

# CURRICULUM VITAE

## JINOUS SADIGHHA

### PROFILE

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| <b>Name</b>                | Jinous Sadighha   |
| <b>Language:</b>           | English (Fluent), Persian (native), Portuguese(A2), German(A2)  |
| <b>Contact and e-mail:</b> | +351919616003, <a href="mailto:Jinoussadigh@gmail.com">Jinoussadigh@gmail.com</a>   |
| <b>Current Location:</b>   | Av. Almirante Reis, No 23, 3DRT, Postal code: 1150-008, Lisbon, Portugal  |
| <b>Current Position:</b>   | PhD candidate in Management Sciences (Marketing)<br>Thesis Title: Customer value co-creation journey in hotels: Customer perception and behaviour towards value co-creation in hotels.<br>Business Representative at Teleperformance, ARC project |

### ACADEMIC EDUCATION POSITION & BACKGROUND

#### 2019 to present

##### Peer Review for prestigious journals

- Journal of Hospitality and Tourism Research
- Journal of Hospitality and Tourism Management
- International Journal of Hospitality Management

#### 2017 to present

**Ph.D. Candidate at the Faculty of Economics, University of Algarve, Faro, Portugal.**

**Ph.D. in Economics and Management Sciences, Specialty in Management (Marketing).**

- Thesis Title: Customer value co-creation journey in hotels: Customer perception and behaviour towards value co-creation in hotels.
- Keywords: Service dominant logic, Service logic, Customer dominant logic, Service marketing, Value creation/co-creation, Consumer behaviour, Customer Experience, Customer perception, Value proposition, Value-in-use, Co-production, Equity theory, Social exchange theory, Script theory.

Attended Seminars are as follows:

- Qualitative Research Methods, Regression Analysis, Regression with Binary Dependent Variable, Models with Multinomial or Limited Dependent Variable, Categorical Analysis, Structural Equation Models with Latent Variables, STATIS Procedure.
- Strategic Planning, Finance Theory, Operations Management, Leadership & Organizational Behaviour, Marketing Management.

**2019 to present**

**Member of the Research Centre for Tourism, Sustainability and Well-being (CinTurs), Faculty of Economics, University of Algarve, Faro, Portugal**

**2015 – 2016**

**Strategic Branding Management and Brand Identity Diploma at Industrial Management Institute, Tehran, Iran**

**2011 - 2013**

**MBA in Marketing & Finance, Bangalore University, Bangalore, India**

**2003 – 2008**

**Bachelor in Physics Solid State, Imam Khomeini International University, Iran**

**2001- 2002**

**Diploma in Mathematics, Saba High School, Iran**

## **PRACTICAL WORK EXPERIENCE**

**2020 to present**

**Business Specialist at Majorel/Teleperformance Portugal- ARC Project**

- Supporting business customers of a world-leading company in the technology sector, from queries to orders
- Monitoring order processing and providing tailor-made services to business customers
- Monitoring order shipment status and supporting carriers' requests until the order is delivered
- Supporting shipping investigations and providing customer resolutions
- Supporting after-sale services such as customer's requests for refund/replacement

**2015 - 2017**

**Project Manager at BANik Group, Iran**

Directing the BANik branding team towards successful accomplishments in creating brand bibles/brand books for "Parseland" (theme park) and "Pania" (sale and after-sale services for cell phones). Creating a Brand Book at BANik includes several processes, such as pre-branding, brand creation, brand communication, and post-branding.

**2016**

**Marketing and Branding Supervisor at Melika Bread and Pastry Co. Ltd- BreadLand/ FMCG Industry, Iran**

- Managing the creative process of the brand "BreadLand" from concept to launch

- Directing brainstorming and creative sessions.
- Supervising a creative team, including the art director and illustrators, over the brand's visual identity.
- Mentoring team members, such as a copywriter and a web designer, over the content and design of the company's website and social media.
- Leading the brand initiation and introduction to the segmented market in the Tehran International exhibition.
- Training marketing/sales team members on principles of marketing management.
- Communicating and collaborating effectively with other departments, such as operations and finance, to enhance productivity and quality of the products based on customer feedback.

**2015**

**Operation Executive at GSP Shipping Co. Ltd, Iran**

- Receiving the customer's query.
- Negotiating the price with airlines.
- Offering a personalised price to the customer.
- Preparing a monthly report for the operation manager.

**2013 – 2015**

**Administrative Manager at Takestan Industrial Ice Factory, Iran**

- Coordinating everyday office activities such as manager's appointments with customers and suppliers.
- Implementing basic marketing research.
- Executing basic accounting tasks to assist with cost/benefit analysis.

**2009 - 2011**

**Mathematics/Physics Professor at Rahe Derakhshan High School and Pre-University, Tehran, Iran**

- Teaching mathematics and physics from principles to the required level to students (including underrepresented) who had to be prepared for university entrance exams.
- Designing class activities to assist students (including underrepresented) in creative thinking and problem-solving.
- Evaluating students' knowledge by designing sample questions and tests (including underrepresented).
- Attending office hours to answer students' questions and doubts (including those underrepresented).

**PUBLICATIONS & CONFERENCES:**

**2024** PhD thesis entitled "Customer value co-creation journey in hotels: Customer perception and behaviour towards value co-creation in hotels" submitted at Academic Service, University of Algarve,

Faro, Portugal. This thesis includes three studies. The first study/manuscript was published in International Journal of Hospitality Management. The second study/manuscript will be submitted shortly and the third study/manuscript is under review by a prestigious Journal.

▸ Sadighha, J., Pinto, P., Guerreiro, M. and Campos, A.C., 2024. Stimulating customer participation behaviour and boosting value co-creation in hotels. *International Journal of Hospitality Management*, 119, p.103733.

<https://doi.org/10.1016/j.ijhm.2024.103733>

▸ Manuscript for the third study is currently under review.

▸ Manuscript for the second study will be submitted shortly.

## **2022** TMS Algarve 2022

▸ Presentation and Abstract entitled “Stimulating guest participation in value co-creation: lessons learned from Portuguese hotels”

## **2020** t-Forum 2020 Global Conference - “Breaking Old Barriers for a New World: Mobilizing Tourism Intelligence to Survive”

▸ Presentation and Abstract entitled “Experiencing Value Creation/Cocreation in Tourism”

▸ Workshop entitled “Aligning the Shared Tourism Economy with a Destination Brand”

## **2018** 3rd CREATOUR International Conference and Creative Tourism Showcase: “Creative Tourism Dynamics: Connecting Travellers, Communities, Cultures, and Places”

▸ Presentation and Abstract entitled “Value Creation/Co-Creation, Exploring Business Logic's Convergences by focusing on the roles of Resource Integration and Interaction.”

## **SHORT COURSES & WORKSHOPS:**

**2023** ▸ Online short course Experimental Research

**2022** ▸ Online short course Introduction to Qualitative Research

**2022** ▸ Online short course Qualitative Data Analysis with NVivo

**2022** ▸ Online short course Introduction to Systematic Literature Review: A Practical Approach

**2020** ▸ Short course Statistical Analysis with SPSS Statistics

**2019** ▸ Workshop Marketing Experiment Methods

**2019** ▸ Workshop NVIVO 12Plus, Principles and Perspectives

- 2016** ▶ Personal Branding course
- 2016** ▶ Short course on Youth and peaceful social skills
- 2015** ▶ Short course Peace Counts-Peace builders around the world
- 2013** ▶ Course Floor Associate & Team Leader
- 2011** ▶ Course Effective Communication Skills

## **HONORS, AWARDS & GRANTS:**

- 2024** ▶ Research paper “Stimulating customer participation behaviour and boosting value co-creation in hotels” has been funded by National Funds provided by FCT - Foundation for Science and Technology (Portugal) [grant number UIDB/04020/2020].
- 2022** ▶ PhD project “Customer value co-creation journey in hotels: Customer perception and behaviour towards value co-creation in hotels” has been funded by National Funds provided by FCT - Foundation for Science and Technology (Portugal) [grant number UIDB/04020/2020].
- 2022** ▶ TMS Algarve 2022 Conference participation has been granted by the Research Centre for Tourism, Sustainability and Well-being (CinTurs), Faculty of Economics, University of Algarve, Portugal.
- 2020** ▶ t-Forum 2020 Global Conference participation has been granted by CinTurs, Portugal.
- 2018** ▶ 3rd CREATOUR International Conference and Creative Tourism Showcase has been granted by CinTurs, Portugal.
- 2016** ▶ Course Personal Branding has been granted by BANik Group, Iran.
- 2015** ▶ Strategic Branding Management and Brand Identity has been granted by Melika Bread and Pastry Co. Ltd, Iran.
- 2013** ▶ Graduated with a dual MBA in marketing and Finance with First Class Honor from Bangalore University, India.
- 2011** ▶ Secured the first position in the “Presentation Skills Competition” by Valuepoint Academy, India.

## **SOFTWARE & SOFTSKILLS:**

- ▶ Proficient knowledge of SEM (Structure equation Model) and Smart PLS.
- ▶ Good knowledge knowledge of AMOS.

- Good knowledge knowledge of SPSS.
- Familiar with qualitative research and NVIVO.
- Good knowledge of mathematics and statistics.
- Fast learner, creative, and eager to level up knowledge.
- Self-motivated and highly committed.
- Good leadership and communication skills.
- Goal-oriented, team worker, and able to meet deadlines.

## **REFERENCES:**

- Prof. Patricia Pinto; CinTurs, Faculty of Economics, University of Algarve; pvalle@ualg.pt or +351289800900
- Associate Prof. Manuela Guerreiro; CinTurs, Faculty of Economics, University of Algarve; [mmg Guerreiro@ualg.pt](mailto:mmg Guerreiro@ualg.pt) or +351289800900
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