

Ali Dehghan, Ph.D.
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CURRENT POSITION

Assistant Professor, College of Business, Wesleyan (2012-2014)

Adjunct Professor, College of Business, California State University, Northridge (Present)

Adjunct Professor, College of Business, Chapman University, (Present)

EDUCATION

Eastern Michigan University
Ph.D. Technology Management (May 2012)

Eastern Michigan University
MS.c. Engineering Management (Dec 2011)

Lulea University of Technology (Sweden)
MS.c. e-commerce (April, 2006)

IAU University
BS.c Electrical Engineering (July, 2003)

REFERRED JOURNAL ARTICLES

Khazaei, J., Dehghan, A., & Balazs, A. (2014). The Study on Effect of Customer Orientation and Entrepreneurial Orientation on Innovativeness and Performance: A BSC approach towards SMEs. *Journal of Business Strategy* , 35 (1). **(Accepted to Publish)**

Dehghan, A., Dugger, J., Dobrzykowski, D., & Balazs, A. (2014). The antecedents of student loyalty in online programs. *International Journal of Educational Management*, 28(1), 15-35.

Dehghan, A., & Trafalis, T. B. (2012). Examining Churn and Loyalty Using Support Vector Machine. *Business and Management Research* , 1 (4).

Dehghan, A., Zenouzi, B., & Albadvi, A. (2012). An Investigation on the Relationship between Service Quality and Customer Satisfaction: In the Case of CCG CO. *International Business Research*, 5(1), p3.

Dehghan, A., Shahin, A., & Zenouzi, B. (2011). Service Quality Gaps & Six Sigma. *Journal of Management Research*, 4 (1).

Dehghan, A., & Shahin, A. (2011). Customer Loyalty Assessment-A Case Study in MADDIRAN, the Distributor of LG Electronics in Iran. *Business Management and Strategy*, 2 (1).

REFEREED PROCEEDINGS' ARTICLES

- Dehghan, A., & Dugger, J. (2013). Using SmartPls in Online Loyalty Assessment. *AMTP (Association of Marketing Theory and Practice)*. Charleston, SC: AMTP.
- Dehghan, A., Dugger, J., & Dobrzykowski, D. (Feb, 2013). Customer Loyalty Determinants in Graduate Online Programs. *Marketing Management Association*, (pp. 76-87). Chicago.
- Dehghan, A., Dobrzykowski, D., & Dugger, J. C. (2012). Examining Technology Use and Customer Loyalty. *The Tenth Western Michigan IT Forum*. Kalamazoo, MI, USA: Western Michigan University.
- Dehghan, A., & Trafalis, T. (2011). Customer Loyalty Assessment by Using Support Vector Machine. *Informs*. Charlotte, North Carolina.
- Dehghan, A. (2011, March 28-April 1). Relationship Between Customer Satisfaction and Intellectual Property Protection. *Global Learn: Global Conference on Learning and Technology*. Melbourne, Australia.
- Dehghan, A. (2006). Service Quality Gaps & Six Sigma. *2nd International Conference on Six Sigma*. Caledonian Business School, Glasgow Caledonian University, Glasgow, UK.

TEACHING EXPERIENCE

Adjunct Professor, College of Business, Chapman University (Present)

- Undergraduate Courses: Management Information Systems (MGSC 300)

Adjunct Professor, College of Business, California State University, Northridge (Present)

- Undergraduate Courses: Marketing Seminar (MKT 449)

Assistant Professor, Business & Economics Department
Wesleyan College (2012 - 2014)

- MIS (Management Information Systems) (EBA 612)
- Operation Management (EBA 609)

Adjunct Professor, College of Business, College of Technology
Eastern Michigan University (2008 - 2012)

- Graduate Courses: Engineering Economy, Project Management

EDITORIAL REVIEW BOARD

- International Journal of Business Analytics
- Research in Business & Management Journal
- Journal of Management Research
- Business Management and Strategy

PROFESSIONAL AFFILIATIONS

- AMTP (Association of Marketing and Theory Practice)
- INFORMS

CONFERENCES AND PROFESSIONAL PRESENTATIONS

- AMTP (American Marketing Theory Practice) 2013, Charleston, SC, USA March 21-21
- MMA (Marketing Management Association) 2013, Chicago, IL, USA Feb 27-March 01
- The 10th IT Forum 2012, Western Michigan University, Kalamazoo, MI, USA Nov 2nd
- Informs 2011, Charlotte, North Carolina, USA Nov13-16
- Global Learn Asia Pacific 2011, Melbourne, Australia, March 28-April 1st
- 2nd International Conference on Six Sigma, 2-4 June, 2006 Caledonian University, Glasgow, Scotland, UK
- 3rd International Management Conference, 20-22 Dec 2005, Tehran, Iran
- ‘e-day Take off’ Seminar, 28 Sep 2004, Lulea University of Technology, Lulea, Sweden

HONORS & AWARDS

- 2012: **Graduate School Fellowship**, Eastern Michigan University
- 2011: **Graduate School Fellowship**, Eastern Michigan University
- 2011: Exxon Mobile **Scholarship**, University of Oklahoma
- 2010: **PhD Fellowship**, Eastern Michigan University
- 2008-2010: Graduate Assistantship, Eastern Michigan University
- 2007: Grade 1 of the global LG grade structure since 2 years
- 2004: The Most Conscientious, AsusTek Computer Inc

PROFESSIONAL POSITIONS

Pricing Manager

2010-2011

Sircon Co, largest insurance software provider located in Okemos, MI (www.sircon.com)

- Conducting a wide range of market research and customer survey
- Analyzing and monitoring price changes and current market conditions
- Consumer behavior analysis and forecasting
- Developing and implementing new plans and strategies to increase revenue

Product Manager

2005 - 2008

LG Electronics (www.lge.com)

- Led the developed and implementation of annual marketing plans
- Developed and implemented consumer research designed to improve results of our sales promotions
- Launched LG laptops, OSDs and TV
- Created a strong brand equity amongst customers by offering incentive programs and continuously fine tuning customer service and support
- Penetrated new markets and sustained continued growth

Marketing Specialist

2004 - 2005

ASUS (www.asus.com)

- Leading online marketing team to generate demand through online advertising
- Utilizing "Pull" strategy to launch ASUS laptop
- Conducting various types of marketing surveys including "Exposure Rate" survey

Sales Engineer

2002 - 2004

ABB (www.ccginvest.com)

- Sold industrial automation solutions, including pneumatics, machine and motion control devices