

رزومه

محمد احسانی متولد تهران استاد تمام پایه 47 دانشگاه تربیت مدرس دانش آموخته دکترای مدیریت ورزش از دانشگاه منچستر انگلستان می باشد.

سوابق تدریس:

دانشگاه اصفهان از سال 1355 تا 1372 دروس تنوری (سنجش واندازگیری - بیومکانیک و...) و دروس عملی تخصصی (فوتبال- والیبال و هندبال). دانشگاه تربیت مدرس از سال 1381 تا کنون دروس مدیریت ورزش پیشرفته - مدیریت بازاریابی ورزش - مدیریت اوقات فراغت و زبان تخصصی درمقطع دکتری و کارشناسی ارشد دانشگاه منچستر انگلستان سال 1376 و سوان کره جنوبی 1389 بطور استاد مهمان دانشگاههای معتبر ایران بصورت حق التدریس در دوره دکتری

سوابق ورزشی:

بعنوان بازیکن و مربی در رشته های فوتبال - والیبال و هندبال در سطح قهرمانی کشور و لیگ برتر کشور همچنین در تیم فوتبال پلات لین زیر مجموعه باشگاه منچستر سیتی انگلستان از سال 1374 تا 1377

سوابق اجرایی:

مشاور رئیس دانشگاه - مدیر گروه علوم ورزشی دانشگاه تربیت مدرس - رئیس مرکز تربیت بدنی دانشگاه- رئیس کمیته آموزش فدراسیون فوتبال - عضو کمیته فنی و توسعه فدراسیون فوتبال - عضو کمیته آموزش فدراسیون والیبال ایران

عضویت در انجمنهای علمی و پژوهشی:

عضو انجمن علمی مطالعات اوقات فراغت بریتانیا - عضو انجمن علمی مدیریت ورزش اروپا - عضو انجمن علمی تربیت بدنی آسیا - عضو کمیته برنامه ریزی علوم ورزشی وزارت علوم تحقیقات و فناوری - عضو شورای پژوهشی پژوهشگاه تربیت بدنی و علوم ورزشی وزارت علوم - عضو انجمن علمی تربیت بدنی ایران - عضو انجمن علمی مدیریت ورزش ایران - نماینده ایران در سازمان جهانی صلح و ورزش

فعالیتهای علمی و پژوهشی:

سر دبیر مجلات:

مجله تحلیل های جامعه شناختی و مدیریت در ورزش
مجله مدیریت در صنعت ورزش

مجله مدیریت اوقات فراغت و ورزش
فصلنامه مدیریت و بازاریابی ورزشی

عضو هیات تحریریه مجلات:

حدود 10 مجله علمی پژوهشی داخلی و خارجی

مترجم و مولف 26 کتاب درسی در زمینه مدیریت ورزش و بازاریابی ورزش و اوقات فراغت - فوتبال و والیبال می باشد . که مدیریت معاصر در ورزش در سال 1383 جایزه بهترین کتاب سال در جشنواره بین المللی و اوقات فراغت در سال 1382 جایزه بهترین کتاب سال را از دانشگاه تهران و در سال 1404 دانشنامه مطالعات بین المللی ورزشی کتاب شایسته تقدیر بین المللی را دریافت نمود. استاد نمونه دانشگاه تربیت مدرس در سال 1399. بیش از 260 مقاله علمی پژوهشی در مجلات داخلی و خارجی چاپ شده و بیش از 200 سخنرانی علمی در همایشهای داخلی و خارجی که متجاوز از 150 سخنرانی کلیدی در ایران و کشورهای مانند فرانسه - انگلستان -- چین - کره جنوبی - هندوستان - فیلیپین - ترکیه - مالزی - قزاقستان و... (دعوت شده است.

بیش از 100 پایان نامه و رساله کارشناسی ارشد و دکتری بعنوان استاد راهنما و مشاور مشارکت داشته و همچنین به عنوان پژوهشگر برتر در سالهای 1395 و 1398 دانشگاه تربیت مدرس و پژوهشگر برتر کشور در سال 1399 استاد پر استناد کشور در سال 1400 و بعنوان استاد سرآمد آموزشی همچنین استاد برتر پژوهشی دانشگاه در سال 1402 انتخاب شده است.

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C.V.

Mohammad Ehsani was born in Tehran, Iran in 1954, his Ph.D. is from Manchester university (UK) in Leisure and Sport Management. He is Professor of Tarbiat Modares University (T.M.U). He was teaching in Esfahan, Tarbiat Modares, in Iran and Suwon(South Korea) universities not only in theoretical subjects but also in practical ones (football, volleyball, handball). He was coach for many years as well, even in national league level. He has been teaching sport management, leisure management, and sport marketing for post graduate students. He was Chancellor Consultant of Tarbiat Modares University. He was head of physical education and sport centre, also head of Sport Sciences Dept in T.M.U. He was members of Leisure Studies Association (LSA) in UK, Eastern Society of Physical Education and Sport Sciences, Pan-Asia Association, Scientific Physical Education Association of Iran, Sport Management Association of Iran, Research Center of Physical Education of Iran, strategic plan committee of Research, Technology, and Science Ministry of Iran, Education and Coaching Committee of Volleyball Federation in Iran. Also, he was Head of Education and Coaching Committee and Exco of Technical Committee of Iran Football Federation as well. Recently he is selected by World Society For Peace Sports as representative of Iran

Ehsani, has twenty five books in the field of sport management, sport marketing, organisational management, leisure and recreational management, talented identification method in football, and over 250 published papers in national and international journals, also more than 100 Ph.D. and M.A thesis as supervisor and advisor. He has been participated over 200 national and international conferences which had been more than 150 of them as keynote speakers (Iran, France, England, South Korea, China, Philippines, India, Turkey, Malaysia, Kazakhstan, and ...) in this field and selected as elite researcher in 2016 and 2019. He was elected as elite professor in the T.M.U, and also most cited researcher in the country in 2020.He is selected as elite professor of the university in 2023. He is two chief editorial and five editorial member of research and scientific journals in Iran and five one in international journals.

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Education: Ph.D. in Leisure and Sport Management. 1998. Manchester University, UK.

M. Sc. in Physical Education. 1987. Tehran University, Tehran, Iran.

B. A. in Physical Education. 1976. Tarbiat Moalem University, Tehran, Iran.

Sabbatical Leave, Suwon University, Seoul, South Korea, 2010.

Academic Promotion:

Instructor	1976
Assistant Professor	1998
Associate Professor	2007
Professor	2013

Experience:

2020- Present

Chief Editorial:

Journal of Leisure and Sport Management

Sport Business Journal
Journal of Sociological and Managerial Analysis
Management and Sport Marketing Quarterly

2012-2024	Head of Sport Sciences Dept of Tarbiat Modares University
2015- 2021	Chancellor Consultant of Tarbiat Modares University
2012- 2024	Member of Sport Sciences' Planning Committee of Science, Research and Technology Ministry in Iran.
2012-2017	Head of Education and Coaching Committee, Iran Football Federation.
2000- 2017	Member of Education and Coaching Committee Iran Football and Volley ball Federation.
2005-2010	Head of Sport Sciences Dept of Tarbiat Modares University.
2007-2016	Head of Sport Sports Center of Tarbiat Modares University.
2006- 2020	Member of Leisure Studies Association (LSA) in UK.
2009- 2022	Member of Eastern Society of Physical Education and Sport Sciences, Pan-Asia Association.
2006-2014	EXCO of Scientific Physical Education Association of Iran.
2011-2015	EXCO of Sport Management Association of Iran.
2014- 2020	EXCO of Research Center of Physical Education of

Iran.

1976- 1994

Teaching Undergraduate courses in Bio-mechanic, Sport measurement and evaluation, Statistics, Football, Volleyball and Handball to P.E. Majors in Esfahan University, Esfahan, Iran.

Head coach of Volley ball of the Esfahan university and Esfahan Province in Iranian super leagues. Head coach of Esteghlal Football club in Esfahan.

2000- Present

Teaching Postgraduate courses in Sport management, Sport marketing, Leisure and recreational management in Tarbiat Modares University. Supervising and advising over 100 thesis in the field of sport management, sport marketing, leisure and recreational management and ...

2010-2011

Teaching Undergraduate and Postgraduate courses in Sport management, Leisure and recreational management, Sport marketing in Suwon University, Seoul, South Korea.

Publications:

Books

- 1- The Walkable City: Dimension of Walking and Overlapping Walks of Life. (2014). Hatmi, Published, Tehran, Iran.**
- 2- Encyclopedia of International Sports Studies. (2013). Roger Bartlet, Chris Garaten, Christer Ralf. Translated by: Alizadeh, M.H; Namazizadeh, M; Gharakhanlou, R; Ehsani, M; Sharifnejad, A. Published by Humanities Research Center of Ministry of Science, Research and Technology, Iran.**
- 3- Sport Entrepreneurship: An Approach of Entrepreneurship, Business and Sport Studies 2023. Tarbiat Modares University, Tehran, Iran. Published. Third Edition.**
- 4- Leisure and Sport Management, 2021. Tarbiat Modares University, Tehran, Iran. Published (Third Edition).**
- 5- Human Resources Management in Sport and Leisure. 2021. Elmo Harekat Publisher, Tehran, Iran.**
- 6- Sport's Entrepreneurship. 2020. Hatmi Publisher, Tehran, Iran.**
- 7- New Contemporary Sport Management(2), 2020. Pouya Ketab, Tehran, Iran. Published.**
- 8- New Contemporary Sport Management(1), 2019. Pouya Ketab, Tehran, Iran. Published.**
- 9- Sport's Entrepreneurship: An Approach to Business Entrepreneurship and Sport Research 2019. Tarbiat Modares University, Tehran, Iran. Published. Second Edition.**
- 10- Leisure and Sport Management, 2019. Tarbiat Modares University, Tehran, Iran. Published.**

- 11- **Sport's Entrepreneurship: An Approach to Business Entrepreneurship and Sport Research, 2016. Tarbiat Modares University, Tehran, Iran. Published.**
- 12- **Professional football management, 2015. Sport Nasher. Tehran, Iran.**
- 13- **Talented Identification Methods in Football, 2015. Bamdad Ketab. Tehran, Iran.**
- 14- **Leisure Management, 2014. Iran Sport Research Center, Tehran, Iran. Published.**
- 15- **Management and Strategic Planning of Sports Organizations, 2013. Hadis Rah Eshgh Publisher. Esfahan, Iran.**
- 16- **Public relations and international communication in sport, 2013. Hadis Rah Eshgh Publisher. Esfahan, Iran.**
- 17- **Development of successful sports marketing programs, 2013. Hatmi Publisher. Tehran, Iran.**
- 18- **Leisure and recreational management, 2012. Tarbiat Modares University, Tehran, Iran. Published.**
- 19- **Ethics in sport with a philosophical approach, 2012. Iran Sport Research Center, Tehran, Iran. Published.**
- 20- **Leisure and Sport, 2012. Bamdad Ketab, Publisher. Tehran, Iran.**
- 21- **Management in sports organizations, 2011. Hatmi Publisher. Tehran, Iran.**
- 22- **Leisure Times, 2007, Research Center of Ministry of Research, Sciences and Technology, Tehran, Iran.**
- 23- **Contemporary sport management, 2002. Tarbiat Modares University, Tehran, Iran. Published.**

- 24- Leisure, 2000, Research Center of Ministry of Research, Sciences and Technology, Tehran, Iran.
- 25- Mini Football , 1989. Oroj company Publisher. Esfahan, Iran.
- 26- Volleyball Championships, 1986. Oroj company Publisher. Esfahan, Iran.

Papers

- 1. Bibak ,S; Ehsani , M; Norouzi Seyed Hosseini R. (2026). Metaverse and Challenges of Entrepreneurship in Sport. *Sports Business Journal*. Vol. 6, Issue 2 (Special Issue 1), p. 49-79
- 2. Savari ,M.A;* , Farzan , F; Ehsani, M ; Yong Jin Yoon.(2026). Identification of the Determinants Influencing the Emergence and Control of Corruption in Iran's Football Industry. *Journal of Sport Management and Development*. March 2026, Pages 1-24.
- 3. Ranjbar, S; Ehsani, M; Saffari, M; Norouzi Seyed Hossini,R. (2026). Developing a Framework for the Individual and Social Empowerment of Labor Girls through Participation in Physical Activities. *New Approaches in Sports Management Journal*. Volume 14, Issue 52, Spring 2026, 1-34.
- 4. Habibi, A; Ehsani, M; Hoseini, F.S. (2026). The Role of the Internet of Things in Promoting Sustainable Civic Sport: A Localized Model for Metropolitan Tehran. *Sport Management Journal*. No 2 Vol 4.

5. Kalati, S. R; Ehsani; M. (2025). Predicting the Intention to Purchase Sports Products and Services in Generation Z. *Journal of Brand Management*. Vol 12, Issue 1. Spring 2025. Page: 51 – 82.
6. Mohammad Bayani, R; Ehsani, M; Norouzi Seyed Hossini, R; Calderon, R. (2025). Understanding the Lived Experience of the Transition to Retirement of Football Players: a Phenomenological Study. *Sport Management Journal*. 17 (4), 79-100.
7. Allahyari, F; Norouzi Seyed Hosseini, R; Ehsani, M; Bagheri, G. (2025). Presenting Instrument measurement of Women Empowerment: Process and Results. *Journal of Women in Development and Politics*. No 90, Pp 502-5032.
8. Kalati, S. R; Ehsani, M. (2025). Predicting the intention to purchase sports products and services based on the relationship between perceived quality, word-of-mouth marketing, and brand identity in Generation Z. *Brand Management Quarterly*. Vol (12), No1.
9. Bibak ,S; Ehsani , M; Norouzi Seyed Hosseini R. (2025). The Metaverse and Entrepreneurship Opportunities in Sports: A Qualitative Study. *Journal of Entrepreneurship Development*. Vol 18, No 2.
10. Hoseini, F. S; Ehsani, M. (2024). Physiological and Organizational Determinants of Safety in Extreme Sport Tourism (rafting, climbing, sky running, canyoning). *New Approaches in Exercise Physiology (NAEP)*. Vol. 6, No.12, December 2024
11. Mortazavi Far S.R;* Ehsani M; Norouzi Seyed Hosseini R. Narges Hajimoladarvish (2024). Nudging toward Physical Activity: a Bibliometric Analysis and Future Scopes. *Journal of New Studies in Sport Management*. Vol 6, No3.

12. Savari, M.A.* , Farzan, F; Ehsani, M ; Yong Jin Yoon.(2025). Systematic Review of Articles Related to Sports Diplomacy in Iran from 2012 to 2023. (2025). *Research in Sport Management and Marketing*.
13. Savari, M.A.* , Farzan, F; Ehsani, M ; Yong Jin Yoon.(2025). Designing a model of Iranian football diplomacy in international relations with a transnational approach. . *Sport Management Studies*.
14. Savari, M.A.* , Farzan, F; Ehsani, M ; Yong Jin Yoon.(2025). Identification of the Determinants Influencing the Emergence and Control of Corruption in Iran's Football Industry. *Journal of Management and Developmnet*. Guilan University.
15. Khanizadeh, S.; Ehsani, M*.; Norouzi Seyed Hosseini, R.; Ghaedrahmati, S. Yoon, Y.; (2025). Culture of Active Aging in the Neighborhood Environment in Iran: An Ethnographic Approach. *Journal of Cross-Cultural Gerontology*. Spring Nature.
16. Mohammad Bayani, R; Ehsani, M; Norouzi Seyed Hossini, R. (2024). Understanding the lived experiences of transitioning to retirement among Azadegan Cup football players: A phenomenological study). *Journal of New Approaches in Sports Management*. Publisher Iranian Scientific Association of Sports Management.
17. Khanizadeh, S; Ehsani, M; Yong-Jin Yoon; Norouzi Seyed Hossini, R. (2024). Scepticalness in the Neighborhood: An Analysis of the Factors Affecting the Promotion of Physical Activity in the Older Adult (phenomenological Approach). *Sport Management Studies*. Vol16, No(83): Pp 131-146, Tehran, Iran.
18. Mohammad Bayani, R; Ehsani, M; Norouzi Seyed Hossini, R; Caldron, R. (2024). Understanding the lived experience of the transition to retirement of football players: a phenomenological study. *Sport Management Journal*. In Press

19. Zarei, I; Ehsani, M; Moghimehfar, F; Aroufzad, S. (2024). Fostering Sustainable Leisure Activities: A Behavioral Insight into Eco-Friendly Intentions in Mount Damavand. *World Leisure Journal*. Taylor Francis.
20. Ranjbar, S; Ehsani, M; Saffari, M; Norouzi Seyed Hossini, R. (2024). Thematic analysis of empowering of labor girls process through physical activity. *Journal of Sport Management and Motor Behavior*. In Press
21. Sobhani, A. A; Moshabaki, A; Naami, A; Ehsani, M. (2024). Measurement model of social network media interaction and relationship quality in the premier football league. *Applied Researches Science Quarterly in Sport Management*. Vol 13, No 2.
22. Sobhani, A,A; Moshabaki Esfahani, A*; Naami, A, Ehsani, M. (2024). Identifying the Data-Driven Trend of Sports Consumer Motivation Based on Relational Marketing Knowledge Approach. *International Journal of Knowledge Processing Studies (KPS)*.
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24. Kozechian, H; Sardari, M/A; Ehsani, M; Amiri, M. (2022). Designing and Testing Ethical Marketing Model in Sports. *Sport Management Studies \ Research Paper*. Volume 12, No 65, 2022 , Page 179 – 202.
25. Mohayya, M.; Ehsani*, M.; Saffari, M.; Norouzi Seyed Hossini, R. (2024). Compilation a model for the development of educational sports of Iran. *Sport Management Journal*. Vol. 16, No 1. Pp, 116-129.
26. Rahimi, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2023). Designing the Model of Commercialization of Sport Sciences Researches:

A Qualitative Approach1. *Sport Management Studies*. Volume 15, No 77, 2023, Page 37-64.

- 27. Sadeghi, M.; Ehsani*, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2023). Formulating the framework of cultural capital in sports : A sociological approach. *Journal of Applied Research of Sport Management*. Autumn (2023) 12(2): 63-78**
- 28. Khanizadeh, S.; Ehsani, M*.; Norouzi Seyed Hosseini, R.; Ghaedrahmati, S. Yoon, Y.; (2023). Hygge in Iran? The Lived Experience of Physical Activity of Older Adults in the Neighborhood Environment in Tehran. *Physical Culture and Sport Studies and Research*, 2023, 102, 19–27
DOI: 10.2478/pcssr-2024-0002**
- 29. Ehsani, M.; Moshkelgosha, E.; Parisa Niazy, P. (2023). The Effect of Psychological Capital on Organizational Performance with Emphasis on the Mediating Role of Innovation in Information Technology in Sports Organizations in Isfahan. *Journal of Sociological Studies in Sport*. Vol 3, Issue 3, Fall 2023. Serial No 8. 285-306.**
- 30. Norouzi, R, S.; Ehsani, M.; Kozehchian, H.; Amiri, M. (2023). The Role of Human Capabilities Development in the Sustainable Development of Sport Business. *Sport Business Journal*. Vol 2, No1, Pp 71-82.**
- 31. Rahimi, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2023). Identifying and Modeling the Components and Indicators of Academic Entrepreneurship Evaluation in Faculties of Sport Sciences. *Journal of Research on Educational Sport.. Vol. 10, No.29, p 17-44.***
- 32. Moradi, E.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hossini , R.(2023). How can destination competitiveness play an essential role in small island sports tourism development? Integrated ISMMICMAC modelling of key factors. *Journal of Hospitality and Tourism Insights*. Vol. 6 No. 3, 2023 pp. 1222-1252 © Emerald Publishing Limited 2514-9792 DOI 10.1108/JHTI-03-2022-0118.**

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34. Askari, Z, G.;Ehsani, M. Saffari, M. (2023). Analyses of Sport Journalists' Competences. *Quarterly Journal of Interdisciplinary Studies in Communication & Media*. Vol 4, No 18. Winter 2023, Pp165-188.
35. Ehsani, M.; Rahimi, A.; Safari, M.; Norouzi Seyed Hossini, R. (2023). Identifying and Modeling the Components and Indicators of Academic Entrepreneurship Evaluation in Faculties of Sport Sciences. *Research on Educational Sport*. Vol 10, No 29, Page 17-44.
36. Nazemi*, A.; Rasuli, M.; Ehsani M.; Kuzehchian, H.(2022). Measuring at Model of Brand Associations in Sport Leagues: Empirical Evidence from Consumers of Iranian Football ProLeague. *Journal of Sport Management and Physiology Researches*.Vol 14, No 4, 2022.
37. Rahimi, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2022). From the Entrepreneurial Passion and Technological Creativity of Students to the Commercialization of Iranian Sport Sciences Researches Quarterly Journal of Sport Development and Management. Vol. 11, Iss. 3, Serial No. 31. DOI: 10.22124/JSMD.2020.16070.2279.
38. Norouzi Seyed Hossini, R.; Shirvani, T.; Esmaeili, M.; Ehsani, M. (2022). Identifying the Factors Affecting the Implementation of Sport Marketing in Iranian Football League Clubs. *Journal of Sport and Youth Strategic Studies*. No 57,Pp 355-374.

39. Mahmoodizad Azari, S.; Ehsani, M.; Nazari, R.; Norouzi Seyed Hossini, R.(2022). Predicting Market Value of Iranian Soccer Players Using Linear Modeling Techniques. *Sport Management Journal*. Pp 1-15. Online ISSN: 2676-427X
40. Moradi, E.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hossini, R.(2022). Developing an integrated model for the competitiveness of sports tourism destinations. *Journal of Destination Marketing & Management*. Vol. 26. Pp1-14. December 2022, 100743, journal homepage: www.elsevier.com/locate/jdmm
41. Mahmoodizad Azari, S.; Ehsani, M.; Nazari, R.; Norouzi Seyed Hossini, R.(2022). Presenting the market value model of professional football players in the Iranian Premier League: A structuralism approach ground theory. *Sport Management Studies Journal*. Vol. 14, No 71, Pp 17-46.
42. Mohayya, M.; Ehsani*, M.; Saffari, M.; Norouzi Seyed Hossini, R. (2021).The Challenges of Educational Sport in Iran: A Review Study. *Ann Appl Sport Sci* 9 (4): e966, 2021.
43. Shirvani, T.; Emaili,M.; Ehsani, M. (2021). Construction and Validation of Competency Questionnaire of Sport Marketing Managers Using Exploratory Hybrid Approach. *Sport Management Studies Journal*. Volume 13, No 69, Page 184-213.
44. Mondalizadeh, Z.; Ehsani, M.; Kozechian, H.; Honari, H. (2021). Sport Sustainable Development, Concepts, Barriers, and Proposals. *Quarterly Journal of Sport Development and Management*. Vol 10, Issue 1, No 25.
45. Kozechian, H., Sardari, M., Ehsani, M., Amiri, M. (2021). Designing and Testing Ethical Marketing Model in Sports Manufacturing Industry. *Sport Management Studies Journal*, 12(65), 179-202. (in Persian).

46. Sardari, M., Kozechian, H., Ehsani, M., Amiri, M. (2021). Providing a conceptual framework for analyzing ethical marketing in the sports manufacturing industry of Iran. *Journal of Sport Development and Management*. Vol 10, Issue 3, No 27.
47. Shams, F.; Ehsani, M.; Saffari, M.; Aroufzad, Sh. (2021). Driving, Accelerating, and Inhibiting Factors of Student Participation in School's Physical Education Extracurricular Activities. *Research on Educational Sport*. Volume 9, No 24, 2021, Page 107-136.
48. Shams, F.; Ehsani, M.; Saffari, M.; Aroufzad, Sh. (2021). The conceptualization of student's sports participation in extracurricular activities of schools in Iran.
49. Ghamati, H.; Ehsani, M.; Kozechian, H.; Saffari, M. (2021). An Identification of Factors Affecting the Continuous Participation of the Elderly in Physical Activities of Leisure Time. *Journal of Researches Physiology and Management in Sport*. Vol (13), No1, pp 41-59.
50. Rahimi, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2021). From the Entrepreneurial Passion and Technological Creativity of Students to the Commercialization of Iranian Sport Sciences Researches Quarterly Journal of Sport Development and Management. Vol. 11, Iss. 3, Serial No. 31. DOI: 10.22124/JSMD.2020.16070.2279.
51. Mohammadi Argi, A.; Ehsani*, M.; Norouzi Seyed Hossini, R.; Saffari, M. (2021). The Role of Brand Authenticity on Brand Equity of Football Clubs with the Mediating Role of Brand Personality. *Annals of Applied Sport Science* 9(2): e925,. <http://www.aassjournal.com>; e-ISSN: 2322-4479.
52. Nazemi, A.; Ehsani, M.; Kuzechian, H.; Amiri, M. (2021). Developing Brand Equity Model for Iran Football ProLeague. *Journal of Sport Management*, Vol.11, No. 4, p1015-1034.

53. Rahimi, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2021). The Effect of Social Ties on Commercialization Perception of Sports Science Research: The Mediating Role of Students' Research Capability. *Journal of Entrepreneurship Development*. Vol. 13, No.4, p 481-499.
54. Memari, Z.; Rezaei Pandari, A.; Ehsani, M.; Mahmudi, S. (2020). Business management in the football industry from a supply chain management perspective. *Journal of Business management in the football industry*. The current issue and full text archive of this journal is available on Emerald Insight at: <https://www.emerald.com/insight/1464-6668.htm>.
55. Rahimi, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2020). The role of knowledge-based culture with the knowledge management approach in advancing the third-generation university functions (Case study: Sports science faculties). *Applied Research of Sport Management* Vol.9, No.1, Summer 2020.p 107-118.
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