implementing sustainable development goals. *European Journal of Sustainable Development Research*, 8(4), em0272 (2024).
- Exploring the contribution of neuroscientific approach to sustainable smart tourism. In *ITM Web of Conferences* (Vol. 62, p. 03001). EDP Sciences (2024).
- Using the analytic network process (ANP) in a SWOT analysis for the development of tourism destination; Case study: Kish Island - *International Journal of Management (IJM)*, Vol. 5, Issue 6, (June, 2014).
- Improving SMTEs' Business Performance through Strategic Use of Information Communication Technology: ICT and Tourism Challenges and Opportunities - *International Journal of Academic Research in Accounting, Finance and Management Sciences*, Vol. 4, No.3, (July, 2014).
- The Fundamental Distinctive Applications of Networks in Tourism Industry: A Useful Mechanism for Trust - *International Journal of Academic Research in Economics and Management Sciences*, Vol. 3, Issue 2, (March, 2014).
- Study the Barriers of Green Supply Chain Management Implementation in Iranian Industries Using Analytic Hierarchy Process - *International Journal of Resistive Economics (OAJRE)*, Vol. 2, No. 12, (July, 2014).
- Describing the Virtual Reality and Virtual Tourist Community: Applications and Implications for Tourism Industry - *Kuwait Chapter of Arabian Journal of Business and Management Review*, Vol. 3, No.12a, (August, 2014).

### **Conference Papers**

- Sustainable Tourism Governance: a systems thinking Triple Helix approach. In *Shaping collaborative ecosystems for tomorrow* (pp. 1-2).
- Leveraging neuromarketing and neuroscientific approaches into persuasive tourism web design and its usability: An exploration of tourists' cognitive experience enhancement. *The VI Spring Symposium on Tourism Development (VI SSTD 2024)*, Gran Canaria, Spain (July, 2024).
- Exploring the application of Smart Tourism technologies in Smart Destinations considering the Viable Systems Approach. *Global Hospitality & Leisure Summit 2024 Mega projects, integrated resorts, and tourism diversification in the age of AI*, Dubai (March, 2024).
- Application of E-tourism and E-business in development of Iran's Tourism industry - *7th International Conference on E-Commerce in Developing Countries with focus on E-Security*, Kish Island, Iran, (April, 2013).
- New Approaches in Human Resource Management; HRM role in the Hospitality and Tourism industries - *1st International Conference on Management; Challenges and Solutions*, Shiraz, Iran, (December, 2013).
- Renewable Energies; A key factor in sustainable tourism development in future - *1st National Conference on Clean Energy*, Hamadan, Iran, (May, 2013).
- Study the role of the security and the geopolitical situation of the Persian Gulf on this region's tourism development - *2nd International conference on geopolitical environment of the Persian Gulf*, Kish Island, Iran, (April, 2013).

#### Research Projects

- Study of future trends in the Persian Gulf's Health Tourism with the Future Study Approach - 9th Persian Gulf National Conference, Kish Island, Iran, (April, 2013).
- Future studies; a new approach in tourism management and development - 1st National Conference on Future Studies, Tehran, Iran, (December, 2012).
- The Necessity of Future Studies in Islamic countries' Cross-Cultural Tourism Communications with the focus on Iran - National Conference on Futures Studies of the Islamic Republic of Iran with the New Islamic Civilization Approach, Tehran, Iran, (March, 2013)
- Brand Equity and its place in tourism Branding - 1st National Conference on Tourism and Nature Tourism in Iran, Hamadan, Iran, (March, 2013).
- Study the Trends of War Tourism in the World; Representing a Framework for the Development of War Tourism in Iran - Research Institute for Knowledge and Sciences of the Holy Defence, Tehran, Iran, (Summer 2013).
- Study the Role of War and Holy Defense Films and TV Series in Marketing and Planning of Iran Tourism Development - Research institute for knowledge and sciences of the Holy Defence, Tehran, Iran, (Summer 2014).

#### Peer Reviewer

*South Asian Journal of Social Studies and Economics*

*Journal of Geography Environment and Earth Science International*

*International Journal of Hospitality & Tourism Management*

*Journal of Tourism and Leisure Studies*

*Contemporary Research in Business, Management and Economics*

*JOURNAL OF TOURISM CULINARY AND ENTREPRENEURSHIP (JTCE)*

*Turistica*

*Asian Journal of Economics Business and Accounting*

*Business, Management and Economics Research - Research Progress*

*International Journal of Environment and Climate Change*