

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., Najarkolae, 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, Bitas, 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
- SPSS
- EViews
- Team work
- Smart PLS 4
- COMFAR
- Microsoft Office
- 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 3rd 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