

Mehdi Akhgari

1701- 6188 No 3 Rd, Richmond, BC V6Y 0J3

Mobile: 604 250 3370

E-mail: akhgari.mehdi@yahoo.com

Webpage: www.akhgari.com

EDUCATION

Ph.D. in Marketing 2011-2016

Asper School of Business, University of Manitoba

M.Sc. in Textile Management 2004-2007

Amirkabir University of Technology

B.Sc. in Textile Engineering 2000-2004

Amirkabir University of Technology

DISSERTATION

“How attitudes translate to loyalty: revising loyalty in regards to its components and antecedents in relationship marketing”

Committee: Edward Bruning (chair), Luming Wang, Nathan S. Greidanus, Brad McKenzie, and Jagdip Singh (Case Western Reserve University)

Graduation Convocation: June 2, 2016

Consumer loyalty is generally considered the ultimate goal of relationship marketing. Although accepted definitions of loyalty include both behavioral and attitudinal aspects, the fact is that little is known about the components of behavioral and attitudinal loyalty and their relationship. In addition, hedonic and utilitarian attitudes are important antecedents of consumer behavior that can be manifested in behavioral loyalty. However, little is known about the relationship between hedonic and utilitarian attitudes and different loyalty components. To investigate the above mentioned theoretical gaps, this study identifies and tests several components of attitudinal and behavioral loyalty in a comprehensive model. This model investigates the effect of various hedonic and utilitarian attitudes, and trust, on each attitudinal and behavioral loyalty component. Moreover, it looks at the relationship of each attitudinal loyalty component to each behavioral loyalty component. In the proposed model, attitudinal loyalty components are (1) relationship satisfaction, (2) continuance commitment, (3) affective commitment, and (4) identification, and the behavioral loyalty components are (1) repurchase intention, (2) word-of-mouth (WOM), and (3) cooperation. The survey approach was implemented to collect data in a pretest (80 participants), a pilot study (177 participants), and a main study (1028 participants). Results of the analyses, using Structural Equation Modeling (SEM), confirmed that consumer's hedonic and utilitarian attitudes affect behavioral loyalty directly, and indirectly through the mediation by trust and attitudinal loyalty components.

PUBLICATIONS

- Aghakhani, H.*, **M. Akhgari***, and K. Main, (2019) “When Money does not Elevate Self-sufficiency,” *Australasian Marketing Journal*, 27(1), 32-40. (*first and second authors have an equal contribution). [IF=2.08, CiteScore=1.51, ABDC Ranking=A]
- Mehralian, G., L. Zarei, **M. Akhgari**, and M. Peikanpour (2019) “Does CSR Matter in Pharmaceutical Distribution Industry? The Balanced Scorecard Perspective,” *International Journal of Pharmaceutical and Healthcare Marketing*, 13(2), pp.228-243. [CiteScore=1.47, ABDC Ranking=C]
- Akhgari, M.**, E. R. Bruning, J. Finlay, and N. S. Bruning, (2018) “Image, Performance, Attitudes, Trust, and Loyalty in Financial Services,” *International Journal of Bank Marketing*, 36(4), 744 -763. [IF=2.196, CiteScore=4.74, ABDC Ranking=A]
- Ranghchian, M., S. Sehat, **M. Akhgari**, and G. Mehralian, (2018) “Performance Model of Community Pharmacies in Low-Middle Income Countries: A Societal Perspective,” *Journal of Retailing and Consumer Services*, 40(1), 241-248. [IF=3.59, CiteScore=4.53, ABDC Ranking=A]
- Mehralian, G., Z. Sharif, N. Yousefi, and **M. Akhgari**, (2017) “Physicians’ Loyalty to Branded Medicines in Low-middle-income Countries: A Structural Equation Modeling,” *Journal of Generic Medicines: The Business Journal for the Generic Medicines Sector*, 13(1), 9-18.

MANUSCRIPTS UNDER REVIEW

- Akhgari, M.**, and E. Bruning, “Commitment to Foreign Market Expansion and SMEs Financial Performance,” Close to submission to *International Small Business Journal*– paper available upon request.
- Akhgari, M.**, and E. Bruning, “How Attitudes Translate to Loyalty: Revising Loyalty in Regard to its Components and Antecedents in Service Relationship Marketing,” Close to submission to *Journal of Service Research*– paper available upon request.

SELECTED RESEARCH IN PROGRESS

- Akhgari, M.**, and E. Bruning, “Attitudes’ Various Channels of Influence on Loyalty Among Different Service Contexts,” To be targeted at *Journal of Service Research*.
- Akhgari, M.**, and E. Bruning, “Research on Consumer Attitude Formation and its Effect on Consumer Trust in Firms,” To be targeted at *European Journal of Marketing*.

Akhgari, M., N. Greidanus, and E. Bruning, “An Emotional Appeal: The Role of Hedonic Legitimation in New Venture Funding,” *The research’s data have been gathered, and the manuscript in preparation.*

Akhgari, M., and E. Bruning, “Religion marketing: anatomization of religious commitment,” *Two studies completed.*

Lavoie, R., **M. Akhgari**, and E. Bruning, “Relationship Marketing with Lenders: The Role of Cognitive and Affective Attitudes in Family Firm Funding,” *The research’s data have been gathered.*

Akhgari, M., and E. Bruning, “Does the Degree of Internationalization Moderate the Market Orientation-Performance Relationship?” *The research’s data have been gathered.*

RESEARCH INTERESTS

Loyalty, Relationship Marketing, Trust, Commitment, Consumer Attitudes, Consumer Well-being and Helping Behavior, Healthcare Management, Foreign Market Expansion Commitment, and Religious Commitment.

CONFERENCE PROCEEDINGS & PRESENTATIONS (* denotes presenter)

M. Akhgari*, G. Mehralian, M. Peikanpour, and H. Aghakhani (May 2019), "The Role of Trust and Identification in Relationship between Corporate Social Responsibility and Customer Loyalty," *Administrative Sciences Association of Canada*, St. Catharines, ON, Canada.

Mehralian, G., H. Aghakhani*, and M. Peikanpour, **M. Akhgari** (Aug 2018), “How does Organizational Climate work in small businesses?” *Academy of Management Proceedings*, Vol. 2018, No. 1, 12662.
<https://doi.org/10.5465/AMBPP.2018.12662abstract>

Mehralian, G., **M. Akhgari**, H. Aghakhani, and F. Peiravian (May 2018), “The Role of Organizational Climate in Retail Pharmacies,” *Administrative Sciences Association of Canada*, Toronto, ON, Canada.

Akhgari, M., S. Cullihall*, H. Aghakhani, E. Bruning, and J. Finlay (Jun 2017), “Evaluating Trust in Financial Service: Role of Image, Performance, and Attitudes in Building Trust,” *Administrative Sciences Association of Canada*, Montreal, QC, Canada.

Akhgari, M.*, H. Aghakhani, and K. Main (Jun 2016), “The Effect of Ownership and Authenticity of Money on Helping Behavior,” *Administrative Sciences Association of Canada*, Edmonton, AB, Canada.

- Akhgari, M.**, and E. Bruning* (Sep 2015), “Linkage Between Attitudes and Loyalty Dimensions: A Theoretical and Empirical Investigation,” The 45th Atlantic Schools of Business Conference, Fredericton, NB, Canada.
- Bruning, E., **Akhgari, M.***, and P. Assadi (Jun 2015), “Foreign Market Expansion Commitment and SMEs Financial Performance,” *Administrative Sciences Association of Canada*, Halifax, NS, Canada.
- Akhgari, M.***, and E. Bruning (May 2014), “Revising loyalty in regards to its components and antecedents,” *Rupert’s Land Consumer Behavior Symposium*, Regina, SK, Canada.
- Akhgari, M.*** (May 2014), “I Do It Because I Believe It: Reconsideration of Loyalty in Regard to Its Attitudinal Antecedents,” *Administrative Sciences Association of Canada*, Muskoka, ON, Canada.
- Aghakhani, H.* , **M. Akhgari**, and K. Main (May 2014), “The Role of Money in Psychological Tension,” *Administrative Sciences Association of Canada*, Muskoka, ON, Canada.
- Akhgari, M.**, K. Main*, and H. Aghakhani (Oct 2013), “Get Rid of Your Pennies If You’re Looking for Relaxation: The Role of Money in Psychological Tension,” *Association for Consumer Research Conference*, Chicago, IL.
- Bruning, E.* , and **M. Akhgari** (July 2013), “Customer Attitudes Towards Banks: Executive Compensation and Financial Performance,” *International Academy of Business and Public Administration Disciplines conference*, Istanbul, Turkey.
- Akhgari, M.***, E. Bruning, and S. Bruning (Jun 2013), “The Effect of Executive Compensation and Financial Returns on Bank Loyalty,” *Administrative Sciences Association of Canada*, Calgary, Canada.
- Greidanus, N.S.* , and **M. Akgahri** (Jun 2013), “Affect in the Ask: Emotion as a Legitimizing Mechanism in Initial Public Offerings,” *Babson Entrepreneurship Research Conference*, Vol. 33, Iss. 3 , Article 5.
- Akhgari, M.***, K. Main, and H. Aghakhani (May 2013), “Seeking financial well-being: The role of money in altering stress, anxiety and depression,” *Rupert’s Land Consumer Behavior Symposium*, Saskatoon, SK, Canada.
- Fang, W., **M. Akhgari***, A. Sun, and Y. Jiang (Oct 2012), “Gifting Lightly When Feeling Powerful: Self-Construal, Power, and Gifting Anxiety,” *Association for Consumer Research Conference*, Vancouver, BC, Canada.
- Akhgari, M.***, N. Greidanus, and E. Bruning (Jun 2012), “An Emotional Appeal: The Role of Hedonic Legitimation in New Venture Funding” *Administrative Sciences Association of Canada*, St. John’s, Canada.

Akhgari, M.*, N. Greidanus, and E. Bruning (May 2012), “An Emotional Appeal: The Role of Hedonic Legitimation in New Venture Funding,” *Rupert’s Land Consumer Behavior Symposium*, Winnipeg, MB, Canada.

TEACHING EXPERIENCE

Lecturer, University Canada West, Canada

- Digital Marketing MBA, Winter 2021
- International Marketing MBA, Winter/Spring/Summer/Fall 2020
- Marketing Management MBA, Winter/Spring/Summer/Fall 2020
- Marketing Management MBA, Fall 2019 (4.4 and 5 out of 5)
- Marketing Management MBA, Spring 2019 (4.53, 4.46, and 4.55 out of 5)
- International Marketing MBA, Winter 2019 (4.7 out of 5)
- Marketing Management MBA, Winter 2019 (4.75 out of 5)
- Research Methods MBA, Winter 2019 (4.56 and 4.38 out of 5)
- Research Methods MBA, Fall 2019 (4.25 out of 5)
- Marketing Management MBA, Fall 2018 (4 out of 5)
- Research Methods MBA, Spring 2018 (4.86 and 4 out of 5)
- Marketing Management MBA, Spring 2018 (4.45 out of 5)
- Marketing Management MBA, Winter 2018 (4.33 and 4 out of 5)
- Marketing Management, BBA, Winter 2018 (5 out of 5)

Lecturer, Department of Business and Administration, The University of Winnipeg, Canada

- Introduction to Business II, Spring 2017 (100% & 100 % satisfaction)
- Advanced Topics in Marketing (directed readings), Winter 2017
- Advertising, Winter 2017 (92 % satisfaction)
- Introduction to Business II, Winter 2017 (86 % satisfaction)
- Advertising, Fall 2016 (100 % satisfaction)
- Introduction to Business II, Fall 2016 (77 % & 84 % satisfaction)
- Advertising, Spring 2016 (100 % satisfaction)
- Introduction to Business II, Spring 2016 (92 % satisfaction)
- Advertising, Winter 2016 (74 % satisfaction)
- Introduction to Business II, Winter 2016 (54 % & 100 % satisfaction)
- Advertising, Fall 2015 (88 % satisfaction)
- Introduction to Business II, Fall 2015 (89 % satisfaction)

Lecturer, Asper School of Business, University of Manitoba, Canada

- Fundamentals of Marketing, Fall 2014

Certificate in Higher Education Teaching ([CHET](#)), University of Manitoba

Course Development, International Marketing (MBA), Marketing Strategy (MSc), Marketing Seminar (MSc), University Canada West

Course/Curriculum Review: Marketing Management (MBA), Digital Marketing (MBA),
University Canada West; Advanced Topics in Marketing, The University of Winnipeg
Volunteer Teacher, Ithna Asheri Heritage Learning Institute (IHLI), 2012- 2016

PROFESSIONAL EXPERIENCE

- **Dec 2017-present** University Canada West, full-time faculty member
- **Aug 2015-Jul 2017** Department of Business and Administration, The University of Winnipeg, limited term faculty member
- **Jul 2016-Feb 2019** [All Natural Meats Inc.](#) (7383470 MANITOBA LTD.) as Vice-President and partner
 - Incorporation, transition of ownership, and strategic planning are my main activities in this abattoir/meat processor company
- **Jan 2015-May 2016** Winnipeg Condominium Corporation No. 805 as a Board of Directors' member
- **Feb 2007-Jul 2011** Silicon System of Golestan Co. as the Managing Director
 - The main duty was establishing a regional assembling plant in Golestan, so I managed the plant building process, marketing new product, human resources, financial affairs, and general operation of the regional branch of Silicon Technology System Co.
 - Consultant for last 10 months to transfer duties
- **Sep 2003-Feb 2007** Silicon Technology System Co. as a member of board & consultant
- **Jun 2003-Sep 2003** Payabaf Company (a large textile manufacturer) as a junior engineer
- **Sep 2000-Jun 2003** Silicon Technology System Co., as Marketing Analyst

HONORS & AWARDS

- AMA-Sheth Doctoral Consortium Fellow, 2014
- University of Manitoba Graduate Fellowship (UMGF) 2011-2015: \$ 64000
- University of Manitoba Faculty of Graduate Studies Travel Award, Fall 2015
- Asper Business School Business Fellowship 2011-2015: \$ 21500/year
- University of Manitoba International Graduate Student Scholarship, Fall 2012: \$4000
- University of Manitoba International Graduate Student Entrance Scholarship (IGSES) Fall 2011: \$4000
- Asper School of Business Travel Award, UManitoba, 2011-2016
- UManitoba Graduate Students' Association (GSA) Travel Award, 2011-2016
- McGiverin Fellowship, Fall 2011 & Winter 2012
- Ranked first among the admitted BSc students of academic year 2000-2001
- Awarded scholarship for M.Sc. as top student in Amirkabir University, Spring 2004
- Ranked first in the Nationwide Azad University Entrance Exam for M.Sc. of Textile Management among more than 6,000 candidates in 2004

ACADEMIC SERVICES

- Marketing Division Chair (2020-2021), Editor (2019) and Coordinator (2018), Administrative Sciences Association of Canada (ASAC), 2018-present
- Scholarly Activity and Research Committee, University Canada West, 2020 – present
- Course lead of Marketing Management (MRKT 621) and International Marketing (MRKT 627), University Canada West, 2018 – present
- Personal Development Committee, University Canada West, 2017 – present
- Department Graduate Program Committee, University of Winnipeg, Bus & Admin Dep., 2016 - 2017
- Department Advising Committee, University of Winnipeg, Bus & Admin Dep., 2015 - 2017
- Department Awards and Scholarships Committee, University of Winnipeg, Bus & Admin Dep., 2015 - 2017
- Reviewer, Journal of Retailing and Consumer Service 2018 – present
- Reviewer, Association of Consumer Research 2018– present
- Reviewer, Canadian Journal of Administrative Sciences 2016 – present
- Reviewer, Administrative Sciences Association of Canada Conference 2014 - present
- Reviewer, American Marketing Association' conference 2015
- Research Assistant, Asper School of Business, University of Manitoba, 20011 - 2013
- Session Chair, Administrative Sciences Association of Canada Conference 2013 & 2016
- Coordinator of Marketing Subject pool Laboratory, University of Manitoba, 2012 - 2013

PROFESSIONAL AFFILIATIONS

- American Marketing Association (USA)
- Association for Consumer Research (USA)
- Administrative Sciences Association of Canada (CA)

CERTIFICATES

- Certificate in Higher Education Teaching (CHET), University of Manitoba, 2016
- Certificate of Completion Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans Course on Research Ethics (TCPS 2: CORE), Dec, 2013
- Fundamentals of R Software Boot Camp Educational Program, Aug, 2012
- Foundations of Teaching and Learning Course, May, 2015

PERSONAL INFORMATION

Canadian Citizen

REFERENCES

Dr. Edward R. Bruning, (retired)
Senior Scholar

I.H. Asper School of Business
University of Manitoba
Cell: (204) 296-7554
E-mail: ed.bruning@umanitoba.ca

Hamed Aghakhani
Associate Professor of Marketing
Rowe School of Business
Dalhousie University
Tel: (902)454-4590
E-mail: Aghakhani@dal.ca

Dr. Nathan S. Greidanus
Stu Clark Fellow in Entrepreneurship
Assistant Professor of Entrepreneurship
Asper School of Business,
University of Manitoba
Tel: 204-474-7325
E-mail: Nathan.Greidanus@umanitoba.ca

[Dr. Satyendra Singh](#)
Professor of Marketing
Department of Business and Administration
The University of Winnipeg
Tel: (204)- 258-2916
E-mail: s.singh@uwinnipeg.ca