

Mahsa Mohsenibeigzadeh

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EDUCATION

University of Central Florida

PhD of Business Administration and Management

Orlando, Florida, USA

August 2023 - Present

Shiraz University

Master of Business Administration

Shiraz, Fars, Iran

September 2015 - September 2018

Sharif University of Technology

Bachelor of Chemistry

Tehran, Tehran, Iran

September 2009 - September 2015

RESEARCH INTREST

- Corporate Governance, New Ventures, Social Networks.

PUBLICATIONS

- Dokhanian, S., Sodagartojgi, A., Tehranian, K., Ahmadi, Z., & Khorashadi, P. (2024). Exploring the impact of supply chain integration and agility on commodity supply chain performance. [Link](#)
- Mohsenibeigzadeh, M., Tashakkori, A., Kazemi, B., Moghaddam, P. K., & Ahmadi, Z. (2024). Driving innovation in education: The role of transformational leadership and knowledge sharing strategies. *Current Opinion*, 4(2), 505-515. [Link](#)
- Shojaei, P., Bagheri, M., Nikbakht, A., & Mohsenibeigzadeh, M. (2020). Modeling factors affecting organizational happiness using total interpretive structural modeling (TISM) approach. *Journal of Organizational Behavior Studies Quarterly*, 9(2), 129-158. [Link](#)
- Ebrahimi, A., Mohsenibeigzadeh, M., & Mohsenibeigzadeh, A. (2017). Identification and assessment of the effective factors on values of utilitarian and hedonistic shopping in the internet business space. In *International Congress on Science and Engineering*. [Link](#)

RESEARCH IN PROGRESS

- CEO Turnover

CONFERENCE

- Academy of Management Annual Meeting, Chicago, IL, August 2024 [Link](#)

ACADEMIC EXPERIENCE

Teaching Assistant, Decision Making & Operation Management Courses

Shiraz University, Shiraz, Fars, Iran

September 2017- July 2018

- Provided tutoring sessions to help students better understand complex decision-making and operation management theories and models.
- Grading assignments, quizzes, and exams while providing detailed feedback to facilitate student learning and improvement.

Teacher, GMAT

Shiraz University, Shiraz, Fars, Iran

September 2015 - July 2018

- Developed and delivered engaging lectures, practice sessions, and mock tests to help students master GMAT content and test-taking strategies.
- Emphasized the importance of critical thinking and problem-solving skills in tackling complex GMAT questions, particularly in the Quantitative and Verbal sections.

Teacher, Mathematics

Ghavamchi Institute, Tehran, Tehran, Iran

September 2009 - September 2011

- Taught mathematics course to high school students, covering topics such as algebra, calculus, probability theory and graph theory.)

WORK EXPERIENCE

Brand Manager

Pakanplastkar Company (Golrang Industrial Group) , Tehran, Tehran, Iran

September 2018 - July 2023

- Responsible for leading and monitoring all marketing and branding activities for the organization while maintaining brand focus internally & externally.
- Consistently achieved 100% of performance targets between 2018 and 2022.
- Increased sales by \$60,000 per month by employing modern selling techniques derived from in-house sales training programs.
- Performed competitor analysis and market/territory analysis to identify and develop new lines of business based on consumer behavior.
- Analyzed and reported out sales KPI's and trends.

Marketing Manager

Avisa Company, Tehran, Tehran, Iran

September 2014 - September 2015

- Conducted market research and customer intelligence analysis to inform marketing campaigns.
- Collaborated with area manager to define annual sales target and exceed 2015 sales targets by 32%.

Marketing Supervisor

Avisa Company, Tehran, Tehran, Iran

September 2011 - September 2014

- Monitored revenue streams and identified opportunities to increase profitability via strategic marketing activities, product upsells, and order expediting.
- Verified orders from customers to assure the accuracy of their personal information and payment details. Issued sales transaction invoices.

Marketing Expert

Avisa Company, Tehran, Tehran, Iran

September 2009 - September 2011

- Supported sales team with administrative tasks and directed feedback from customers to relevant departments to inform product improvement.
- Collected monthly sales reports and provided customer records.

ACHIEVEMENTS

National elite foundation fellowship

Tehran, Tehran, Iran

September 2009 - September 2015

Rank Top 1 percent in national-wide university entrance exam

Tehran, Tehran, Iran

September 2009

Member of National Organization for Development of Exceptional Talents

Tehran, Tehran, Iran

September 2002 - September 2009