



Meysam Moavery

Department of Entrepreneurship, Innovation, and New Consumption Models

Faculty position: Associate Professor of Marketing

ISG INTERNATIONAL BUSINESS SCHOOL

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Meysam Moavery is an Associate Professor at ISG INTERNATIONAL BUSINESS SCHOOL. He earned his Ph.D. in Business in June 2019 from the University of Deusto (Spain) with a specialization in Marketing and Consumer Behavior.

- His current professional activities primarily involve teaching and research.
- He has demonstrated a strong commitment to multidisciplinary research, particularly in the areas of consumer behavior, privacy behaviors in e-commerce, and retailing.

Teaching Areas

Course 1: Introduction to Marketing and Communications

Course 2: Marketing Management

Course 3: Marketing Research

Course 4: Communication and Sales Promotions

Course 5: Consumer Behavior

Research Interests

Interest 1: Consumer buying behaviors (impulse buying)

Interest 2: Self-Control and its effect on consumer behaviors

Interest 3: Privacy related behaviors (privacy paradox)

Interest 4: eWOM

Interest 4: Retailing

Education

2019

University of Deusto (San Sebastián, Spain)

Ph.D. in Business with Specialization in Marketing and Consumer Behavior (June 2019; International Doctorate Mention)

Doctoral Thesis: “Reflective and Impulsive Predictors of Unhealthy Snacks Impulse Buying: A Multidisciplinary Approach”

2011

Azad University (Tehran, Iran)

M.Sc. in Management Engineering (September 2008 – July 2011)

Master Thesis: “Effect of Visual Merchandising on Apparel Impulse Buying Behaviors Among Iranian Young Adult Females”

2008

Azad University (Tehran, Iran)

Bachelor in Textile Engineering (September 2004 – 2008)

Teaching Experiences

1. ISG International Business School (2023-Present)

Subjects:

- Introduction to Marketing and Communications
- Marketing Management
- Marketing Research
- Communication and Sale Promotions

2. WFI – Ingolstadt School of Management (2021-2022)

Subject:

- From Idea to Commercialization: Start-up School (Master)

3. Deusto Business School (2018-2020)

Subjects:

- Advance Marketing
- Tourism Marketing
- Marketing Management

Other Professional Experiences

Research Stay:

Tilburg Institute for Behavioral Economic Research, Tilburg University (Tilburg, Netherlands)

April 2017 – June 2017 | Three months stay, as part of the International Mention in the PhD
Supervisor: Prof. Dr. Marcel Zeelenberg

Research Grant:

2014 – 2017 | Awarded with a Doctoral Scholarship within the Erasmus Mundus Programme for carrying out a PhD at the University of Deusto (San Sebastián, Spain); A2 Salam2, coordinated by the University of Warsaw (Poland)

Conference Participation:

12th-17th May 2023 | Presentation of “An Extended Privacy Calculus Model: The Reflective and Impulsive Determinants of Privacy Behavior” in AIRSI 2023 the Metaverse conference. Zaragoza University, Spain.

12th -14th July 2021 | Presentation of “Importance of privacy regulatory environments on willingness to disclose personal data in e-stores” in AIRSI 2021 Conference on Technologies 4.0 in Tourism, Services & Marketing. Zaragoza University, Spain.

3rd June 2021 | International Pedagogical Conference: Innovative methodologies for mobile academics (Co-funded by the Erasmus + Programme of the European Union)

November 24th -25th of 2020 | 2020 Digital Marketing World Forum (DMWF Europe, Online)

July 18th -19th of 2019 | The Second Servitization Workshop at the University of Deusto (San Sebastian, Spain)

September 18th-20th of 2017 | The Science + 2017 ERA Career Day Bilbao conference at the University of the Basque Country (Bizkaia talent, Bilbao, Spain)

May 20th-21st of 2016 | Presentation of “A Dual-Process of Impulse Buying: An Integrative Literature Review” in the 3rd International Conference on Innovation and Entrepreneurship in Marketing & Consumer Behavior (ICIEMC, Lisbon, Portugal)

Services to profession:

Deusto Business School (San Sebastián, Spain) 21-22 November 2019 | Organizing committee of “8th International conference on business servitization”

Universidade Europeia (Lisboa, Portugal) 2016 | Referee for 3rd International Conference on Innovation and Entrepreneurship in Marketing & Consumer Behaviour (ICIEMC)

Deusto Business School (San Sebastián, Spain) September 2014–June 2015 | PhD student representative: Representing PhD students during Program committee meeting and the Doctoral commission meetings.

Azad University (Tehran, Iran) September 2006 –September 2008 | Deputy Director of Scientific Association: Capably organized conferences as part of a team from a variety of disciplines such as nanotechnology and effluent treatment options for manufacturing companies.

Publications

Under Review:

Moayery, M., Urbonavičius, S., Zimaitis, I., (2023). "Is the Privacy Paradox a Result of the Intention-Behavior Gap? Exploring the Role of Online Shopping Habits and Regulatory Foci". Submitted to: Journal of Interactive Marketing

Published Articles:

Moayery, M. (2021). Commentary: Two Ways of Thinking About Self-Control. *Frontiers in Psychology*. 12:718715. doi: 10.3389/fpsyg.2021.718715

Moayery, M., Narvaiza Cantín, L. & Gibaja Martíns, J. (2019). Reflective and Impulsive Predictors of Unhealthy Snack Impulse Buying. *Review of Marketing Science*, 16(1), 49-84, doi:10.1515/roms-2018-0038.

Moayery, M., Narvaiza, L., & Martíns, J, J, G. (2019). How does self-control operate? A focus on impulse buying, *Psychologist Papers*, 40(2), 149-156.

Moayery, M., Zamani, S., & Vazifehdoost, H. (2014). Effect of visual merchandising on apparel impulse buying behaviors among Iranian young adult females, *Indian Journal of Science and Technology*, 7(3), 360-366.

Professional Associations

- Spanish Association of Academic and Professional Marketing | November 2019 – November 2020

Reviewing Activity

- Current Psychology
- Sustainability
- Frontiers in Psychology
- Organizations and Markets in Emerging Economies