

BITA GHAMIN KHIYABANY

DOB: 12.04.2000

Sex: Female

University address: Tabriz, Iran

Home address: Tabriz, Iran

Gmail ([Link](#))

LinkedIn ([Link](#))

Personal Website ([Link](#))

Skype ([Link](#))

EDUCATION

Master of Arts

2022 - 2024

- The University of Tabriz
- Economics and E-commerce

GPA:

- 4 out of 4

Thesis Title:

- The Role of Individual Characteristics in Shaping Digital Entrepreneurial Intention

Supervisors:

- Behzad Salmani ([google scholar](#))

Bachelor of Arts

2018 - 2022

- The University of Tabriz
- Economics

GPA:

- 3.87 out of 4

RESEARCH INTEREST

- Consumer decision making
- Marketing strategy
- Business innovation
- Consumer behavior
- Marketing and AI
- Digital marketing

PUBLICATION

JOURNAL

- Yaghoobi. A., Shahrakipour. S., *Ghamin Khiyabany. B.*, Foroutan. A., Najarkolaee, S. M. G., & Naseri, S. Z. (2024). The role of free digital tools on marketing strategies of small businesses. Powertech Journal, 48(4), 13-29.
- *Ghamin Khiyabany. B.*, Salimi. B., (2024). The Role of Individual Characteristics in Shaping Digital Entrepreneurial Intention. (Submitting)
- *Ghamin Khiyabany. B.*, Mohammadi. S., (2024). Consumer financial decision making: a literature review. (To be submitted)

CONFERENCE

- Ghamin Khiyabany, Bitá, 2024, Artificial intelligence and marketing: a review of challenges and opportunities, 3rd.International Congress on Management, Economy, Humanities and Business Development, <https://civilica.com/doc/2051031>

BOOK CHAPTER

- Ghahramanzade. A., Ahmadlu. Z., Khavandi.B. Ghamin Khiyabany. B. (2023) “Unicorn Startup”, The Age of Life -Asre Zendegi Publication.

MEMBERSHIP

- | | |
|--|---------------------|
| • Council member of the scientific society of entrepreneurship at the University of Tabriz | Oct. 2023- May 2024 |
| • Member of the Technology Affairs Management at the University of Tabriz | Nov. 2023 |
| • Ceremonial Staff Intl Tabriz Investment Opportunities | Nov. 2023 |
| • Council member of the scientific society of Economics at the University of Tabriz | Nov. 2020- May 2023 |

PROFESSIONAL RESEARCH ACTIVITY

- Research specialist at the University of Tabriz for one month – sharing my research experiences via teaching, Sep. 2024

WORK EXPERIENCE

- | | |
|---|-----------------------|
| • Marketing and SEO specialist at Storek1 Co. | May 2024 – Present |
| • SEO internship at Punas Co. | Jan. 2023 – Sep. 2023 |

PROFESSIONAL SKILL

- | | |
|-------------|--------------------|
| • Python | • Smart PLS 4 |
| • SPSS | • COMFAR |
| • EViews | • Microsoft Office |
| • Team work | • Managing |

WORKSHOP

- “[Entrepreneurship, technology and innovation in northwest Iran](#)” at the University of Tabriz, 31 July 2023

AWARD AND HONOR

- | | |
|---|-----------|
| • Elected student as an entrepreneur and digital marketing specialist at the University of Tabriz | May 2023 |
| • Fully-funded scholarship for the MSc degree | Oct. 2022 |
| • Brilliant talent elected for the MSc degree | Feb. 2022 |
| • Ranked 3 rd among all BSc degree students | Jan. 2022 |
| • Fully-funded scholarship for the BSc degree | Sep. 2018 |

SELECTED COURSE

- | | |
|---------------------------|----------------------|
| • Digital economics (4/4) | • E-commerce-2 (4/4) |
|---------------------------|----------------------|

- E-business strategy (4/4)
- Digital marketing (4/4)
- Statistics-2 (4/4)
- Econometrics-2 (4/4)

LANGUAGE

- **Farsi:** Native
- **Turkish:** Business Fluent
- **IELTS:** Scored 6.5
- **GRE:** 328

ENTERTAINMENT

- Playing guitar and Piano
- Swimming
- Reading
- Hiking

REFERENCE

Behzad Salmani, Professor at the University of Tabriz, cited by 222

- B_salmani@tabrizu.ac.ir

Sakineh Sojoodi, Associate Professor at the University of Tabriz, cited by 191

- S_sojudi@tabrizu.ac.ir

Mohammad Mahdi Brghi Oskooee, Associate Professor at the University of Tabriz, cited by 90

- M.barghi@tabrizu.ac.ir