

## رزومه

محمد احسانی متولد 1333 در تهران استاد تمام پایه 42 دانشگاه تربیت مدرس دانش آموخته دکترای مدیریت ورزش از دانشگاه منچستر انگلستان در سال 1377 می باشد.

سوابق تدریس:

دانشگاه اصفهان از سال 1355 تا 1372 دروس تئوری (سنجش و اندازه گیری - بیومکانیک و...) و دروس عملی تخصصی (فوتبال- والیبال و هندبال) دانشگاه تربیت مدرس از سال 1381 تا کنون دروس مدیریت ورزش پیشرفته - مدیریت بازاریابی ورزش - مدیریت اوقات فراغت و زبان تخصصی درمقطع دکتری و کارشناسی ارشد دانشگاه منچستر انگلستان سال 1376 و سوان کره جنوبی 1389 بطور استاد مهمان دانشگاههای معتبر ایران بصورت حق التدریس در دوره دکتری

سوابق ورزشی:

بعنوان بازیکن و مربی در رشته های فوتبال - والیبال و هندبال در سطح قهرمانی کشور و لیگ برتر کشور همچنین در تیم فوتبال پلات لین زیر مجموعه باشگاه منچستر سیتی انگلستان از سال 1374 تا 1377

مشاور رئیس دانشگاه - مدیر گروه علوم ورزشی دانشگاه تربیت مدرس - رئیس مرکز تربیت بدنی دانشگاه- رئیس کمیته آموزش فدراسیون فوتبال - عضو کمیته فنی و توسعه فدراسیون فوتبال - عضو کمیته آموزش فدراسیون والیبال ایران

عضویت در انجمنهای علمی و پژوهشی:

عضو انجمن علمی مطالعات اوقات فراغت بریتانیا - عضو انجمن علمی مدیریت ورزش اروپا - عضو انجمن علمی تربیت بدنی آسیا - عضو کمیته برنامه ریزی علوم ورزشی وزارت علوم تحقیقات و فناوری - عضو شورای پژوهشی پژوهشگاه تربیت بدنی و علوم ورزشی وزارت علوم - عضو انجمن علمی تربیت بدنی ایران - عضو انجمن علمی مدیریت ورزش ایران

فعالیتهای علمی و پژوهشی:

سر دبیر مجلات:

مجله تحلیل های جامعه شناختی و مدیریت در ورزش

مجله مدیریت تجارت ورزشی

مجله مدیریت اوقات فراغت و ورزش

فصلنامه مدیریت و بازاریابی ورزشی

عضو هیات تحریریه مجلات:

حدود ۱۰ مجله علمی پژوهشی داخلی و خارجی

مترجم و مولف 23 کتاب درسی در زمینه مدیریت ورزش و بازاریابی ورزش و اوقات فراغت - فوتبال و والیبال می باشد . که مدیریت معاصر در ورزش در سال 1383 جایزه بهترین کتاب سال در جشنواره بین المللی را دریافت کرد و اوقات فراغت در سال 1382 جایزه بهترین کتاب سال را از دانشگاه تهران دریافت نمود. استاد نمونه دانشگاه تربیت مدرس در سال 1399. بیش از 230 مقاله علمی پژوهشی در مجلات داخلی و خارجی چاپ شده و بیش از 200 سخنرانی علمی در همایشهای داخلی و خارجی که متجاوز از 150 سخنرانی کلیدی در ایران و کشورهای مانند فرانسه - انگلستان -- چین - کره جنوبی - هندوستان - فیلیپین - ترکیه و... ( دعوت شده است.

بیش از 100 پایان نامه و رساله کارشناسی ارشد و دکتری بعنوان استاد راهنما و مشاور مشارکت داشته و همچنین به عنوان پژوهشگر برتر در سالهای 1395 و 1398 دانشگاه تربیت مدرس و پژوهشگر برتر کشور در سال 1399 استاد پر استناد کشور در سال 1400 و بعنوان استاد سرآمد دانشگاه در سال 1402 انتخاب شده است.

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## **C.V.**

**Mohammad Ehsani was born in Tehran, Iran in 11-April 1954, he got his Ph.D. from Manchester university (UK) in Leisure and Sport Management. He is Professor of Tarbiat Modares University (T.M.U). He was teaching in Esfahan, Tarbiat Modares, in Iran and Suwon(South Korea) universities not only in theoretical subjects but also in practical ones (football, volleyball, handball) as a coach for many years, even in national league level. He has been teaching sport management, leisure management, and sport marketing for post graduate students. He was Chancellor Consultant of Tarbiat Modares University. He was head of physical education and sport centre, also head of Sport Sciences Dept in T.M.U. members of Leisure Studies Association (LSA) in UK, Eastern Society of Physical Education and Sport Sciences, Pan-Asia Association, Scientific Physical Education Association of Iran, Sport Management Association of Iran, Research Center of Physical Education of Iran, strategic plan committee of Research, Technology, and Science Ministry of Iran, Education and Coaching Committee of Volleyball Federation in Iran. Also, he was Head of Education and Coaching Committee and Exco of Technical Committee of Iran Football Federation.**

**Ehsani, has twenty three books in the field of sport management, sport marketing, organisational management, leisure and recreational management, talented identification method in football, and over 230 published papers in national and international journals, also more than 100 Ph.D. and M.A thesis as supervisor and advisor. He has been participated over 180 national and international conferences which was more than 150 of them as keynote speakers (Iran, France, England, South Korea, China, Philippines, India, Turkey and ...) in this field and selected as elite researcher in 2016 and 2019. He was elected as elite professor in the T.M.U, and also most cited researcher in the country in 2020.He is selected as elite professor of the university in 2023. He is two chief editorial and five editorial member of research and scientific journals in Iran and five one in international journals.**

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**Education:**                   **Ph.D. in Leisure and Sport Management. 1998. Manchester University, UK.**

**M. Sc. in Physical Education. 1987. Tehran University, Tehran, Iran.**

**B. A. in Physical Education. 1976. Tarbiat Moalem University, Tehran, Iran.**

**Sabbatical Leave, Suwon University, Seoul, South Korea, 2010.**

**Academic Promotion:**

<b>Instructor</b>	<b>1976</b>
<b>Assistant Professor</b>	<b>1998</b>
<b>Associate Professor</b>	<b>2007</b>
<b>Professor</b>	<b>2013</b>

**Experience:**

<b>2020- Present</b>	<b>Chief Editorial:</b> <b>Journal of Leisure and Sport Management</b> <b>Sport Business Journal</b> <b>Journal of Sociological and Managerial Analysis</b> <b>Management and Sport Marketing Quarterly</b>
<b>2015- 2021</b>	<b>Chancellor Consultant of Tarbiat Modares University</b>
<b>2012- Present</b>	<b>Member of Sport Sciences' Planning Committee of Science, Research and Technology Ministry in Iran.</b>
<b>2012-2017</b>	<b>Head of Education and Coaching Committee, Iran Football Federation.</b>
<b>2000- 2017</b>	<b>Member of Education and Coaching Committee Iran Football and Volley ball Federation.</b>
<b>2005-2014</b>	<b>Head of Sport Sciences Dept of Tarbiat Modares University.</b>
<b>2007-2016</b>	<b>Head of Sport Sports Center of Tarbiat Modares University.</b>
<b>2006- 2020</b>	<b>Member of Leisure Studies Association (LSA) in UK.</b>
<b>2009- Present</b>	<b>Member of Eastern Society of Physical Education and Sport Sciences, Pan-Asia Association.</b>
<b>2006-2014</b>	<b>EXCO of Scientific Physical Education Association of Iran.</b>
<b>2011-2015</b>	<b>EXCO of Sport Management Association of Iran.</b>

**2002- 2009 &**

**2014- 2020**

**EXCO of Research Center of Physical Education of  
Iran.**

**1976- 1994**

**Teaching Undergraduate courses in Bio-mechanic,  
Sport measurement and evaluation, Statistics,  
Football, Volleyball and Handball to P.E. Majors in  
Esfahan University, Esfahan, Iran.**

**Head coach of Volley ball of the Esfahan university  
and Esfahan Province in Iranian super leagues. Head  
coach of Esteghlal Football club in Esfahan.**

**2000- Present**

**Teaching Postgraduate courses in Sport  
management, Sport marketing, Leisure and  
recreational management in Tarbiat Modares  
University. Supervising and advising over 100 thesis  
in the field of sport management, sport marketing,  
leisure and recreational management and ...**

**2010-2011**

**Teaching Undergraduate and Postgraduate courses in  
Sport management, Leisure and recreational  
management, Sport marketing in Suwon University,  
Seoul, South Korea.**

## **Publications:**

### **Books**

- 1- Leisure and Sport Management, 2021. Tarbiat Modares University, Tehran, Iran. Published (Third Edition).**
- 2- Human Resources Management in Sport and Leisure. 2021. Elmo Harekat Publisher, Tehran, Iran.**
- 3- Sport's Entrepreneurship. 2020. Hatmi Publisher, Tehran, Iran.**
- 4- New Contemporary Sport Management(2), 2020. Pouya Ketab, Tehran, Iran. Published.**
- 5- New Contemporary Sport Management(1), 2019. Pouya Ketab, Tehran, Iran. Published.**
- 6- Sport's Entrepreneurship: An Approach to Business Entrepreneurship and Sport Research 2019. Tarbiat Modares University, Tehran, Iran. Published. Second Edition.**
- 7- Leisure and Sport Management, 2019. Tarbiat Modares University, Tehran, Iran. Published.**
- 8- Sport's Entrepreneurship: An Approach to Business Entrepreneurship and Sport Research, 2016. Tarbiat Modares University, Tehran, Iran. Published.**
- 9- Professional football management, 2015. Sport Nasher. Tehran, Iran.**
- 10- Talented Identification Methods in Football, 2015. Bamdad Ketab. Tehran, Iran.**

- 11- **Leisure Management, 2014. Iran Sport Research Center, Tehran, Iran. Published.**
- 12- **Management and Strategic Planning of Sports Organizations, 2013. Hadis Rah Eshgh Publisher. Esfahan, Iran.**
- 13- **Public relations and international communication in sport, 2013. Hadis Rah Eshgh Publisher. Esfahan, Iran.**
- 14- **Development of successful sports marketing programs, 2013. Hatmi Publisher. Tehran, Iran.**
- 15- **Leisure and recreational management, 2012. Tarbiat Modares University, Tehran, Iran. Published.**
- 16- **Ethics in sport with a philosophical approach, 2012. Iran Sport Research Center, Tehran, Iran. Published.**
- 17- **Leisure and Sport, 2012. Bamdad Ketab, Publisher. Tehran, Iran.**
- 18- **Management in sports organizations, 2011. Hatmi Publisher. Tehran, Iran.**
- 19- **Leisure Times, 2007, Research Center of Ministry of Research, Sciences and Technology, Tehran, Iran.**
- 20- **Contemporary sport management, 2002. Tarbiat Modares University, Tehran, Iran. Published.**
- 21- **Leisure, 2000, Research Center of Ministry of Research, Sciences and Technology, Tehran, Iran.**
- 22- **Mini Football , 1989. Oroj company Publisher. Esfahan, Iran.**
- 23- **Volleyball Championships, 1986. Oroj company Publisher. Esfahan, Iran.**



## Papers

1. Norouzi, R, S.; Ehsani, M.; Kozechian, H.; Amiri, M. (2023). The Role of Human Capabilities Development in the Sustainable Development of Sport Business. *Sport Business Journal*. Vol 2, No1, Pp 71-82.
2. Rahimi, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2023). Identifying and Modeling the Components and Indicators of Academic Entrepreneurship Evaluation in Faculties of Sport Sciences. *Journal of Research on Educational Sport.. Vol. 10, No.29, p 17-44.*
3. Moradi, E.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hossini , R.(2023). How can destination competitiveness play an essential role in small island sports tourism development? Integrated ISMMICMAC modelling of key factors. *Journal of Hospitality and Tourism Insights*. Vol. 6 No. 3, 2023 pp. 1222-1252 © Emerald Publishing Limited 2514-9792 DOI 10.1108/JHTI-03-2022-0118.
4. Khanizadeh, S.; Ehsani, M\*.; Yoon, Y.; Norouzi Seyed Hosseini, R.; Ghaedrahmati, S. (2023). Compensating the Gaps Caused by Aging: Analyzing the Main Themes of Physical Activity in the Neighborhood Environment from the Perspective of the Older Adults (A phenomenological approach). *Journal of Gerontology (joge)*. Vol 8, No 1, Spring 2023.
5. Askari, Z, G.;Ehsani, M. Saffari, M. (2023). Analyses of Sport Journalists' Competences. *Quarterly Journal of Interdisciplinary Studies in Communication & Media*. Vol 4, No 18. Winter 2023, Pp165-188.

6. Ehsani, M.; Rahimi, A.; Safari, M.; Norouzi Seyed Hossini, R. (2023). Identifying and Modeling the Components and Indicators of Academic Entrepreneurship Evaluation in Faculties of Sport Sciences. *Research on Educational Sport*. Vol 10, No 29, Page 17-44.
7. Nazemi\*, A.; Rasuli, M.; Ehsani M.; Kuzehchian, H.(2022). Measuring at Model of Brand Associations in Sport Leagues: Empirical Evidence from Consumers of Iranian Football ProLeague. *Journal of Sport Management and Physiology Researches*.Vol 14, No 4, 2022.
8. Rahimi, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2022). From the Entrepreneurial Passion and Technological Creativity of Students to the Commercialization of Iranian Sport Sciences Researches Quarterly Journal of Sport Development and Management. Vol. 11, Iss. 3, Serial No. 31. DOI: 10.22124/JSMD.2020.16070.2279.
9. Norouzi Seyed Hossini, R.; Shirvani, T.; Esmaeili, M.; Ehsani, M. (2022). Identifying the Factors Affecting the Implementation of Sport Marketing in Iranian Football League Clubs. *Journal of Sport and Youth Strategic Studies*. No 57,Pp 355-374.
- 10.Mahmoodizad Azari, S.; Ehsani , M.; Nazari, R.; Norouzi Seyed Hossini , R.(2022). Predicting Market Value of Iranian Soccer Players Using Linear Modeling Techniques *Sport Management Journal*. Pp 1-15. Online ISSN: 2676-427X
- 11.Moradi, E.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hossini , R.(2022). Developing an integrated model for the competitiveness of sports tourism destinations. *Journal of Destination Marketing & Management*. Vol. 26. Pp1-14. December 2022, 100743, journal homepage: [www.elsevier.com/locate/jdmm](http://www.elsevier.com/locate/jdmm)

12. Mahmoodizad Azari, S.; Ehsani, M.; Nazari, R.; Norouzi Seyed Hossini, R. (2022). Presenting the market value model of professional football players in the Iranian Premier League: A structuralism approach ground theory. *Sport Management Studies Journal*. Vol. 14, No 71, Pp 17-46.
13. Mohayya, M.; Ehsani\*, M.; Saffari, M.; Norouzi Seyed Hossini, R. (2021). The Challenges of Educational Sport in Iran: A Review Study. *Ann Appl Sport Sci* 9 (4): e966, 2021.
14. Shirvani, T.; Emaili, M.; Ehsani, M. (2021). Construction and Validation of Competency Questionnaire of Sport Marketing Managers Using Exploratory Hybrid Approach. *Sport Management Studies Journal*. Volume 13, No 69, Page 184-213.
15. Mondalizadeh, Z.; Ehsani, M.; Kozechian, H.; Honari, H. (2021). Sport Sustainable Development, Concepts, Barriers, and Proposals. *Quarterly Journal of Sport Development and Management*. Vol 10, Issue 1, No 25.
16. Kozechian, H., Sardari, M., Ehsani, M., Amiri, M. (2021). Designing and Testing Ethical Marketing Model in Sports Manufacturing Industry. *Sport Management Studies Journal*, 12(65), 179-202. (in Persian).
17. Sardari, M., Kozechian, H., Ehsani, M., Amiri, M. (2021). Providing a conceptual framework for analyzing ethical marketing in the sports manufacturing industry of Iran. *Journal of Sport Development and Management*. Vol 10, Issue 3, No 27.
18. Shams, F.; Ehsani, M.; Saffari, M.; Aroufzad, Sh. (2021). Driving, Accelerating, and Inhibiting Factors of Student Participation in School's Physical Education Extracurricular Activities. *Research on Educational Sport*. Volume 9, No 24, 2021, Page 107-136.

19. Shams, F.; Ehsani, M.; Saffari, M.; Aroufzad, Sh. (2021). The conceptualization of student's sports participation in extracurricular activities of schools in Iran.
20. Ghamati, H.; Ehsani, M.; Kozechian, H.; Saffari, M. (2021). An Identification of Factors Affecting the Continuous Participation of the Elderly in Physical Activities of Leisure Time. *Journal of Researches Physiology and Management in Sport*. Vol (13), No1, pp 41-59.
21. Rahimi, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2021). From the Entrepreneurial Passion and Technological Creativity of Students to the Commercialization of Iranian Sport Sciences Researches Quarterly Journal of Sport Development and Management. Vol. 11, Iss. 3, Serial No. 31. DOI: 10.22124/JSMD.2020.16070.2279
22. Mohammadi Argi, A.; Ehsani\*, M.; Norouzi Seyed Hossini, R.; Saffari, M. (2021). The Role of Brand Authenticity on Brand Equity of Football Clubs with the Mediating Role of Brand Personality. *Annals of Applied Sport Science* 9(2): e925,. <http://www.aassjournal.com>; e-ISSN: 2322-4479.
23. Nazemi, A.; Ehsani, M.; Kuzechian, H.; Amiri, M. (2021). Developing Brand Equity Model for Iran Football ProLeague. *Journal of Sport Management*, Vol.11, No. 4, p1015-1034.
24. Rahimi, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2021). The Effect of Social Ties on Commercialization Perception of Sports Science Research: The Mediating Role of Students' Research Capability. *Journal of Entrepreneurship Development*. Vol. 13, No.4, p 481-499.
25. Memari, Z.; Rezaei Pandari, A.; Ehsani, M.; Mahmudi, S. (2020). Business management in the football industry from a supply chain management perspective. *Journal of Business management in the football industry*. The current issue and full text archive of this journal is available on Emerald Insight at: <https://www.emerald.com/insight/1464-6668.htm>.
26. Rahimi, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2020). The role of knowledge-based culture with the knowledge management

approach in advancing the third-generation university functions (Case study: Sports science faculties). *Applied Research of Sport Management Vol.9, No.1, Summer 2020.p 107-118.*

27. Shirvani, T., Esmaili, M., Ehsani, M. (2020). Identifying the effective factors on the implementation of sports marketing in Iranian Premier League clubs. *Journal of Strategic Studies in Sports and Youth, Accepted.*
28. Shirvani, T.; Ehsani, M.; Koozechian,; Amiri, M. (2020). Designing Competencies Model for Sports Marketer Managers (By Using Grounded Theory). *Quarterly Journal of Sport Development and Management Vol 9, Iss 1, Serial No. 21. P 61-79.*
29. Rahimi, A.; Ehsani, M; Norouzi Seyed Hosseini, R.; Saffari, M. (2020). Designing the Model of Research Commercialization Requirements in Sport Sciences. *Journal of Motor and Behavioral Sciences 3, p 421-430.*
30. Rahim, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2020). Role of Human Resource Management Practices and Knowledge Inertia in Academic Entrepreneurship Actions of Sport Science Students and Graduates. *Journal of Human Resource Management in Sport. Vol. 7 , No. 2 ,Pages 421-438.*
31. Shams, F.; Ehsani, M.; Saffari, M.; Aroufzad, Sh.(2020). The conceptualization of student's sports participation in extracurricular activities of schools in Iran. *Journal of Management and Organisational Behavior in Sport. No,1, pp 47-56.*
32. Rahimi, A.; Ehsani, M.; Saffari, M.; Norouzi Seyed Hosseini, R. (2020). The Effects of Entrepreneurship Marketing on Brand Equity and Customer's Loyalty in Sport Complex. *Journal of Entrepreneurship Development. Vol. 13, No.2, pp 217-234.*

33. Rahimi, A.; Ehsani, M.; Miri, M. R.; Rajabi, A. (2020). Structural Model of Strategic Orientations and Commercialization Product of New Sport Products. *Journal of Motor and Behavioral Sciences 3*, pp 209-218.
34. Zarei, I.; Ehsani, M.; Moghimehfar, F.; Aroufzad, A. (2020). Predicting Mountain Hikers' Pro-Environmental Behavioral Intention: An Extension to the Theory of Planned Behavior. *Journal of Park and Recreation Administration*, Print ISSN: 0735-1968, Online ISSN: 2160-6862. Journal homepage: <https://js.sagamorepub.com/jpra/index>
35. Bahmani, F.; Ehsani, M.; Koozehchian, H.; Amiri, M. (2020). Designing the Marketing Model for Women's Professional Leagues with a Sustainable Competitive Advantage Approach. *Sport Management Studies*, Vol 12, No 59, 2020.
36. Norallah, A.; Ehsani, M.; Norouzi Seyed Hosseini, R. (2020). Branding and Sale of Sportswear in Iran: Based on Grounded Theory. *Intl. J. Humanities ( 2020 ) Vol. 27 ( 3 )*: p( 45 - 60 )
37. Sadeghpour, A.; Ehsani, M.; Saffari, M.; Zamani Alavijeh, F. (2020). Identification of the factors of socio-cultural environment affecting the physical activity students: a qualitative study. *Iranian Journal of Health Education & Promotion*. Volume 8, Issue 1, Spring. Pp57-71.
38. Norallah, A.; Ehsani, M.; Norouzi Seyed Hosseini, R. (2019). Designing the Model of Sportswear Branding and Sale of Iranian Sportswear International. *Journal of Applied Exercise Physiology*. Vol.8 No.4.
39. Sadeghpour, A.; Ehsani, M.; Saffari, M.; Zamani Alavijeh, F. (2019). Prioritizing Motivational Factors Related to Physical Activity of Students: Based on the Psychological Basic Needs Theory. *International Journal of Applied Exercise Physiology*. Vol.8 No.4.

40. Tatari, E.; Ehsani, M.; Kuzechian, H.; Noruzi Seyed Hoseini, R. (2019). Design the Optimal Requirements for the Implementation of Social Marketing in Recreational Sports in Iran. *Sport Management Studies*. No52.
41. Tatari, E.; Ehsani, M.; Kuzechian, H.; Noruzi Seyed Hoseini, R. (2019). Designing a model of participation in recreational sports with a social marketing approach. *Applied Research of Sport Management* .Vol.7, No.4, Spring 2019.
42. Nastaran, I.; Ghorbani, M.H.; Koozechian, H.; Ehsani, M. (2019). Recognizing effective factors on cultural development in Sport for All in Iran. *Sport Management Journal*. Vol 10, No4.
43. Izadi, B.; Ehsani, M.; Koozechian, H.; Tojari, F. (2019). Design of Relationship Marketing Model for Premier Football league in Iran. *Sport Management Journal*. Vol 11, No 1.
44. Ehsani, M.; Kuzechian, H.; Khabiri, M.; Azadan, M. (2019). Challenges of Crowd Management in Iran's Football Premiere League. *Quarterly Journal of Sport Development and Management*. Vol 8, Iss 2, Serial No 18
45. Seraji, M.; Hosseini, S.E; Ehsani, M; Boroumand, M.R. (2019). Performance Evaluation and Optimization for Selected Sport Federations of Islamic Republic of Iran Using Data Envelopment Analysis. *Journal of Sport Strategy Study*. Ministry of Sport.
46. Shirvani, T., Ismaili, M., Ehsani, M. (2018). Construction and validation of a questionnaire on the competence of sports market managers using a mixed exploratory approach. *Journal of Sports Management Studies*, Online publication from June, 2018.  
[https://smrj.ssrc.ac.ir/article\\_1591.html](https://smrj.ssrc.ac.ir/article_1591.html)
47. Zohrevandian K.; Koozechian H.; Ehsani, M.; Amiri, M. (2018).

**Identification Model of the Marketing Capabilities Constraints and Barriers in Premier League Football Clubs. *Sport Management Studies*, No 48, Pp.131-152.**

- 48. Norouzi, R.S.H.; Ehsani, M.; Kozechian, H.; Amiri, M. (2018). Designing a Model of Human Capability Development in Sport (by Grounded Theory). *Sport Management Journal*. Vol, 10. No,1. Pp. 49-63.**
- 49. Hosseini, S. V.; Abbaszadeh, A.; Anoosheh, M.; Ehsani, M.(2018). Exploring Strategies Adopted by Adolescent Girls for Continuing Sports Activities. *Journal of Health & Development Original Article* Vol. 7, No. 3, Autumn 2018.p227-238.**
- 50. Momeni, K.; Ehsani, M.; Javani, V. (2018). Development of Brand Equity Model of Zob Ahan Sports Club. *Journal of Physical Education and Sport*® (JPES), 18(1), Art 42, pp. 310 – 318.**
- 51. Ehsani, M.; Mondalizadeh, Z.; Kozechian, H.; Honari, H.(2017). Identifying the Dimensions of Social Entrepreneurship in Sport. *Sport Management Journal*. Vol 9. No, 4. Pp. 599-616.**
- 52. Shirvani, T. ;\*, Ehsani, M.; Kozechian, H.; Amiri, M.(2017). Designing Competencies Model for Sports Marketer Managers (By Using Grounded Theory). *Quarterly Journal of Sport Development and Management*. Vol 9, Iss 1, No, 21.**
- 53. Shirvani, T., Esmaili, M., Ehsani, M., Koozechian, H. (2017). Designing and compiling a model of intelligence competencies of sports marketing managers of the Iranian Football Premier League. *Journal of Sports Management Studies*, 45(9), 133-154.  
[https://smrj.ssrc.ac.ir/article\\_1256.html](https://smrj.ssrc.ac.ir/article_1256.html)**
- 54. Mostahfezian, M.; Ehsani, M. (2017). "The Role of Mass Media In Loyalty To National Sports Brand", *Science and Education*, Vol Special, 2017, PP.353-359.**



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