




# Babak Hazaveh






## Personal Information

Telephone      09127167094  
E-mail          hazaveh@gmail.com  
LinkedIn        <https://www.linkedin.com/in/hazaveh/>

## Job Experience

	Marketing Manager - Webramz	1 Year
	Marketing Manager – Asan Pardakht (Aptel)	1 Year
	Sales Manager - HiWEB	5 Years

## Education

Ph.D., Information Systems Management, University of Tehran, 2016	
Master's Degree, Business Management (Marketing), University of Tehran, 2013	
Bachelor's Degree, Mechanical Engineering, University of Tehran, 2009	

## Certifications

- **ITIL® Foundation** Certificate in IT Service Management, AXELOS
- **Business Process Framework (eTOM)** Certificate, TMForum
- **Member of AXELOS**, Global Best Practice

## Key Conferences Attended

Year	Location	By	Conference
2018	Shanghai, China	Huawei	Huawei Connect
2016	Shanghai, China	GSMA	MWC China
2016	Barcelona, Spain	GSMA	MWC: Marketing Cloud
2015	Dubai, UAE	Informa	LTE MENA
2015	Dubai, UAE	Terrapin	Dubai Mobile Congress

## Publications

- Hajiheydari, N., **Maskan, B. H. H.**, & Ashkani, M. (2017). Factors Affecting Loyalty of Mobile Social Networks' Users. International Journal of E-Business Research (IJEBR), 13(1), 66-81. **(Scopus Index & Master Journal List Index)**
- Hajiheydari, N., **Maskan, B. H. H.**, & Ashkani, M. (2017, April). Sustainable Internet service provider selection: Affected by internal and external factors (quality and reputation). In Web Research (ICWR) (pp. 169-177). **(IEEE Index)**
- Abbasi, A., Haghghi, M., **Maskan, B. H. H.**, Ashkani, M., & Mohammadi, A. (2017). The Impact of Internal Marketing Activities on Customer Service Performance in Healthcare Industry. International Journal of Customer Relationship Marketing and Management (IJCRMM), 8(3), 18-30.
- **Maskan, B. H. H.** (2014). Proposing a Model for Customer Segmentation using WRFM Analysis (Case Study: an ISP Company). Int. J. Econ. Manag. Soc. Sci, 3(12), 77-80.

## Honors & Awards

- Best PhD Candidate, University of Tehran, 2018
- University Lecturer in Marketing at University of Qom, 2017 - Present
- Ranked 14<sup>th</sup> in the National Master's Degree Entrance Exam