

RESUME

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Education:

Degree	Field	University	Year
Bachelor of science	Computer Science & IT Eng.	University of Tabriz	2011
Master of Science	Computer Science	University of Tehran	2013
MBA	Business Administration	University of Mohaghegh Ardabili	2017
PhD	Management	ISIK University	2026

Publications:

- Asgarnejad Nouri, B., & Emkani, P. (2020). Effect of consumer innovation process on GreenBook publications consumption behaviour: An application of planned behavior theory. *International Journal of Business Environment*, 11(2). <https://www.inderscienceonline.com/doi/abs/10.1504/IJBE.2020.111387>
- Asgarnejad Nouri, B., & Emkani, P. (2017). The effect of risk management on financial performance of the companies listed in Tehran Stock Exchange: The mediating role of intellectual capital and financial leverage. *Journal of Asset Management and Financing of Isfahan University*. https://amf.ui.ac.ir/?_action=article&au=195841&_au=Parisa++Emkani&lang=en
- Bashokouh, M., Asgarnejad Nouri, B., & Emkani, P. (2017, January). Comprehensive overview of brand equity models from a customer perspective. *First National Conference on Management and Global Economy*, Tehran, Iran. <https://civilica.com/doc/631332/>
- Bashokouh, M., Asgarnejad Nouri, B., & Emkani, P. (2017, January). Investigating the role of cultural values on global brand management. *National Conference on Management and Global Economy*, Tehran, Iran. <https://civilica.com/doc/631351/>
- Emkani, P., Bashekouh, M., & Asgarnezhad Nouri, B. (2017). Influential elements on brand culture formation through Iranian consumers <https://repository.uma.ac.ir/id/eprint/642/>