

Mahtab Kiani

Email: kiani.mahtab@gmail.com

Cell phone: (+98) 9126178328

EDUCATION

Taylor’s University- Faculty of Social Science and Leisure Management Subang Jaya, Malaysia
PhD in Tourism and Hospitality Management Jan 2023
Thesis Title: A Netnographic Study on Iranian Women’s Behavior within Immersive Virtual
Destinations: A Cyberfeminist Approach

Multimedia University (MMU) –Faculty of Management Cyberjaya, Malaysia
Master of Business Administration (Information Technology) March 2012
Thesis Title: Factors Driving Mobile Learning Adoption amongst University Students in Malaysia

Tehran University- Faculty of Science Tehran, Iran
Bachelor in Applied Physics Jul 1994

RESEARCH EXPERIENCE

Clemson University South Carolina, United States
Professional Affiliated Researcher Sep 2023-present

- Contributed to a manuscript comparing interactive Dimensions in Testimony (DiT) exhibits with traditional documentary testimonies in Holocaust museums, analyzing survey data from over 600 adult museum visitors.
- Conducted a qualitative analysis on the effects of immersive technology on learning in informal education settings, resulting in actionable best practice guidelines for Holocaust museums.

Taylor’s University Subang Jaya, Malaysia
PhD Research Assistant Dec 2017-Sep 2020

- Conducted comprehensive literature reviews on the applications of virtual reality (VR) technology in tourism, user experience in digital environments, user experience in digital environments, women travel constraints, and gender theories in technology, identifying three key research gaps and novel directions.
- Designed and implemented qualitative data collection methods, analyzing 16 in-depth interviews to gain insights into women's VR tourism experiences, informing strategic decisions for tourism businesses and VR developers.
- Presented findings at the Journal of Travel Research () and three academic conferences, enhancing public speaking and presentation skills crucial for effective teaching.
- Mentored students in research methodology.

WORK EXPERIENCE

Tec Agro Med Co.
Market Researcher

Santiago, Chile
Jan 2015-Jan 2016

- Conducted market research on Nano-based products from Iran, evaluating the demand in Chile.
- Analyzed customers and competitors' data, providing insights to investors.
- Coordinated negotiations for a business agreement to import, test, distribute, and sell products in Chile, including technical training.

Tehran Regional Water Company
Management Information System (MIS) Expert

Tehran, Iran
Feb 1998 to Jun 2014

- Planned, implemented, and maintained information systems for dams and hydropower plants.
- Conducted performance evaluations of the systems.
- Provided training for employees on system usage.

Iran Informatics Institution Tehran, Iran
Electronic Laboratory Administrator

Sep 1996 to Feb 1998

- Set up and managed Electronics/Electrical laboratories.
- Mentored students in practical applications and theoretical knowledge.

Private Tutor (Physics and Math)

July 1994 to Sep 1996

PUBLICATION AND PRESENTATIONS

- Kiani, M., Tavakoli, R., & Mura, P. (2024). Iranian Women Traveling in vTime: A Cyberfeminist Approach. *Journal of Travel Research*, 63(1), 27-43.
<https://doi.org/10.1177/00472875221149202>

SKILLS

- Interdisciplinary research, qualitative research design, data collection (interviews, focus groups), thematic and content analysis, familiarity with quantitative research and survey design, market research
- Communication Skills: Research report writing, presentation of findings, critical thinking, intercultural communication.
- Collaboration and Negotiation: International collaboration, business negotiation.
- Technical Skills: NVivo, SPSS, Management Information Systems, VR applications.

LANGUAGES

Persian: Fluent, **English:** Advanced, **Spanish:** Limited working proficiency