

NOVIN HASHEMI

Bologna, Italy | novin.hashemi@gmail.com | +39 3886508978 |
[LinkedIn](#) [Website](#)



ACADEMIC PROFILE

Researcher and educator specializing in marketing, consumer behavior, and conversational agents. My scholarly work explores human-AI interaction, digital transformation in marketing, and user-agent communication. Published in leading journals such as the Journal of Business Research, with experience in academic instruction and interdisciplinary research.

RESEARCH INTERESTS

Human-AI interaction | Digital persuasion and advice adherence | Conversational agent design | E-commerce and recommender systems | Data-driven marketing | Consumer Online Behavior

EDUCATION

Ph.D. in Management - Marketing

University of Bologna, Italy | Nov 2020 - Jun 2025

Thesis: Enhancing AI Conversational Agents to Provide Effective Recommendations: Exploring Factors Influencing User-Agent Interaction

M.Sc. in Business Administration - International Marketing- Grade: 106/110

University of Bologna, Italy | Sep 2016 - Mar 2019

M.Sc. in Business Management- Grade: 17,22/20

University of Tehran, Iran | Sep 2009 - Feb 2012

B.Sc. in Accounting - Taxation- Grade: 15,73/20

University of Economic Sciences, Iran | Sep 2004 - Aug 2009

ACADEMIC EXPERIENCE

Lecturer - International Marketing & Integrated Marketing Communication

Lorenzo de' Medici Institute - Florence, Italy | Feb 2026 - Present

- Deliver undergraduate lectures on international marketing strategies, global market environments, and cross-cultural consumer behavior.
- Teach Integrated Marketing Communication (IMC), covering branding, advertising strategy, digital communication, and campaign planning.
- Design course materials, case discussions, and applied assignments to develop students' analytical and strategic marketing skills.
- Guide students in applying marketing theory to real-world international business contexts through projects and presentations.

Lecturer - Research Methodology

University of Bologna - Forlì Campus | Mar 2025 - Present

- Teaching qualitative and quantitative methodologies, research design, and academic writing, fostering critical thinking and student independence.

Teaching Assistant

- University of Bologna - Bologna, Italy | Oct 2023 - May 2025

Provided academic support across multiple courses at the management departments, including tutoring, student assistance, and contributing to exam design and evaluation.

Peer Reviewer

Journal of Business Research,

- Evaluating academic manuscripts related to AI, marketing, and digital innovation.

Academic Events

- Participated in the 3rd International Summer School on Artificial Intelligence (Deep Learning & Data Analytics).
- Attended AFIRM CHI 22, the Franco-Italian Conference on Human-Computer Interaction (Padua, 2022).
- Participation in the SIM (Italian Marketing Society) and EMAC (European Marketing Academy) conferences, presenting a paper and a poster, and serving as session chair at EMAC.

PUBLICATIONS

Research Papers

- Mariani, M. M., Hashemi, N., & Wirtz, J. (2023). Artificial Intelligence Empowered Conversational Agents: A systematic literature review and research agenda. *Journal of Business Research*, 161, 113838. <https://doi.org/10.1016/j.jbusres.2023.113838> (ABS List – Rank 3)
- Hashemi, N., & Hajiheydari, N. (2012). How brand awareness affects online purchase intention: Considering the role of perceived risk. *International Journal of Electronic Customer Relationship Management*, 6(3/4), 274. <https://doi.org/10.1504/ijecrm.2012.051878>

Conference Papers

- Hashemi N., Pizzi G., Orsingher Ch., Vennucci V., (2024). How a chatbot should communicate advice: Formal language matters. *Proceedings of the European Marketing Academy, 53rd. Bucharest, Romania 2024*
- Recommender System Chatbot: The effect of Communication Style on Advice Adherence / Novin Hashemi, Gabriele Pizzi, Virginia Vannucci, Chiara Orsingher. (2022), pp. 1-6. *NEXT GENERATION MARKETING. People, Planet, Place: cooperation & shared value for a new era of critical marketing (Salerno, 20-21 Ottobre 2022)*.
- Hashemi N., Hajiheydari N. Customer knowledge management framework in e-commerce. In *International Conference on E-business, Management and Economics, IACSIT Press, Singapore, 2011*.

PROFESSIONAL EXPERIENCE

Strategic Advertising Consultant

Kanoon Iran Novin Advertising Agency, Tehran, Iran | Jan 2014 – Jul 2016

- Developed and executed advertising strategies for national and international campaigns.
- Collaborated with cross-functional teams (creative, client services, events, digital marketing, media) to deliver integrated marketing solutions.
- Conducted in-depth competitive analysis to support market positioning and brand differentiation.
- Provided strategic consulting for market entry of international brands and led advertising initiatives for clients in the banking sector.

International Sales Representative

Technic Teb Co., Tehran, Iran | Jan 2012 – Dec 2013

- Identified and developed strategic partnerships with international suppliers to expand product offerings and strengthen the value chain.
- Negotiated with business partners to optimize pricing and commercial terms, ensuring cost-efficiency and mutually beneficial agreements.
- Supported translation and negotiation efforts during meetings with international clients, facilitating clear communication and successful deal closures.
- Established a new partnership with a European dental prosthetics company, contributing to business growth and market expansion.

Banking Intern

Saderat Bank, Tehran, Iran | Jan 2008 – Apr 2008

- Assisted in daily banking operations to optimize staff workload and improve process efficiency.
- Organized and maintained financial documents and reports to support accurate recordkeeping and compliance.
- Applied theoretical banking concepts to real-world tasks, bridging academic knowledge with operational practice.

Audit Assistant

Hesabdanan Auditing Institute, Tehran, Iran | Apr 2006 – Feb 2008

- Prepared detailed documentation of audit findings to support continuous improvement and corrective actions.
- Conducted analysis and verification of regulatory compliance within business processes.
- Planned and executed follow-up audits to ensure implementation of audit recommendations.

TECHNICAL SKILLS

- Data Analysis: SPSS, Python, R
- Modeling: SmartPLS, Regression, SEM
- Text & Sentiment Analysis
- Experimental Platforms: Qualtrics, Prolific
- Microsoft Office Suite, Outlook

ACADEMIC COMPETENCIES

- Research Design (Qualitative & Quantitative)
- Experimental Methodology
- Academic Writing and Publishing
- Curriculum Development
- Scientific Communication
- Peer Review and Editorial Work
- Literature Review & Synthesis
- Survey Design and Fieldwork

LANGUAGES

- Persian (native)
- English (C2 - Fluent)
- Italian (B2- Upper Intermediate)

REFERENCE CONTACTS

Prof. Chiara Orsingher

Full Professor of Marketing

Department of Management, University of Bologna

Email: chiara.orsingher@unibo.it

Web: <https://www.unibo.it/sitoweb/chiera.orsingher>

Prof. Gabriele Pizzi

Associate Professor of Marketing

Department of Management, University of Bologna

Email: gabriele.pizzi@unibo.it

Web: <https://www.unibo.it/sitoweb/gabriele.pizzi>

Prof. Virginia Vannucci

Senior Assistant Professor of Marketing

Department of Economics and Management, University of Pisa

Email: virginia.vannucci@unipi.it

Web: <https://www.ec.unipi.it/docenti/vannucci-virginia>