

Mr Nasir Salari

Teaching Fellow in Marketing

The Department of Marketing

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About

Nasir obtained his Master degree in marketing from Birmingham Business School in 2007 and he is currently working in the business school as both doctoral researcher and teaching fellow. His doctoral thesis is about cross national studies on consumer innovativeness and innovation resistance across Middle Eastern countries. He examined and validated a conceptual model of innovation resistance in case of radical and really new innovations. Nasir's thesis subject was selected as one of the top 40 best thesis ideas by the Academy of Marketing Science (AMS) in 2011. He also acted as a reviewer in the Product Development and Management Association (PDMA) conference in Florida (2012).

Qualifications

- MSc in Marketing: University of Birmingham (UK)
- BSc in Business Management: Shahid Beheshti University (Iran-Tehran)

Teaching

Nasir's responsibilities in the current semester are Running workshops and seminars for the following modules at undergraduate level: International marketing (country manager) and Principles of marketing.

Research

- Consumer Behaviour
- Innovation and new product development
- Cross cultural studies