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EDUCATION

- PhD in Marketing, 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)

ACADEMIC EXPERIENCE

- Assistant Professor of Tourism Marketing, University of Guilan, Faculty of Humanities,
2016 – present.
- Assistant Professor of Marketing, Islamic Azad University_ Najaf-Abad Branch, Isfahan,
2014-2016.
- Visiting Assistant Professor of Marketing, Department of Marketing, Stockholm University
School of Business, 2012-2013

PUBLICATIONS

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

Hultman, M., **Kazeminia, 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.

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

Andéhn, M., **Kazeminia, 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.

Kazeminia, 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., & **Kaziminia, 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., Motivation-based Segmentation of Guilan's Potential Health-Wellbeing Tourists, *Tourism Management Studies*, Forthcoming (In Persian)

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Kazeminia, Azadeh, 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.

Kazeminia, Azadeh, 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.

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

Kazeminia, Azadeh, 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.

Kazeminia, 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.

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

Kazeminia, Azadeh, (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 **Kazeminia, Azadeh** (2010). "Investigation of the Effect of Post-materialistic Values on Willingness to Pay for Sustainable Alternatives," *The National Conference of Civil Planning*, Iran. (In Persian)

Babaei, P. & **Kazeminia, 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. & **Kazeminia 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. & **Kazeminia 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)

Kazeminia, 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. (In Persian)

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

Kazeminia, 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)

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

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

BOOK(s)

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

Sheth *et al.* (2021) "Experimental and Quasi-experimental designs", Translated by, **Kazeminia A.**, Chap-o-nashre bazargani (Business publication).

BOOK CHAPTERS

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

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

SERVICE TO PROFESSIONAL ASSOCIATIONS

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

Reviewer: American Marketing Association, Winter Educators' Conference, 2013.

Reviewer: Academy of Marketing Science, 42nd Annual Conference, 2013.

Committee Member: Academy of Marketing Science, 42nd Annual Conference, 2013.

Reviewer: Quarterly Journal of Social Studies in Tourism, since 2016.

AWARDS AND GRANTS

Research Assistance Scholarship (15,000 US\$), Ekonomofonden, 2010.

Research Assistance Scholarship (7,000 US\$), Ekonomofonden, 2011.

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

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

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

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.

WORK EXPERIENCE (NON-ACADEMIC)

Head of Social Insurance Statistics Group, Information System Department, Ministry of Welfare and Social Security (MWSS), Tehran, Iran, **2007- 2010**

Social Insurance Coordination and Appraisal Expert, Department of Social and Medical Insurance, Ministry of Welfare and Social Security (MWSS), Tehran, Iran, **2006-2007**

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