




PERSONAL INFORMATION **Homayoun Golestaneh**



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-  [www.designmanagement.ir](http://www.designmanagement.ir)
-  [ir.linkedin.com/in/homayoungolestaneh/en](https://ir.linkedin.com/in/homayoungolestaneh/en)

Sex Male | Date of birth 19/05/1974 | Nationality Iranian

WORK EXPERIENCE

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- Since Oct. 2010 **Lecturer Professor**  
 Iran University of Science & Technology (IUST), School of Architecture and Environmental Design, Industrial Design Dept., Tehran, Iran. [www.iust.ac.ir](http://www.iust.ac.ir)
- Since Feb. 2015 **Visiting Professor**  
 Pars University, Industrial Design Department, Tehran, Iran. [www.parsuniversity.ir](http://www.parsuniversity.ir)
- Since Feb. 2016 **Visiting Professor**  
 University of Art, School of Applied Arts, Industrial Design Department, Tehran, Iran. [www.art.ac.ir](http://www.art.ac.ir)
- Since Oct. 2015 **Visiting Professor**  
 Alzahra University, Art Faculty, Industrial Design Department, Tehran, Iran. [www.alzahra.ac.ir](http://www.alzahra.ac.ir)
- Since Jul. 2015 **Strategic Planning and Branding Consultant**  
 Tan-e Dorost Co. (Natural Fiber Clothing), Tehran, Iran. [www.tandorost.com](http://www.tandorost.com)
- Feb. 2015 – Jul. 2015 **Visiting Professor**  
 Art University of Isfahan (AUI), Architecture and Urban Design School, Industrial Design Department, Isfahan, Iran. [www.aui.ac.ir](http://www.aui.ac.ir)
- Since Feb. 2013 **Member of the Technical Committee on Urban Furniture and Fellow Researcher**  
 Tehran Beautification Organization (TBO), Tehran, Iran. [www.en.zibasazi.ir](http://www.en.zibasazi.ir)
- Oct. 2010 – Nov. 2012 **Visiting Professor**  
 Tabriz Art University, Pardis Campus, School of Applied Arts, Industrial Design Department, Tabriz, Iran. [www.tabriziau.ac.ir](http://www.tabriziau.ac.ir)

EDUCATION AND TRAINING

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- 2016-2019 **Ph.D. Candidate** EQF level 8  
 Universidade do Algarve (University of Algarve), Portugal  
 Ph.D. in Economic and Management Sciences
- 20013-2015 **Doctor of Business Administration (DBA)** EQF level 8  
 Bahar Business School (Higher Education Institute), Iran
- 2001-2004 **Master of Industrial Design (MID)** EQF level 7  
 Islamic Azad University (IAU), Iran
- 1996-2000 **Bachelor of Industrial Design (BID)** EQF level 6  
 Islamic Azad University (IAU), Iran

**PERSONAL SKILLS**


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Mother tongue(s) Farsi (Persian)

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1

**ADDITIONAL INFORMATION**


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**Publications**
**Books**

- Visual and Analytical Study of Urban Furniture Elements: Phone Booth. 2012. 978-600-5172-77-5
- Visual and Analytical Study of Urban Furniture Elements: Mailbox. 2012. 978-600-5172-84-3
- Visual and Analytical Study of Urban Furniture Elements: Pedestrian bridge. 2013. 978-600-5172-85-0
- Visual and Analytical Study of Urban Furniture Elements: Urban fountains. 2013. 978-600-5172-87-4
- Visual and Analytical Study of Urban Furniture Elements: Subway entrances. 2013. 978-600-5172-86-7
- From concept to consumer (Phil Baker) - Translation to Farsi (Co-Translator with A. Zahedi), 2012.

**Papers**

- Sustainability in Design (Paper), In: DAL journal of design. (with A. Zahedi), 2017.
- The Impact of Ergonomics in Customer Decision Making Process, presented in CIDC (with H. Mosaddad), 2017.
- Value of Nature for Cities: Role of Ecosystems Services in Codification of Urban Management Policies, presented in IRANSDC, 2016.
- Strategies Using ICT in Formulating a Model for Beautification of Tehran Metropolis, (with N. Koleini), 2016.
- Creating an Enjoyable Experience: A Common Language for Service Design, presented in IRANSDC, 2015.
- Investigating the Role of Service Design in Effectiveness of Service Marketing Performance, IRANSDC (with A. Zahedi). 2015.
- Study of Factors Affecting on the Service Quality Assessment, Presented in IRANSDC (with H. Mosaddad), 2015.
- Customer Experience: The New Phenomenon in Strategic Marketing. Presented in CSSM, 2014.
- Design Thinking, Design Strategy and Innovation (Paper). 2014.
- Integrating the Functions of Urban Furniture in Anatomy of Urban Landscape, In Life, city, beauty: journal of Tehran Beautification Organization (with H. Mosaddad), 2013.
- Structured Conceptual Method for the Emotional Design (Paper). 2013.
- Systems Thinking and Designing Product-Service Systems (Paper). 2013.
- The Quiddity of Enjoyable Experiences. Presented in UX Tehran, 2013.
- A study of Idea Generation Method in Research-based Design. Presented in the National Conference of Design (NCDT), Tabriz, Iran, 2012.
- New Prototyping and Prefabrication Processes in Industrial Design. Presented in the National Conference of Design (NCDT), Tabriz, Iran, (with M. Khorram) 2012.
- Investigating the Role of Design Thinking in Design Management (Paper). 2012.

**Researches**

- Improving the Efficiency and Safety of Urban Furniture with an Approach to Exploitation in Crisis Situations. An Applied Research-Strategic Plan for Tehran Beautification Organization (TBO), 2017.
- Investigating Realization Strategies of Urban Furniture Projects. Research Project for Tehran Beautification Organization (TBO). 2015-2016.
- Identifying Strategies Using ICT, To Develop a Model for Tehran Beautification. Research Project for Tehran Beautification Organization (TBO). 2015.

**Presentations**    **Oral communications**

- The Impact of Ergonomics in Customer Decision Making Process. Presented in CIDC, 2017.
- Creating an Enjoyable Experience: A Common Language for Service Design. Presented in IRANSDC, 2015.
- The Quiddity of Enjoyable Experiences. Presented in UX Tehran, 2013.
- A study of Idea Generation Method in Research-based Design. Presented in the National Conference of Design (NCDT), Tabriz, Iran, 2012.
- Impact of Creative Industries on Sustainable Development. Presented in International Conference on Packaging, Handicrafts and Sustainable Development (HIPAC) 2015, Tehran, 2015.
- Investigating the Role of Service Design in Effectiveness of Service Marketing Performance. Presented in IRANSDC (Co-author with A. Zahedi). 2015.
- Nature of Service Design. Presented in Global Service Jam, at Art University of Isfahan (AUI), 2015. <http://planet.globalservicejam.org/gsj15/jamsite/12113/people>
- Value of Nature for Cities: Role of Ecosystems Services in Codification of Urban Management Policies. Presented in IRANSDC, 2016.

**Panel Communications (poster)**

- Study of Factors Affecting on the Service Quality Assessment. Presented in IRANSDC, 2015.
- Customer Experience: The New Phenomenon in Strategic Marketing, Presented in CSSM, 2014.
- New Prototyping and Prefabrication Processes in Industrial Design. Presented in the National Conference of Design (NCDT), Tabriz, Iran, (with M. Khorram) 2012.

**Academic Lectures**

- Impact of Creative Industries on Sustainable Development, International Conference on Packaging, Handicrafts and Sustainable Development, Tehran, 2015.
- Nature of Service Design, Global Service Jam, at Art University of Isfahan (AUI), 2015. <http://planet.globalservicejam.org/gsj15/jamsite/12113/people>
- Evaluation of Product-Service Systems Based on Value Methodology, at Art University of Isfahan (AUI), 2015.
- Sustainability and Systems Thinking, at Art University of Isfahan (AUI), 2015.
- The Art of Design Critique, at Iran University of Science & Technology, 2014.
- An Introduction to New Science, at Iran University of Science & Technology, 2014.
- Entrepreneurship through Creativity and Innovation, at Bahar Business School, 2014.
- Value Engineering and Product-Service Systems, at IUST, 2014.
- Creativity and Innovation, at Tabriz Islamic Art University, 2013.
- Futures Studies and Future of Design, at Tabriz Islamic Art University, 2013.