

## **AZADEH KAZEMINIA (PhD)**

Assistant Professor of Marketing  
University of Guilan  
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### **EDUCATION**

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PhD in Marketing (In English), 2013  
Division of Industrial Marketing & e-commerce, Luleå University of Technology (Sweden)

Master of Science in Tourism Marketing, 2008  
School of Management & Accounting, Allameh-Tabatabaee University (Iran)

Bachelor of Science in Insurance Management (In English), 2003  
ECO Collage of Insurance, Allameh-Tabatabaee University (Iran)

### **WORK EXPERIENCE (ACADEMIC)**

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Assistant Professor of Marketing, Faculty of Humanities, University of Guilan,  
2016 – present.

Assistant Professor of Marketing, Department of Marketing, Azad University\_ Najaf-Abad  
Branch, Isfahan, 2014-2016.

Visiting Assistant Professor of Marketing, Department of Marketing, Stockholm University  
School of Business, 2012-2013

### **WORK EXPERIENCE (NON-ACADEMIC)**

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Founder and Director of ‘WeAnswer’ Data Collection / AI Evaluation Digital Platform, Guilan  
Science and Technology Park, 2025- present.

Head of Social Insurance Statistics Group, Department of Statistics and Information  
Technology, Ministry of Welfare and Social Security, Tehran, Iran, 2006- 2009

International Affairs Expert, Department of International affairs and Public Relations, Ministry  
of Welfare and Social Security, Iran, 2003- 2006

## TEACHING EXPERIENCE

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- Advances in marketing management (master students), University of Guilan
- Brand & advertisement (master students), University of Guilan
- Consumer behavior (master students), University of Guilan
- Advances in organization (master students), University of Guilan
- Place branding (master students), University of Guilan
- Tourism policymaking (master and undergrad. students), University of Guilan
- Consumer behavior in tourism (undergrad. students), University of Guilan
- Tourism marketing (undergrad. students), University of Guilan
- Principle of organization and management (undergrad. students), University of Guilan
- Organizational behavior (undergrad. students), University of Guilan
- Research methodology (undergrad. students), University of Guilan
- International marketing (undergrad. students), University of Guilan
- Industrial marketing (master students), Azad University\_ Najaf-Abad
- Research methodology (master students), Azad University\_ Najaf-Abad
- Advances in marketing (master students), Azad University\_ Najaf-Abad
- International marketing (master students), Azad University\_ Najaf-Abad
- International marketing (undergrad. students), Stockholm Business School
- Seminars in consumer behavior (master students), Stockholm Business School

## PUBLICATIONS

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Andéhn, M., **Kazemnia, A.**, Lucarelli, A., & Sevin, E. (2014). User-generated place brand equity on Twitter: The dynamics of brand associations in social media. *Place branding and public diplomacy*, 10(2), 132-144.

**Kazemnia, A.**, Del Chiappa, G., & Jafari, J. (2015). Seniors' travel constraints and their coping strategies. *Journal of travel research*, 54(1), 80-93.

Hultman, M., **Kazemnia, A.**, & Ghasemi, V. (2015). Intention to visit and willingness to pay premium for ecotourism: The impact of attitude, materialism, and motivation. *Journal of Business Research*, 68(9), 1854-1861.

**Kazemnia, A.**, Hultman, M., & Mostaghel, R. (2016). Why pay more for sustainable services? The case of ecotourism. *Journal of Business Research*, 69(11), 4992-4997.

**Kazemnia, A.** Babaei, P. (2017). Factors Affecting the Desire to Do Sustainable Tourism and Willingness to Pay a Premium for It. *Tourism Management Studies*, 83, 18. (In Persian)

Sedighi, H., Akbari, M., & **Kazeminia, A.** (2017). Investigating the effect of imitation level, imitation type and brand language on recognition of original brand from copycat. *Quarterly Journal of brand management*, 4(2), 11-42. (In Persian)

Hossaini, M., & **Kazeminia, A.** (2019). Investigating the effect of Banks' Corporate Social Responsibility on Brand Trust: Considering the Mediating Role of Brand Personality and Brand Image. *Journal of Services Operation Management*, 1(4), 20-39. (In Persian)

**Kazeminia, A.,** Mousavi, M., & Kazeminia, A. (2019). A Subsidiary Assessment Framework (Case study: Kerman Office Machinery Company). *Journal of Services Operation Management*, 1(3), 66-85. (In Persian)

Afkari, F., Akbari, M., & **Kazeminia, A.** (2020). Examining Some Factors Influencing Pro-Environmental Behavior of Tourists. *Environmental Researches*, 10(20), 195-208. (In Persian)

Akbari, M., Khorshidi, A., & **Kazeminia, A.** (2021). Investigating the impact of integration in the social media based brand community on consumer behaviors. *Cultural Studies & Communication*, 17(63), 291-317. (In Persian)

**Kazeminia, A.,** Ghaderi, M., & Moradipoor, S. (2021). Investigating the Effect of Self-Congruence, Peers, Parents and Gender on Intention to and Actual Consumption of Dairy Products. *Journal of Business Management Perspective*, 20(45), 169-195. (In Persian)

**Kazeminia, A.,** & Ghaderi, M. (2024). Adolescents' Personal and Interpersonal Schemata as to Milk Consumption: A Social Identity-Peer Crowd Approach. *Consumer Behavior Studies Journal*, 10(4), 27-49. (In Persian)

**Kazeminia, A.,** (2025) Crafting Strategies for Developing Health Tourism in Coastal Areas with a Holistic Approach (Case Study: Guilan Province), *Tourism and Leisure Time Journal*, 10(20), 189-212. (In Persian)

**Kazeminia, A.,** (2025) Motivation-based Segmentation of Guilan's Potential Health-Wellbeing Tourists, *Tourism Management Studies*, 72(20) (In Persian)

**Kazeminia, A.,** (2026) Investigation of the Factors Affecting the Level of Expenditure of Tourists Entering Guilan, *Tourism and Leisure*. *Forthcoming* (In Persian)

**Kazeminia, A.,** (2026) Assessment of Perceived Quality from the Vantage Point of Tourists with Different Levels of Expenditure and Length of Stay, *Tourism Social Studies*. *Forthcoming* (In Persian)

## CONFERENCE PROCEEDINGS AND PRESENTATIONS

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**Kazemnia, A.,** and Hultman, Magnus (2013). "What makes You Pay Premium: The Role of Attitude, Interest and Materialism," *American Marketing Association (AMA) Winter Educator's Conference*, Las Vegas, USA.

**Kazemnia, A.,** Nel, Jacques, and Salehi-Sangari, Esmail (2012). "Are You Yourself in Virtual World? Examination of the "User-Avatar" Self-gap in Second Life," *American Marketing Association (AMA) Winter Educator's Conference*, Tampa, FL, USA.

**Kazemnia, A.,** Hultman, Magnus, and Vahid Ghasemi (2012). "Willingness to Pay for Ecotourism: The Role of Attitude, Materialism and Motivation," *Global Marketing Conference*, South Korea.

**Kazemnia, A.,** Hultman, Magnus, Kordestani, Arash, and Salehi-Sangari Esmail (2011). "Paying Premium prices for Sustainable Tourism: An Investigation of some Antecedents," *Academy of Marketing Science (AMS) Annual Conference*. Florida, USA.

**Kazemnia, A.,** Bäckström, L., & Pitt, L. (2017). Enjoy Now or Later: An Explanation of Elderly Recipients' Preferences Regarding Luxury Gifts. *Academy of Marketing Science (AMS) Conference*. Proceeding: C. L. Campbell (Ed.), *The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World* (pp. 425-425). Springer International Publishing, France.

**Kazemnia, A.,** del Chiappa, Giacomo, and Jafari, Jafar (2011). "Seniors' Conversation about Destinations Visited: An Online Content Analysis," *Consumer Behavior in Tourism Symposium*, Italy.

**Kazemnia, A.,** (2010). "An Explanation of Elderly Tourist Decisions on Traveling to Risky Destinations," *Academy of Marketing Science (AMS) Cultural Perspectives in Marketing Conference*, France.

Salehi-Sangari, Esmail, and **Kazemnia, A.** (2010). "Investigation of the Effect of Post-materialistic Values on Willingness to Pay for Sustainable Alternatives," *The National Conference of Civil Planning*, Tehran, Iran. (In Persian)

Babae, P. & **Kazemnia, A.** (2014), Speculations on the effect of self-congruity on apparel preferences, *First National Conference on Services Strategic Management*, Isfahan, Iran. (In Persian)

Abdinejad, A. Malekakhlagh, E. & **Kazemnia A.** (2018), Marketing Strategies for Food Tourism Development in Rasht. *National Conference on Management, Entrepreneurship and Communication Skills*, Qazvin, Iran. (In Persian)

Afkari, F., Akbari M. & **Kazemnia A.** (2018), Application of Value-Belief-Norm Theory in Scrutiny of Tourists' behavior. National Conference on Management, Entrepreneurship and Communication Skills, Qazvin, Iran. (In Persian)

**Kazemnia, A.**, Ebrahimnejad E. Imani-bashokoo, M. (2020), Investigation of the Effect of Green Hotel Innovations on Perceived Hotel Efficacy and Brand Value. 18th International Management Conference, Tehran, Iran. (In Persian)

**Kazemnia, A.** (2025), Crafting Strategies for Developing Health Tourism in Coastal Areas (Case Study: Guilan Province), *2nd International Conference on Blue Economy*, Bandarabbas, Iran. (In Persian)

**Kazemnia, A.** (2025), Civic Real Estate Crowdfunding as an Opportunity for Attracting Citizens, Tourism Businesses and Tourists to Contribute to Financing Infrastructure Development Projects in Guilan: A Proposal Related to Zarjoob and Gohar-rood, *The Second National Conference on Cities of Tomorrow, Creativity, Innovation and Sustainable Development, Guilan, Iran.* (In Persian)

**Kazemnia, A.** (2025), Application of Corporate Social Entrepreneurship using Crowdsourcing for Land Consolidation Projects, *17<sup>th</sup> national and 2<sup>nd</sup> international congress on mechanics of biosystems engineering & agricultural mechanization.* Guilan, Iran. (In Persian)

**Kazemnia, A.** (2025), Authentic, Evidence-based Health Tourism Products: An Alternative for Guilan Province Brand Identity. 5<sup>th</sup> international congress and 6<sup>th</sup> national conference on biotechnology of medicinal plants and mushrooms, Guilan, Iran. (In Persian)

**Kazemnia, A.** (2026), Investigating the Role of Universities in the Formation of Creative Tourism: A Case Study of Guilan Province, Annual National Conference on Architectural and Art Technologies, Smart City, Software Industries and Technological Culture, East Azerbaijan Science and Technology Park, Tabriz, Iran. (In Persian)

**Kazemnia, A.** (2026). Policymaking As Part of Place Identity Dialogue: The Case of Mazandaran Province in Iran. MTCON. Antalya, Turkey.

## **BOOK(s)**

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**Kazemnia A.** (2025). "Health Tourism: Handbook of Situation Analysis", Mahkameh Publication, Tehran, Iran. (In Persian)

## **BOOK CHAPTERS**

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**Kazeminia, A.** (2015). Willingness to pay, tourism. In: Jafari, J., Xiao, H. (eds) *Encyclopedia of Tourism*. Springer, Cham. [https://doi.org/10.1007/978-3-319-01669-6\\_314-1](https://doi.org/10.1007/978-3-319-01669-6_314-1)

**Kazeminia, Azadeh** (2022). Senior tourists, decision making. In *Encyclopedia of Tourism Management and Marketing*, Edward Elgar Publishing, Cheltenham, and Northampton, MA, 27-30.

**Kazeminia, A.** (2024). Senior tourists' decision making: constraints and facilitators. In *A Research Agenda for Senior Tourism* (pp. 45-68). Edward Elgar Publishing.

## **AWARDS AND GRANTS**

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Research Assistance Scholarship (16,500 US\$), Ekonomofonden, 2010.

Research Assistance Scholarship (5,500 US\$), Ekonomofonden, 2011.

Research Assistance Scholarship (5,000 US\$), Provided by Lulea University, 2011.

Travel stipends (5,000 US\$) for a visit to DeHaan Center of Tourism Research, Nottingham Business School (Nottingham, UK), 2010, Provided by Lulea University.

Graduate Student Travel Grant (700 US\$), Wallenberg Foundation, 2010.

Research grant (500000000 RIs), Guilan Science and Technology Park, 2025.

**Best paper Award**, *2nd International Conference on Blue Economy*, Bandar-abbas, Iran.

**Best paper Award**, *The Second National Conference on Cities of Tomorrow, Creativity, Innovation and Sustainable Development*, Guilan, Iran.

## **SERVICE TO PROFESSIONAL ASSOCIATIONS**

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**Member of Advisory Board:** Journal of Hospitality and Tourism Issues (JOHTI)

**Reviewer:** American Marketing Association (AMA), Winter Educators' Conference, 2013.

**Reviewer:** Academy of Marketing Science (AMS), 42nd Annual Conference, 2013.

**Committee Member:** Academy of Marketing Science (AMS), 42nd Annual Conference, 2013.

**Reviewer:** Humanities and Social Sciences Communications

**Reviewer:** Interdisciplinary Journal of Management Studies

**Reviewer:** Quarterly Journal of Social Studies in Tourism

**Reviewer:** Tourism Management studies

**Reviewer:** Tourism Management Studies of the Smart Era