

# Faraz Ghodrati-zadeh

Researcher, Convergent Technologies Research Center (NBIC), College of Engineering, University of Tehran, Tehran, Iran  
ghodrati-zadeh@ut.ac.ir — +98-912-412-9782 — linkedin.com/in/farazghodrati-zadeh — Google Scholar — Personal Page

## RESEARCH INTERESTS

---

Creativity and Innovation, Motivation, Executive Functions, Cognitive Biases, Personality Dynamics, Behavioral Decision-Making, Emotion, Well-Being, AI in Performance Appraisal, and Experimental Research and Task Design

## EDUCATION

---

**University of Tehran**, Tehran, Iran  
Master of Science in Corporate Entrepreneurship

February 2022  
Cumulative GPA: 3.85/4.00

**Thesis Title:** An Experimental Study of Monetary Rewards on The Employees' New Venture Ideas via Cognitive Neuroscience Perspective  
**Supervisors:** *Prof. Ehsan Chitsaz and Prof. Reza Rostami*

**Shahid Beheshti University**, Tehran, Iran  
Bachelor of Science in Industrial Management

May 2018

## ACADEMIC EXPERIENCE

---

### Graduate Researcher

2020 – Present

*Lab for AI Applications in Business Studies*

Convergent Technologies Research Center (NBIC)

*Supervisors: Dr. Ehsan Chitsaz, Dr. Abdol-Hossein Vahabie, and Dr. Mohammadreza A. Dehaqani*

University of Tehran

- Conducting systematic reviews in cognitive neuroscience and HRM literature (e.g., studies on manager-level cognitive biases in decision-making), designing randomized controlled trials (RCT) integrating brain-based strategies into talent acquisition and performance management processes.
- Supervising lab members in conducting experiments using PsychoPy and R, and providing guidance on experimental research methodology.
- Analyzing and reviewing research data using t-tests, ANOVA, regression analysis, Pearson correlation, mixed models analysis, generalized tests, Kruskal-Wallis H Test, Friedman Test, and Spearman's Rank Correlation Coefficient in R, SPSS, and SmartPLS to ensure statistical accuracy.
- Ensuring experiments complied with established protocols, monitoring procedural quality, and maintaining lab safety and functionality.

### Research Assistant

2022 – 2023

*Faculty of Entrepreneurship*

University of Tehran

- Expanded personal research expertise in behavioral science and data science in collaboration with students, under the supervision of Dr. Ehsan Chitsaz.
- Assisted five M.Sc. students in managing research and thesis projects, including conducting literature reviews, designing experiments, and analyzing data using R, SPSS, and SmartPLS for statistical accuracy.
- Created reports and academic papers, including drafting, revising, proofreading, and ensuring compliance with guidelines for Persian journals.

### Teaching Assistant

2020 – 2023

*Faculty of Entrepreneurship*

University of Tehran

For graduate-level courses of:

**Entrepreneurial Decision-Making** (2 Semesters), **Business Psychology** (2 Semesters), **Strategic Management** (1 Semester), and **Research Methodologies in Entrepreneurship Studies** (1 Semester).

- Corrected and scored students' homework while addressing their questions.
- Updated educational materials, games, and simulation tools to enhance student learning and promote active engagement.
- Provided course assistance and feedback to students by guiding discussions and conducting course evaluations.

## PROJECTS

---

### Cogno-HR

February 2021 - September 2023

*Research and Development Director*

Convergent Technologies Research Center (NBIC), Tehran, Iran

The research and development team focused on translating cognitive tasks and psychological theories into practical applications by designing tailored, computer-based tools for human resource performance appraisals and simulations.

## RELEVANT COURSES

---

### Master's Courses

- Entrepreneurship Theories
- Organizational Information Technology
- Entrepreneurial Decision-Making
- Organizational Behavior Management
- Research Design and Methodology
- Opportunity Recognition in Entrepreneurship
- Entrepreneurship Strategic Management

### Bachelor's Courses

- Mathematics (Calculus, Algebra, Probability, Statistics, etc.)
- Economics (Micro and Macro)
- Operations Research I, II, III
- Organization Theory and Management
- Research Methodology in Management
- Principles of Computer Science (Excel, Python, SPSS, etc.)
- Organizational Behavior and Human Resource Management

## TEST SCORES

---

### TOEFL iBT: 93 (Overall Score)

Reading: 24, Listening: 23, Speaking: 22, Writing: 24

Test date: August 07, 2024

### GMAT Focus Edition: 685 - 97th Percentile (Overall Score)

Quant: 86/90 - 92nd Percentile, Verbal: 85/90 96th Percentile

Data Insights: 81/90 90th Percentile, Test date: August 16, 2024

## SKILLS

---

### Programming Languages

R Language and Packages (*dplyr*, *ggplot2*, *easystats*, *mlr3*, *knitr*, *plotly*, and *caret*), Python Language and Libraries (*Pandas*, *Numpy*, *Matplotlib*, *Scipy*, and *Seaborn*), and LaTeX

### Software

SPSS, Stata, SmartPLS, VSCode, Jupyter Notebook, Microsoft Office Suite, Google Workspace, Trello, Mendeley

### Skill Sets

Critical Thinking	Innovative Thinking	Grant Proposal Writing
Teamwork Leadership	Project and Lab Management	Project Planning and Management
Interpersonal Management	Creative Problem-Solving	Curious and Inquisitive Mindset
Rapid Learning and Adaptation	Time and Deadline Management	Persuasive Communication and Negotiation
Interdisciplinary Collaboration	Problem Identification and Resolution	Research Translation to Practical Applications

## PUBLICATIONS

---

### Journal paper

- Ghodrati-zadeh, F., Chitsaz, E. and Rostami, R. (2022). Investigating on The Effects of Continuous Financial Rewards on The Performance of Employees' Idea Generation. *Organizational Resources Management Researches*, 12 (3), :153-190 (*Published, in Persian*)
- Shiralian S., Ghodrati-zadeh, F., Talebi, K., Chitsaz, E. (2023). The Innovation Equation: Understanding the Connection between Team Cohesion, Motivation, and Design Thinking Mindset in Boosting Employee's Innovative Performance. *Journal of Entrepreneurship Development.*, (*Published, in Persian*)
- Etemadi, M., Chitsaz, E., A.Dehaqani, M. and Ghodrati-zadeh, F. (2023). Interplay of Monetary Rewards, Expectations, and Ideation Quality: An Empirical Analysis. *Journal of Entrepreneurship Development.*, (*Published, in Persian*)
- Etemadi, M., Chitsaz, E., and Ghodrati-zadeh, F. (2024). The Paradox of Rewards: Reconsidering Employee Satisfaction and Ideation Performance. *Journal of Sustainable Human Resource Management*, 6(10), 87-71., (*Published, in Persian*)
- Ghodrati-zadeh, F., Chitsaz, E., Rostami, R. and Vahabi, A. (2024). An Experimental Inquiry into The Effects of Monetary Rewards on The Quality-Quantity Dynamics of Employee's New Venture Ideas, *Journal of Thinking Skills and Creativity*. — (*Under-Review, in English*)
- Shiralian, S., Talebi, K., Ghodrati-zadeh, F., Chitsaz, E. (2024). The Role of Design Thinking in Promoting Innovative Behavior: An Exploration of Team Cohesion and Motivation, *Journal of General Management* (*Under-Review, in English*)
- Ghodrati-zadeh, F., Chitsaz, E., Rostami, R. and Vahabi, A. (2025). Untangling Expectations: Cognitive Flexibility's Moderating Role on The Anticipated Monetary Rewards Value for Intrapreneurs in Creating New Venture Ideas, (*In Progress, in English*)

### Conference Papers

- Ghodrati-zadeh, F and Chitsaz, E. (2020). An Introduction to Neuroscience Concepts in The Organization and The Future Ahead in Entrepreneurship Research., (*Published in Persian*)
- Ghodrati-zadeh, F and Chitsaz, E. (2022). A Literature Review on The Executive Functions of The Brain and The Innovative Performance of Managers and Employees in The Workplace. The Second Business Monitor Conference in Iran., (*Published in Persian*)
- Ghodrati-zadeh, F. and Chitsaz, E. (2022). An Emperical Study of Attention as A Cognitive Function in Managerial Competencies Assessment. The First National Congress of Assessment Center in Iran., (*Published in Persian*)
- Shiralian, S., Talebi, K., Chitsaz, E. and Ghodrati-zadeh F. (2023). A Systematic Literature Review of Design Thinking Mindset in The New Venture Creation. The Third Business Monitor Conference in Iran. (*Published, in Persian*)

### Translated Books

- Day, M., Boardman, M. C., and Kreuger, N. F. (2017). *Handbook of Research Methodologies and Design in Neuro-entrepreneurship.*, (*Translated and Published in Persian, 2022*)

## OTHER EXPERIENCES

---

### Research Coordinator

January - September 2022

General Department of Technology and Innovation Policy-Making

University of Tehran

- Conducted coaching sessions on interdisciplinary strategies in entrepreneurship, emphasizing their potential benefits.
- Coordinated forums to showcase the Cogno-HR Team's research achievements, in collaboration with key industry partners and the department.

### Research Cooperator

June - November 2021

General Deputy of Research Technology

University of Tehran

- Tailored competency models for various startups and companies, providing a comprehensive framework grounded in cognitive evaluations.
- Introduced and integrated executive functioning computer-based tests with HR tools for innovative competency assessment research.
- Provided scientific feedback reports and insights to enhance employee recruitment and competency development within HRM dynamics.

### Active Student Member, Scientific Coach

2020 - 2022

Scientific Association of Entrepreneurship, Faculty of Entrepreneurship

University of Tehran

- Actively contributed to the Scientific Association of Entrepreneurship by organizing and participating in academic events.
- Participated in knowledge-sharing sessions, bridging theory and practice in entrepreneurial behavior by disseminating cognitive science insights to the association's audience.

## ACHIEVEMENTS

---

### Undergraduate Full Scholarship

2013

Awarded by National Organization for Educational Testing (NOET) to enter Shahid Beheshti University

Tehran, Iran

### Graduate Studies Research Grant

2021

Received a 500 Million IRR internal research grant from the University of Tehran for the outstanding — quality of the thesis proposal, supporting research expenses.

Tehran, Iran

### First Place Graduate Student in Entrepreneurship

2022

Among ten corporate entrepreneurship graduate students.

University of Tehran

### Launchpad Lift-off Grant

2023

For developing Cogno-HR, cognitive performance assessment tools, awarded by NBIC Start-ups Facilitation Center.

Tehran, Iran

## REFERENCES

---

### Prof. Ehsan Chitsaz

Assistant Professor, Faculty of Entrepreneurship, University of Tehran, Tehran, Iran

E-mail: chitsaz@ut.ac.ir

Scholar Profiles: University of Tehran - Personal Page — Google Scholar — LinkedIn

### Prof. Reza Rostami

Full Professor, Faculty of Psychology and Educational Sciences, University of Tehran, Tehran, Iran

E-mail: rostami@ut.ac.ir

Scholar Profiles: University of Tehran - Personal Page — Google Scholar — LinkedIn

### Prof. Abdol-Hossein Vahabie

Assistant Professor, School of Electrical and Computer Engineering, College of Engineering, University of Tehran, Tehran, Iran

E-mail: h.vahabie@ut.ac.ir

Scholar Profiles: University of Tehran - Personal Page — Google Scholar — LinkedIn

### Prof. Mohammad-Reza A. Dehaqani

Assistant Professor, School of Electrical and Computer Engineering, College of Engineering, University of Tehran, Tehran, Iran

E-mail: dehaqani@ut.ac.ir

Scholar Profiles: University of Tehran - Personal Page — Google Scholar — LinkedIn