Elaheh **Anjomrouz**

Curriculum Vitae

Profile

Graduated with a Master's degree in Business Administration , with two papers published, and one paper currently under review, high GPA, fluent in English and proficient in technical tools, with more than seven years of work experience seeking a graduate position in Marketing or related research areas.

Education

M.A. in Business Management *2021-2023*
Sapienza, Rome, Italy
GPA: *83/100*
Thesis Topic: *In progress*

M.A. in Business Administration-Marketing *2014 - 2017*
Islamic Azad University Science and Research Branch of Kerman, Kerman, Iran
GPA: *92.5/100*
Thesis Topic: *"Investigating the Relationship Between City Brand and Tourist Attraction"*
(Score: 18/20)

B.A. in Business Management *2006 - 2011*
Shahid Bahonar University of Kerman, Kerman, Iran
GPA*: 65.3/100*

Publications

1. M. Mohammadian, M. Babaei, M. Amin Jarrahi, and **E. Anjomrouz**, "Scheduling Nurse Shifts Using Goal Programming Based on Nurse Preferences: A Case Study in an Emergency Department," (in en), *International Journal of Engineering,* **vol. 32, no. 7, pp. 954-963, 2019.**
(link)

2. **E. Anjomrouz**, S. Dehyadegari, S. Hosseini, and H. Anjomrouz, "The Role of Urban Branding to Attract Foreign Tourists", *the Independent Journal of Management & Production*
(link)

3. G.Calabrese, R.Bianco, **E.Anjomrouz,** "Gender diversity in the workplaces: regulatory framework, public policies, and a possible future scenario in Italy", (Submitted at the Sinergie-Sima Management Conference 2023)
(link)

Research Interests

- Marketing
- Digitalization
- Gender Diversity
- Customer Behavior
- Sustainable Marketing
- Neuromarketing

Experience

▪ **Administration Manager** *2017 - 2019*
- Empowering employees and managers to achieve internal goals
- Managing the day-to-day operations of the company

Imen Pardazan-e Mohit Co., Tehran, Iran (Website)

▪ **Teaching Assistant** *2016*
- Consumer Behaviour Course
- Instructor: Dr. Saeid Dehyadegari
- Grade examinations or papers and record grades

Islamic Azad University Science and Research Branch of Kerman, Kerman, Iran

▪ **Teaching Assistant** *2015*
- Operation Research Course
- Instructor: Dr. Farhaneh Hamzehzadeh
- Communicate with students and resolve their issues

Islamic Azad University Science and Research Branch of Kerman, Kerman, Iran

- **Insurance Agent**   *2012 - 2017*
    - Holding regular meetings with marketing and sales experts to increase sales
    - Hiring new marketers and training them to sell insurance products to potential customers

Parsian Insurance Company, Kerman, Iran

Technical Skills

SPSS   R

Language competence

- **English:** Professional
- **Italian:** Elementary
- **Persian:** Native

Selected Courses and Projects

Consumer Behavior	*20/20*	Advanced Operations Research	*20/20*
Industrial Marketing	*20/20*	Economic Management	*20/20*
Statistical Analysis	*20/20*		

Honors and Awards

- Ranked **3rd** among all of the graduate classmates in terms of total GPA, *Islamic Azad University Science and Research Branch of Kerman, Kerman, Iran*

Certifications

- Comprehensive Course of International Trade and Commerce, *Tehran Chamber of Commerce, 2020*
- Project Management Excellence Models Training Course, *held by Alliance Academy, December 2013.*
- Practical and Effective Trade Solutions with China, *held by Business Training Center, 2013.*
- Introduction of WTO Rules and Regulations", *held by Business Training Center, 2012.*

Recent Activities

- Learning R in Data Camp
  (website)