ROGHAYEH MOJAHEDI NEJAD

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OBJECTIVE

I am a passionate researcher in Marketing and Consumer Behaviour, with a strong academic background and over ten years of professional experience in marketing and sales of health and beauty products. My research interests focus on digital marketing, online consumer trust, and behavioural decision-making, inspired by my master's thesis on consumer attitudes toward affiliate marketing among Iranian online shoppers. As a mother and a dedicated professional, I have learned to balance multiple responsibilities with discipline and resilience. These experiences have strengthened my leadership, problem-solving, and time-management skills, allowing me to approach every academic and professional challenge with focus and determination. My long-term goal is to pursue a PhD and contribute to advancing behavioural marketing research through cross-cultural studies, while inspiring others—especially women balancing family and academic careers—to follow their passion with perseverance and purpose.

EDUCATION

2025
- **MSc in Business Administration – Marketing**
  University of Ilam (Public University), Ilam, Iran

2011
- **Bachelor of Science in Engineering Management**
  Payam Noor University of Masjedsoleiman, Khuzestan, Iran

EXPERIENCE

2011 - October
- **Marketing and Sales Manager**
  Various Health & Beauty Product Distribution Companies – Iran
  Led marketing and sales operations for over a decade in the health, beauty, and cosmetic sectors, focusing on market research, customer engagement, and digital brand promotion. Oversaw strategic planning and execution of marketing campaigns, managed distribution networks, and implemented sales growth strategies tailored to consumer behaviour trends. Collaborated with cross-functional teams to enhance brand visibility and customer loyalty through data-driven decision-making and consumer psychology insights.
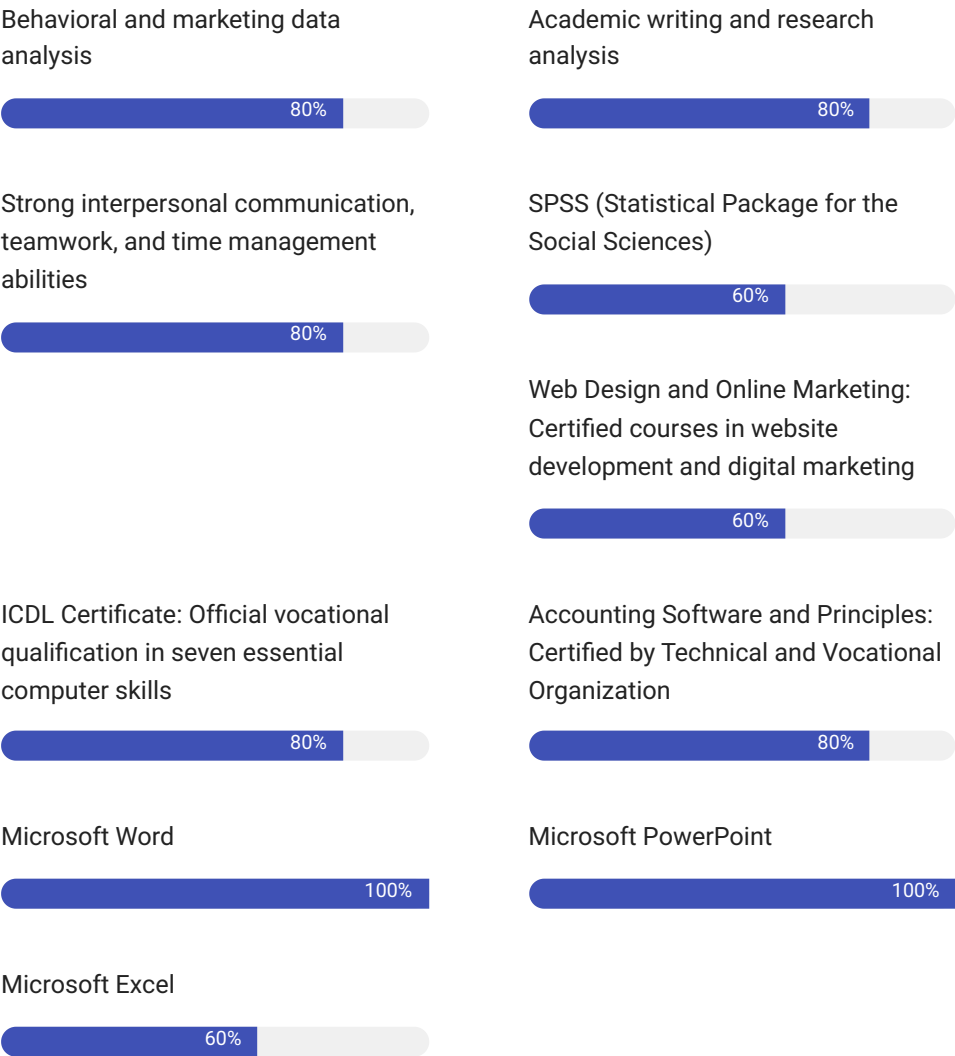
ACHIEVEMENTS & AWARDS

- Successfully achieved admission to a highly competitive, government-funded (public) master's program in Marketing Management at Ilam University, based on a strong national entrance exam ranking. Secured top ranks (1st–2nd position) among graduate students during my academic years, earning several awards and certificates of excellence from the Municipality of my city for outstanding academic performance. Recognized for my outstanding master's thesis,

titled "Examining Consumer Attitudes Toward Affiliate Marketing among Iranian Online Shoppers," which received a score of 19/20 (Excellent). Sports and Extracurricular Achievements: Earned multiple Taekwondo belts and medals during school years, representing my city in regional competitions and demonstrating discipline, determination, and teamwork. Actively participated in various cultural and academic competitions, consistently showcasing commitment and leadership.

PUBLICATIONS

- **A Study of Consumer Attitudes Toward Affiliate Marketing Among Iranian Internet Users.**
  Mojahedi Nejad, R. (2025). A Study of Consumer Attitudes Toward Affiliate Marketing Among Iranian Internet Users.
  Submitted to Journal of Retailing and Consumer Services (JRCS), Elsevier.

- **Investigating the Role of Perceived Risk and Trust in Iranian Consumers' Online Purchase Intention Based on the SOR Model.**
  Mojahedi Nejad, R. (2025). Investigating the Role of Perceived Risk and Trust in Iranian Consumers' Online Purchase Intention Based on the SOR Model.
  Submitted to Business Research Journal (Kavosh-haye Bazargani), Yazd University, Iran.

SKILLS

Behavioral and marketing data analysis
`80%`

Academic writing and research analysis
`80%`

Strong interpersonal communication, teamwork, and time management abilities
`80%`

SPSS (Statistical Package for the Social Sciences)
`60%`

Web Design and Online Marketing: Certified courses in website development and digital marketing
`60%`

ICDL Certificate: Official vocational qualification in seven essential computer skills
`80%`

Accounting Software and Principles: Certified by Technical and Vocational Organization
`80%`

Microsoft Word
`100%`

Microsoft PowerPoint
`100%`

Microsoft Excel
`60%`

MEMBERSHIPS

- Member, Iranian Scientific Marketing Association (ISMA)
  Active participant in professional marketing discussions, research forums, and national

conferences focused on consumer behavior and digital marketing trends.
Member, Iranian Management Engineering Organization (IMEO) — Since graduation
Recognized for academic and professional competence in management and organizational development.

CERTIFICATE COURSES & SEMINARS

- **Modern Marketing and Emerging Technologies**
  Comprehensive course on the latest trends in marketing innovation, data-driven strategy, and the application of digital technologies in consumer engagement.

- **Comprehensive Course on Exporting Goods and Services**
  Training focused on international business practices, export documentation, market entry strategies, and compliance with global trade standards.

- **Training on the Process of Working with the Electronic Business Office System**
  Practical course on managing electronic business operations and digital trade platforms for international transactions.

- **The Use of Blockchain and Cryptocurrencies in International Trade**
  Specialized training on blockchain applications in supply chains, cross-border payments, and transparency in digital commerce.

- **Familiarity with the Types of Transportation and Insurance Required in International Trade**
  Professional module on logistics management, modes of global transportation, and risk management through international insurance systems.

- **Familiarize yourself with customs laws and regulations, executive regulations, customs procedures, and clearance process**
  This comprehensive training course provided in-depth knowledge of customs regulations, trade compliance, and import–export clearance processes. The program focused on understanding executive regulations, documentation requirements, and customs valuation systems in both national and international trade contexts.
  Participants learned how to manage customs documentation, interpret tariff codes, and ensure compliance with legal frameworks governing international trade. The course also included hands-on training in the clearance process, emphasizing efficiency, accuracy, and adherence to international standards.

REFERENCE

- **Dr. Mohammad Aidi - University of Ilam, Iran**
  Assistant Professor, Department of Management Vice Dean for Research Affairs, Faculty of Literature and Humanities
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- **Dr. Esfandiar Mohammadi - University of Ilam, Iran**
  Associate Professor, Department of Management Director of Planning, Budget, and Development Office Head of University of Applied Science and Technology, Ilam
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