

**ACADEMIC  
CURRICULUM VITAE**

**1. Name - Surname:** Mohammad Karami

**2. Title:** Assistant Professor, Ph.D.

**3. Educational Background:**

Degree	Department/Program	University	Year
Bachelor's	ENGINEERING	Applied Sciences, IRAN	2016
Master's	Marketing Management	EMU	2018
PhD	Business Administration	NEU	2024

**4. Master's / PhD Thesis**

**4.1. Master's Thesis Title and Thesis Advisor(s):**

- **Thesis Topic:** The Effect of Manufacturing Value Added on Economic Growth : Empirical Evidence from Europe
- **Supervisor:** Prof.Dr.TurhanKaymak

**4.2. PhD Thesis /Medical Specialty Thesis Title and Advisor(s):**

- **Relational Benefits and Revisit Intention in Beauty Industry: Mediating Role of Satisfaction, Trust and Commitment and Moderating Role of Habit**
- **Supervisor:** Prof.Dr. Şerife Zihni Eyüpoğlu

**5. Academic Titles:**

Date of Assistant Professorship: 9/JULY/2024

**6. Publications**

**6.1. Articles Published in International Peer-Reviewed Journals (SCI,SSCI, AHCI, ESCI, Scopus)**

- Karami, M., Eyüboğlu, Ş., & Ertugan, A. (2024). Sustainable consumer behavior: the influence of habit on relational benefits and behavioral intentions in personal service businesses. *Journal of Management Marketing and Logistics*, 11(2), 66-79.

- Azar, N. A. N., & Karami, M. (2025, June). Cosmetics Logos Feature Detection: A Deep Learning Approach Using VAE. In *2025 9th International Symposium on Innovative Approaches in Smart Technologies (ISAS)* (pp. 1-6). IEEE.

- Karami, M., & Karami, S. (2021). COVID-19, a" Black Swan" Event for Cosmetic Market: Evidence from United Kingdom. *International Journal of Management, Accounting & Economics*, 8(1).

- Rashidifar, M., & Karami, M. (2025). Early maladaptive schemas, body dysmorphic disorder (BDD) and the mediation role of rumination and emotional cognitive regulation: A focus on cosmetics surgery applicants. In *Proceedings of the International Conference on Research in Psychology* (Vol. 2, No. 1, pp. 29-43).

- Karami, M., Karami, S., & Elahinia, N. (2021). Personality or Quality: Influencing Factors in Customers' Intention to Revisit Beauty Salons in Iran. *International Journal of Management, Accounting & Economics*, 8(5).

- Karami, M. (2022). Brand equity, brand loyalty and mediating role of customer satisfaction: Evidence from medical cosmetics brands. *Research Journal of Business and Management*, 9(3), 156-171.

- Karami, M., Eyüpoğlu, Ş. Z., & Ertugan, A. (2023). The influence of relational benefits on behavioral intention and the moderating role of habit: A study in a personal service business. *Behavioral Sciences*, 13(7), 565.

- Elahinia, N., & Karami, M. (2019). The influence of service quality on iranian students'satisfaction, loyalty and wom: a case study of north cyprus. *Journal of management marketing and logistics*, 6(1), 21-34.

- Karami, M., Elahinia, N., & Karami, S. (2019). The effect of manufacturing value added on economic growth: Emprical evidence from Europe. *Journal of Business Economics and Finance*, 8(2), 133-147.

## **7. Administrative Responsibilities**

- Officer, international office, online application unit, neu, 2022-2024

- Student assistant, business department, emu, 2016-2018

## **8. Undergraduate and Graduate Courses Taught in the Last Two Years**

Academic Year	Semester	Course Name	Weekly Hours		Number of Students
			Theoretical	Practical	
2023 - 2024	FALL	MARKETING COMMUNICATIONS	*	-	25
	SPRING	MARKETING RESEARCH	*	-	53
2024 - 2025	FALL	Marketing Communications	*	-	13
		Marketing Research	*	-	20
		Marketing And Society	*	-	5
		Marketing And Psychology	*	-	7
		Marketing Managment	*	-	36
	Spring	Marketing Communications	*	-	15
		Marketing Research	*	-	7
		Hospitality Marketing	*	-	12
		Marketing And Psychology	*	-	3
		Service Marketing	*	-	9
		Digital Marketing	*	-	16