



Name: Ali Benesbordi

Assistant Professor, Sport management Department, Sport Sciences Faculty, Hakim Sabzevari University, Sabzevar, Iran

Email: a.benesbordi@hsu.ac.ir alibenesbordi@gmail.com

Office Tel: +985144012759

1. Research Interest:

Brand Management in Sport

Sport Marketing

Strategic management in sport

2. Articles

No.	Title	Journal	Year
1	The relationship between organizational culture and knowledge management in the Islamic Republic of Iran's National Olympic Committee	Int. Journal of Academic Research in Business and Social Sciences	2012
2	The Effect of Interpersonal Relationships with Customers` Loyalty in Soccer Schools in Tehran-Iran	Int. Journal of Academic Research in Business and Social Sciences	2012
3	The Relationship between Empowerment and Readiness for Change in Physical Education Faculty Staff of Tehran (Persian)	Research on Educational Sport	2013
4	The relationship between tourists' motivation and satisfaction of Tehran's ski resorts (Persian)	Sport Management	2013
5	The relationship between tourists' constraints and their satisfaction in Tehran's ski resorts (Persian)	Sport Management Review	2014
6	The Impact of Marketing Mix on Brand Equity of Sneakers	International Journal of Marketing and Management	2014
7	The relationship between service quality dimensions with loyalty in aquatic sport parks' sport tourists in Mashhad (Persian)	Organizational Behavioral Management in Sport Studies	2014

8	Identifying factors influencing brand extension in premier football clubs (Persian)	Strategic Studies on Youth and sports	2015
9	Identification and developing Strategies of Islamic republic of Iran Chess Federation (Persian)	Sport Development and Management	2016
10	The relationship between brand identity and fan's team identification of Iran Premier League of Football (Persian)	New Trends in Sport Management	2017
11	Modeling factors influencing brand extension in premier football clubs (Persian)	Sport Management	2017
12	The relationship between service quality dimensions and satisfaction in aquatic sport parks' sport tourists in Mashhad (Persian)	Sport Management and Motor Behavior	2017
13	The Relationship between Internal Communication Effectiveness and Change Acceptance in Physical Education Faculty Staff of Tehran Universities(Persian)	Sport Management	2018
14	The Determination of the Relative Contribution of staff performance by internal marketing (Persian)	Sport Physiology and Management Investigations	2018
15	Effect of Customer knowledge management on customer perceived value and loyalty in sports clubs in Mashhad (Persian)	Sport Development and Management	2018
16	Analyzing and prioritizing the brand extension success factors of football clubs from the Experts' Viewpoint	New Trends in Sport Management	2018
17	Studying effect of Transformational Leadership on Human Resource Efficiency Based on the Mediating Role of Employees' Psychological Empowerment (Persian)	Organizational Behavioral Management in Sport Studies	2018
18	Investigating the Online Shopping Style of Sport Products from Virtual Networks and Online Stores (Persian)	Sport Management Review	2019
19	Perception of service quality, satisfaction and intention to return of tourists in a sport event (Persian)	Sport Physiology and Management Investigations	2019
20	Evaluating the ethical attitudes of athlete students: The role of religiosity, gender and type of sport (Persian)	Research on Educational Sport	2019
21	The Effect of Brand, Design, and Price on Perceived Quality and Re-Intent of Customers to Purchase Sports Brand Shoes	New Approaches in Sport Sciences	2019
22	Developing a Model of the Impact of Service Quality, Brand's Social Identity and Attachment to the Team on the Loyalty of Football Fans	New Approaches in Sport Sciences	2019
23	The influence of brand equity and fan's team identification on brand extension of Esteghlal and Persepolis Football teams (Persian)	Sport Physiology and Management Investigations	2020
24	Investigating the effects of brand uncertainty situations on consumer-based brand equity in Persepolis fans Football team: Study of students the faculty of sport science in Ferdowsi university of Mashhad (Persian)	Sport Development and Management	2020

25	Evaluating the Structural Model of the Impact of Perception and Attitude on Social Responsibility, Organizational Identity and Organizational Citizenship Behavior in Sports and Youth Departments: A Case Study of Khorasan Razavi (Persian)	Sociological and Managerial Analysis	2021
26	The effects of brand uncertainty situations on brand equity of Persepolis Football team by controlling the role of fan's team identification (Persian)	Sport Management and Motor Behavior	2020
27	The Relationship between Sensory Marketing, Customer Satisfaction and Loyalty in Luxury Sports Clubs	Sports Business Journal (Iran)	2021
28	The Impacts of Globalization on Sport Development in Iran's (Persian)	Strategic Studies on Youth and sports	2022
29	The role of social media on online brand community identification and loyalty of Mashhad sports club customers (Persian)	Sports Marketing	2022
30	Identifying and prioritizing the components of national sports branding in Iran (Persian)	Sport Development and Management	2022
31	Analyzing the mental patterns of experts regarding the problems of the country's national sports brand (Persian)	Sport Management Review	2022
32	Barriers to Winning Medals at International Swimming Events: An Understanding of the Iranian Expert's Heuristic Patterns	Journal of Humanities in Sport	2023

3. Book (In Persian)

No.	Title	Book Type	Publisher	Year
1	Brand in sport and team identification	compilation	Sokhanvaran (Iran)	2017
2	An Introduction Sport, Culture and society	Translation	Ebne Yamin (Iran)	2020
3	Sport and Tourism: Globalization, Mobility and Identity	Translation	Ebne Yamin (Iran)	2022

4. Theses List (Supervisor)

No.	These Titles	Student Name	Present Date
1	The Relationship between Internal Marketing and Satisfaction, Loyalty and Job Performance of Sports and Youth Offices in Khorasan Razavi Province	Mahmoud Izadi	2017
2	The relationship between brand identity and fan's team identification of Iran Premier League of Football	Javad Fesanghari	2017

3	The relationship between club social responsibility and team image, team identity and team loyalty in selected volleyball premier league clubs	Abolfazl Mirabi	2017
4	Investigating the effects of brand uncertainty situations on consumer-based brand equity in Persepolis fans Football team	Ahmad Nazari Torshizi	2017
5	Investigating the obstacles and limitations of futsal development in Sabzevar city	Sadegh Kooshki	2018
6	Investigating the effect of brand personality of Farsh Ara Mashhad Futsal Club on fan loyalty	Fariba Abbasi	2018
7	Assessing the space, facilities and sports equipment of schools in the city of Sabzevar	Masoud Fakhri	2018
8	Identifying and prioritizing factors affecting talent management in choosing Future Sports Officers in Northeast of Iran	Ali Rasa	2018
9	The relationship between work motivation and conscience with time management in physical education teachers in Sabzevar	Majid Masoumi	2019
10	Investigating the factors affecting the intention to buy the products offered by football clubs	Masoumeh Bazdi Langari	2019
11	Identifying the experts' mental model of the failure of national team swimmers in international events (using Q methodology)	Ali Bahre var	2019
12	Investigating the relationship between organizational trust and health and employees' readiness for change in employees of sports departments in Khorasan Razavi province	Mohammad Reza Dalir	2019
13	The relationship between sensory marketing and customer satisfaction and loyalty of luxury sports clubs	Zahra Rabbani nik	2020
14	Investigating the factors affecting the internationalization of zurkhaneh sport	Mohsen Golestani zاده	2020
15	Comparison of life skills of athletic and non-athletic high school students in Neishabour	Gholam Reza Noori Frotagheh	2021
16	Assessing customer loyalty through participation and interaction in social networks: A study of bodybuilding and aerobics clubs in Mashhad	Neda Ziaei Quechan	2021
17	Identifying of Elite mental patterns about Iranian Woman's Chess development	Zahra Agheli	2021
18	Developing strategic plan for Afghanistan championship sport	Rahmat Natiqi	2022
19	Identifying the mental patterns of experts about the obstacles to the development of individual sports in the country	Mohamadreza Yousefi	2022
20	Designing a model of factors affecting the development of student sports	Javad Fesanghari	2022
21	Factors of indirect use of sport among football spectators	Amir Fahiminezhad	2022

22	The role of when and how fandom initialization in childhood, loyalty and grudge holding outcomes on consumer behavior of adult football fans	Hosein Rafieinasab	2022
23	Evaluation of the space, safety, sports facilities and equipment of Kashmar schools	Mehdi Jomhouri	2022
24	Social media analysis of five popular Iranian football teams	Hanie Khalilzadeh	2023
25	The effect of brand story structure on brand image: Study of Mashhad water sports centers	Ghazaleh Orouji	2023
26	Relationship between gender stereotypes and belief in glass roof with the mediating role of Islamic religiosity in the staff of sports and youth departments of Khorasan Razavi	Mohadeseh Fathi	2023
27	Examining the role of servant leadership and coach-athlete relationship in the team performance of Khorasan Razavi women's futsal players	Maryam Sareban nejad	2023
28	The role of gender stereotypes in women's participation in physical activities	Samira Hatami	2023
29	The relationship of Parental Involvement with Athletic Students Academic performance, Academic Self-Efficacy, Functional Independence and Achievement of Adulthood Criteria Athletic and non-athletic students	Elham Roohi	2023
30	Investigating the relationship between resources and job demands with the motivation of physical education teachers in Khorasan Razavi	Faezeh Javan	2023
31	Identifying the mental model of experts regarding talent development factors in elementary football	Mojgan Qasemi nia	2023
32	The relationship between service quality and customer interaction with the value creation of fitness clubs in Isfahan city	Sajjad Zamani	2023
33	The impact of the website user interface on the intention to buy from online sports stores	Mohamad Zare poor	2023

5. Theses List (Advisor)

No.	These Titles	Student Name	Present Date
1	Assessing the quality of services, satisfaction and loyalty of sports tourists in Mashhad aquatics centers	Mohammad Hadi Esmaeili	2013
2	Identification and analysis of entrepreneurial opportunities in the sports industry of North Khorasan province	Zahra Parandeh Shirvan	2016
3	The relationship between promotion mix and brand equity of sportswear companies in Iran	Hossein Haji Nejad	2016
4	Market segmentation of the country's sports tourism industry and identification of the target market with a geographical approach	Marjan ShamsAbadi	2016

5	Investigating and comparing the level of entrepreneurship readiness of students of sports sciences faculties in Khorasan Razavi province	Ehsan Alikhajeh Hamam	2017
6	Examining women's perception of glass ceiling and determining the relationship between individual and organizational characteristics with it in sports organizations	Manijeh Roodsarabi	2018
7	Factors affecting the development of mountain sports tourism with a focus on innovation	Fatemeh Selahi	2018
8	Investigating the relationship between motivation and socialization in nostalgic sports tourists	Naeima Anoosha	2018
9	Investigating perception of the role of volunteering, satisfaction and future behavioral intentions of sports volunteers	Aalieh Nasl Shamlou	2018
10	Investigating the impact of brand, design and price on perceived quality and intention to buy a bicycle	Kazem Lotfi Kheiabani	2018
11	The Relationship between entrepreneurial skills and Entrepreneurial tendencies of students of sports sciences schools in Khorasan Razavi province	Maryam Navi poor	2019
12	The effect of perceived managerial work values on perceived constructive organizational culture and job satisfaction of employees of the General Departments of Sports and Youth of Khorasan Province	Zahra Mian Abadi	2019
13	Determining the relationship between communication channels and motivations of active sports tourists and their loyalty in the Khorasan Volleyball Premier League	Ali Moradi Jamal	2019
14	The effect of perceived cognitive, technological and emotional competence on spectator satisfaction in Iran's Football Federation	Mohsen Esmaeili	2019
15	investigating attitudes of principals, physical education teachers and parents about the positive effects of sports activities in the natural environment on primary school students in Sabzevar	Reyhaneh Ghaffarzadeh	2019
16	The relationship between organizational trust and organizational commitment in the staff of active sports associations in Khorasan Razavi province	Mohammad Rostami	2019
17	Investigating the self-confidence and motivation of specialized and non-specialized physical education teachers in Sabzevar primary school	Samira Zabihi	2020
18	Identifying and prioritizing obstacles and limitations of wrestling development in South Khorasan province	Karim Hosseinzadeh	2021
19	The Impact of Social Media Marketing on Brand Equity and Brand Loyalty in Luxury Sports Clubs	Naser Javanmard	2021
20	Investigating the barriers to participation of the people of Neishabour in outdoor sports recreation	Amirhossein Borji	2021
21	Investigating the ethical values of athletic and non-athletic students of Sabzevar universities	Alireza Zabihi	2021

6. International Conference

No.	Title	Conference name	Year
1	Prioritizing of effective factors in service quality of aerobic clubs in Karaj	The first international conference on fitness and aerobics	2010
2	The analysis of relationship among service quality, members' satisfaction and loyalty in aerobic clubs in Karaj	The first international conference on fitness and aerobics	2010
3	The relationship between the Quality of work life and Job satisfaction of futsal Referees	2ndWorld Conference on Learning, Teaching and Administration	2011
4	Effect of fan relationship factors of football fans in Iranian football league	3rd international conference on management, accounting and dynamic audit	2017
5	The relationship between online brand identity and customer loyalty of Mashhad bodybuilding and aerobic clubs	1st International congress on sport sciences & interdisciplinary research	2021
6	Identifying the problems of physical education in Sabzevar Education	1st International congress on sport sciences & interdisciplinary research	2021
7	The relationship between club social media interaction and customer loyalty of bodybuilding and aerobics clubs	13 th International congress on Sport Science	2022

7. Courses List

No.	Course Title	Level
1	Physical education 1	B.Sc.
2	Physical education 2	B.Sc.
3	Physical Fitness 1	B.Sc.
4	Swimming 1	B.Sc.
5	Football1	B.Sc.
6	Taekwondo	B.Sc.
7	Principles and foundations of physical education	B.Sc.
8	History of Physical education	B.Sc.
9	Management and implementation of sport competitions	B.Sc.
10	Management of Sports Organizations	B.Sc.
11	Sport Sociology	B.Sc.
12	Entrepreneurship in Sport	B.Sc.
13	Statistic in Sport management	M.Sc.
14	Computer in sport management	M.Sc.

15	Control and Evaluation in sport organizations	M.Sc.
16	Management Information system in sport management	M.Sc.
17	Research method in sport management	M.Sc.
18	Organization and Management Theories	M.Sc.
19	Principles and fundamentals of Management	M.Sc.
20	Strategic planning in sport management	M.Sc.
21	seminar	M.Sc.
22	Sport event management	M.Sc.