

تنها ناجی
کسب و کارها از بحران

دکتر حسین یوسفی

متخصص بهبود و توسعه کسب و کار



❖ سوابق تحصیلی:

- دکترای مدیریت بازرگانی با گرایش مدیریت بازاریابی (Marketing Management)
- کارشناسی ارشد مدیریت اجرایی (EMBA) با گرایش مدیریت استراتژیک (Strategic Management)
- دارای مدرک 1 – Year MBA با گرایش بازاریابی (Marketing)
- دارای مدرک 1 – Year MBA عمومی (General)
- مهندسی فناوری اطلاعات (IT) با گرایش تجارت الکترونیک (E-commerce)

❖ حوزه های فعالیت:

مشاور، مدرس و سخنران در زمینه های:

- مدیریت و رهبری- مدیریت منابع انسانی - مدیریت استراتژیک - مدیریت بحران - مدیریت تحول - مدیریت دانش-
- مدیریت تولید و عملیات - سیستم سازی کسب و کار - مدیریت فناوری - انتقال تکنولوژی - فرهنگ سازمانی - ارزیابی عملکرد - پرورش کارمندان - کار تیمی و حل مساله - تحقیقات بازاریابی - تبلیغات و برندینگ - فروش و بازاریابی - کارآفرینی و به سود رسانی کسب و کار - بهبود و توسعه کسب و کار - فنون مذاکره - مدیریت ارتباط با مشتری - اصول بازاریابی اجتماعی - اصول بازاریابی بیمه

❖ سوابق علمی پژوهشی:

- مولف کتاب اسرار فروشندگان حرفه ای
- مولف کتاب اسرار تبلیغات موثر در مرحله گرفتن مجوز
- عضو انجمن مدیریت آمریکا (AMA) American Management Association

- عضو انجمن بازاریابی آمریکا (AMA) American Marketing Association
- عضو انجمن مشاوران آمریکا (ACA) American Counseling Association
- عضو انجمن ملی متخصصین فروش آمریکا (NASP) National Association of Sales Professionals
- عضو انجمن فروش و بازاریابی اروپا (ESMA) European Sales and Marketing Association
- عضو باشگاه پژوهشگران و نخبگان جوان ایران
- پژوهشگر برتر سال 1394 اصناف (تدوین و اجرای طرح مشتری مداری در اصناف)

❖ سردبیر کنفرانس های بین المللی:

- The International Conference on Modern Education, Management and Social Science (MEMSS 2022), Shanghai, **China**, May 29-30, 2022.

● داور کنفرانس های بین المللی سال 2022

- The 5th International Conference on Computers in Management and Business (ICCMB 2022), **Singapore**, January 21-23, 2022.
- The First International Conference on Economics and Business Management (ICEBM 2022), Tehran, **Iran**, February 4-9, 2022.
- The 5th International Conference on Big Data Management (ICBDM 2022), Guangzhou, **China**, February 18-21, 2022.
- The 3rd International Conference on Waste Recycling and Management (ICWRM 2022), Xi'an, **China**, March 4-6, 2022.
- The 7th International Conference on Big Data Analytics (ICBDA 2022), Guangzhou, **China**, March 4-6, 2022.
- The International Conference on Business and Policy Studies (CONF-BPS 2022), Stanford University, San Francisco, **USA**, March 12, 2022.
- The 8th International Conference on Information Management (ICIM 2022), University of Cambridge, Cambridge, **UK**, March 25-27, 2022.
- The 5th International Conference on Research in Business, Management and Economics (ICRBME 2022), Paris, **France**, April 8-10, 2022.

- The 11th International Conference on Business and Economic Development (ICBED 2022), London, **UK**, April 11-12, 2022.
- The 5th International Conference on Information Science and Systems (ICISS 2022), Beijing, **China**, April 15-17, 2022.
- The 7th International Conference on Cloud Computing and Big Data Analytics (ICCCBDA 2022), Chengdu, **China**, April 22-24, 2022.
- The 3rd International Conference on Information Technology and Internet of Things (ITIOT 2022), Huazhong University of Science and Technology (HUST), Wuhan, **China**, April 22-25, 2022.
- The 3rd International conference on Industrial Engineering and Artificial Intelligence (IEAI 2022), Chiang Mai, **Thailand**, April 28-30, 2022.
- The 4th International Conference on Management Science and Industrial Engineering (MSIE 2022), Chiang Mai, **Thailand**, April 28-30, 2022.
- The 7th International Conference on Information and Network Technologies (ICINT 2022), University of Ryukyus, Okinawa, **Japan**, May 21-23, 2022.
- The 8th International Conference on Information Management and Industrial Engineering (ICII 2022), Cape Town, **South Africa**, May 25-27, 2022.
- The 13th International Conference on Mechanical and Intelligent Manufacturing Technologies (ICMIMT 2022), Cape Town, **South Africa**, May 25-27, 2022.
- The 6th International Conference on Information System and Data Mining (ICISDM 2022), Silicon Valley, CA, **USA**, May 27-29, 2022.
- The 5th International Conference on Knowledge Management Systems (ICKMS 2022), Silicon Valley, CA, **USA**, May 27-29, 2022.
- The 7th International Conference on Knowledge Engineering and Applications (ICKEA 2022), Yokohama, **Japan**, June 10-12, 2022.
- The 5th International Conference on Information Management and Processing (ICIMP 2022), Rome, **Italy**, June 10-12, 2022.
- The 8th International Conference on e-Society, e-Learning and e-Technologies (ICSLT 2022), Rome, **Italy**, June 10-12, 2022.

- The 9th International Conference on Advances in Management Sciences (ICAMS 2022), Madrid, **Spain**, June 15-17, 2022.
- The 6th World Conference on e-Education, e-Management and e-Business (WCEEE 2022), **Hong Kong**, June 25-27, 2022.
- The 12th International Conference on Business and Economics Research (ICBER 2022), Beijing, **China**, July 16-18, 2022.
- The 10th International Conference on Computer and Communications Management (ICCCM 2022), Okayama University, **Japan**, July 29-31, 2022.
- The 3rd International Conference on Information System and System Management (ISSM 2022), Chengdu, **China**, August 5-7, 2022.
- The 11th International Conference on Biotechnology and Environmental Management (ICBEM 2022), Hangzhou, **China**, August 5-7, 2022.
- The 6th International Conference on Applied Economics and Business (ICAEB 2022), Stockholm, **Sweden**, August 25-27, 2022.
- The 2nd World Conference on Media and Communication (WorldCMC 2022), University of Cambridge, Cambridge, **UK**, August 26-28, 2022.
- The 3rd International Conference on Big Data in Management (ICBDM2022), College of Charleston, South Carolina, **USA**, November 7-9, 2022.
- The 10th International Conference on Business, Management and Governance (ICBMG 2022), Perth, **Australia**, November 21-23, 2022.

● داور کنفرانس های بین المللی سال 2023

- The 6th International Conference on Computers in Management and Business (ICCMB 2023), University of Macau, **China**, January 13-15, 2023.
- The 8th International Conference on Big Data Analytics (ICBDA 2023), Harbin, **China**, March 3-5, 2023.
- The 9th International Conference on Information Management (ICIM 2023), University of Oxford, Oxford, **UK**, March 17-19, 2023.

- The 12th International Conference on Business and Economic Development (ICBED 2023), Medgar Evers College, New York, **USA**, April 10-11, 2023.
- The 8th International Conference on Information and Education Innovations (ICIEI 2023), Manchester, **UK**, April 13-15, 2023.
- The 8th International Conference on Cloud Computing and Big Data Analytics (ICCCBDA 2023), Chengdu, **China**, April 26-28, 2023.
- The 7th International Conference on Energy Economics and Energy Policy (ICEEEP 2023), Barcelona, **Spain**, April 28-30, 2023.
- The 4rd International conference on Industrial Engineering and Artificial Intelligence (IEAI 2023), Chiang Mai, **Thailand**, April 28-30, 2023.
- The 7th International Conference on Information System and Data Mining (ICISDM 2023), Atlanta, GA, **USA**, May 10-12, 2023.
- The 6th International Conference on Knowledge Management Systems (ICKMS 2023), Atlanta, GA, **USA**, May 10-12, 2023.
- The 14th International Conference on Mechanical and Intelligent Manufacturing Technologies (ICMIMT 2023), Cape Town, **South Africa**, May 26-28, 2023.
- The 8th International Conference on Big Data and Computing (ICBDC 2023), Shenzhen, **China**, May 26-28, 2023.
- The 9th International Conference on e-Society, e-Learning and e-Technologies (ICSLT 2023), Portsmouth, **UK**, June 9-11, 2023.
- The 12th International Conference on Innovation, Knowledge and Management (ICIKM 2023), Portsmouth, **UK**, June 9-11, 2023.
- The 8th International Conference on Knowledge Engineering and Applications (ICKEA 2023), Bali, **Indonesia**, June 9-11, 2023.
- The 10th International Conference on Advances in Management Sciences (ICAMS 2023), Xiamen, **China**, June 15-17, 2023.
- The 8th International Conference on Information Technology and Internet of Things (ITIOT 2023), Seoul, **South Korea**, June 23-25, 2023.

- The 13th International Conference on Business and Economics Research (ICBER 2023), Beijing, **China**, July 21-23, 2023.
- The 4th International Conference on Information System and System Management (ISSM 2023), Chengdu, **China**, August 4-6, 2023.
- The 3rd International Conference on Big Data Engineering and Education (BDEE 2023), Chengdu, **China**, August 4-6, 2023.
- The 4th International Conference on Waste Recycling and Management (ICWRM 2023), **Singapore**, February 17-19, 2023.

● داور کنفرانس های بین المللی سال 2024

- The 9th International Conference on Cloud Computing and Big Data Analytics (ICCCBDA 2024), Chengdu, **China**, April 25-27, 2024.

❖ داور آکادمی ها و انجمن های بین المللی

- World Academy of Science, Engineering and Technology (WASET)
- International Academy of Science, Technology, Engineering and Management (IASTEM)