

- “Effectiveness of Psychological Capital on Mistake Management Culture as a Resource for Learning in Organization”. International Journal of Human Sciences, Vol.9, No.2 (2012).

- “Effectiveness of Marketing Strategies and Corporate Image on Brand Equity as a Sustainable Competitive Advantage”. International Journal of Academic Research in Business and Social Sciences, Interdisciplinary Journal of Contemporary Research in Business, Vol.4, No.2 (2012).

- “Marketing Intelligence of Sales Force and Intermediate Role of Organizational Commitment”. Research Journal of Business Management, Vol.5, No.4 (2011).

- “Evaluating and comparing Brand Equity of Iranian and South Korean home appliance brands in the view of Tehran Bazaar retailers”. American Journal of Scientific and Industrial Research, Vol. 2, No.5 (2011).

- “Survey the Role of Brand in Formation of Customer Loyalty in Financial Services Marketing by the Approach of Small Firms”. Far East Journal of Psychology and Business, Vol. 3, No.3 (2011).

-

