

Faraz Ghodrati-zadeh

Researcher, Convergent Technologies Research Center (NBIC), College of Engineering, University of Tehran, Tehran, Iran
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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

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

Prof. Mohammad-Reza A. Dehaqani

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