

Dr. Mohammad Taghi Isaai

Associate Professor

Graduate School of Management and Economics (GSME),
Sharif University of Technology



- **Ph.D. in Computer Science** – University of Manchester, UK (2000)
- **M.Sc. in Industrial Eng. (Systems Analysis)** – Sharif University of Technology (1991)
- **B.Sc. in Industrial Eng. (Industrial Production)** – Sharif University of Technology (1988)

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Areas of Expertise & Research Interests

- Decision-Making in Management (Behavioral, Organizational, Data-Driven)
- Digital Transformation, Digital Business, Intelligent Transportation Systems (ITS)
- Operations Management in Digital-Native Organizations (Born on the Net), Service, and Manufacturing Sectors
- System Dynamics Analysis

For published research papers and full English CV, visit the faculty's official webpage.

Teaching Experience (Domestic & International - English-Lang. Programs)

- **Sharif University of Technology (2002 – Present)**
GSME & Faculty of Computer Engineering, Kish International Campus
 - E-commerce, Managerial Decision-Making, Operations Management (Service & Manufacturing),
 - Knowledge Management, Discrete-Event Simulation, ICT Fundamentals for Managers, MIS
 - **Mehr Alborz Institute of Higher Education (2007 – 2010)**
 - Developed e-learning content & implemented blended-learning methods for courses such as:
Knowledge Management, Decision-Making Methods for Managers, E-commerce
 - **Industrial Management Organization (2004 – 2013)**
 - Taught Business & E-commerce Fundamentals in Master's Level MITM Equivalent Programs
 - **Executive Training Programs for Corporate & Business Leaders (2002 – Present)**
 - Short-term applied **MBA courses for executives** in various industries, including **Transportation, Healthcare, Pharmaceuticals, Telecommunications, Steel, Banking & Finance, Energy, Urban Management, Trade, Automotive, etc.**
 - **Visiting Lecturer** at University of Tehran, Amirkabir University of Technology, Shahid Beheshti University of Medical Sciences (Medical Education & Learning Technologies Faculty)
 - **Development of Digital Educational Content for blended-learning & e-learning** courses in
E-commerce, Managerial Decision-Making, and Knowledge Management
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Administrative & Executive Experience

- **Sharif Energy, Water, and Environment Institute** - Steering Committee Member of "Mehretab" Center & Project Lead (2024 – Present)
- **Kerman Motor Company** – Senior Advisor to the CEO (2023 – Present)
- **Sharif University of Technology** –
 - Vice Dean of GSME for Executive Education (2019 – 2023)
 - Dean of the GSME (2015 – 2019)
- **University of Tafresh** – member of subcommittee reporting to Board of Trustees (2023 – Present)

- **Industrial Management Organization** – Vice President for Education (2014 – 2015)
- **Sharif University of Technology – Center for E-learning** – Director (2012 – 2013)
- Vice Dean for Executive Education, **GSME** (2011 – 2014)
- **Salahan Higher Education Institute** – Board of Trustees Member (2010 – Present)
- Vice Dean for Education and Graduate Studies, **GSME** (2007 – 2009)
- **Mehr Alborz Virtual Higher Education Institute** – Vice President for Academic Affairs (2007 – 2010)
- **Tehran Comprehensive Transportation & Traffic Studies Company** – Board Member (2006 – 2007)
- **Tehran Traffic Control Company** – Board Member (2005 – 2007)
- **Badpa Courier Company** – Board Member (2005 – 2006)
- **Tehran Municipality** – Advisor to the Deputy of Traffic & Transportation (2005 – 2006)
- **Ministry of Roads & Transportation**
 - Supreme ICT Council Member (2001 – 2005)
 - ICT Development Committee Member, based at METRA Consulting Engineers (2001 – 2005)
 - Transport Economics Deputy Advisor (2002 – 2003)
- **METRA Consulting Engineers** – Vice President of Management & Systems Development (2001 – 2005)
- **Ministry of Economic Affairs & Finance** – Consultant for EMS Co. (2001 – 2002)
- **Intelligent Decision-Making Systems Design Company, UK** (1999 – 2001)
- **Iranian Railways** – Director of IT & Statistics Office (1991 – 1994)
- **Iranian Railways – CEO’s Advisory Office** – Systems Analyst (1990 – 1991)
- **Nazm Avaran Management Consulting** – System Dynamics Analyst (1986 – 1988)

Project Management & Consulting services leading to Organizational Transformation

- Deployment of the 1st Generation Train Traffic Management System for Iran Railways (1991–1994)

- Deployment of the 1st digital Train Ticketing System for 11 major Cities Nationwide (1991–1994)
- Launch of Iran’s First Online Train Ticketing Platform (www.raja.ir) (2003–2005)
- Deployment of the E-Tendering Platform, named ETS (www.iranets.ir) for the Ministry of Roads & Transport including 9 affiliated organizations with 150 tendering points accross the country (2003–2005)
- Civil Aviation Authority’s Online Information System (www.cao.ir) for Airport & Flight Data Management (2002–2003)
- Enhancing Iran’s Weather Services Online Systems (www.weather.ir) (2002–2003)
- Design & Deployment of Interactive Passenger Flight Information Kiosks (2002–2003)
- Strategic E-commerce Development Advisory for the Ministry of Commerce (2004)
- Developed the National IT Strategy for Iran’s Transport Sector in collaboration with DELOITTE & local consultants (2004–2006)
- System Dynamics-based Strategic Planning for Iran Railways (1990–1992)
- Iran Comprehensive Transport Master Plan (Road, Rail, Air, Marine & Transit) – With EGIS International & METRA Consulting (2004–2006)
- Intelligent Transportation Systems (ITS) Design for Tehran-Karaj Corridor (2004)
- Restructuring & Organizational Development for METRA Consulting Engineers (2003–2005)
- Road Freight Management System for Load Matching to Optimize Fuel Consumption & Fleet Efficiency
- Knowledge Management Maturity Assessment for METRA Consulting
- Knowledge Management & Strategy Development for Mobarakeh Steel Company (2006–2008)
- Cargo Traffic Management System for Iran’s Petrochemical Industry
- E-learning-based Postgraduate Education System Development for Mehr Alborz Virtual Higher Education Institute (2007)
- Strategic CRM Development for Iran’s Power Sector – Ministry of Energy
- Micro-Electronic Payment System Design for Tehran Municipality (2020–2022)
- Strategic Study of Hyundai, Geely, and Renault’s Automotive Evolution & Future Mobility Trends (2024–2025) for Kerman Motor Co.
- Project Manager for Mehretab – National Urban Resilience Program, Iran National Science Foundation (2024 – Present)

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