

Curriculum Vitae For Reza Sheikh



Reza Sheikh, Ph.D.

- Professor of Production and Operation Management (POM)
- Faculty Of Industrial Engineering and Management, Shahrood University Of technology, Shahrood, Iran

Contact And Personal Information

Date Of Birth and Place: 10, May, 1973, Iran.

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Education

P.H.D, Tehran University, 2006, Tehran ,Iran

- **Dessertation: "Mathematical Model For Scheduling Of Lean Production System Designed Using Axiomatic Design Technique"**

M.Sc. Tarbiat Modares University, 1998, Tehran , Iran

- **Thesis: : "Fuzzy Logic Applications In Network Analysis And Compared With The Classical Methods"**

B.Sc. Shahid Beheshti University , 1996, Tehran , Iran

Appointments And Academic Positions:

- Academic Member And Instructor For Industrial Management, Faculty Of Management And Industrial Engineering, Shahrood University Of Technology, Shahrood, Iran. 1999-Present
- Member Of Productivity Commission Shahrood University Of Technology Shahrood, Iran 2006-Present
- Member Of Monitoring And Evaluation Shahrood University Of Technology Shahrood, Iran 2006-Present
- Director Of Monitoring And Evaluation -Shahrood University Of Technology, Shahrood, Iran,1999-2000
- Incubator Centers Manager- Science And Technology Park In Semnan Province 2006-2009
- Vice- President Of Semnan Science & Technology Park, Semnan, Iran, 2006-2009
- Dean, Faculty Of Management And Industrial Engineering, Shahrood University Of Technology, Shahrood, Iran, 2007-2010
- Vice President Of Shahrood University Of Technology, Shahrood, Iran, -2010-2012
- Dean, Faculty Of Management And Industrial Engineering, Shahrood University Of Technology, Shahrood, Iran, 2014-2018
- Finance and Administration Vice President Of Shahrood University Of Technology, Shahrood, Iran 2019-2022

1. Technical Areas of Interest

- Production and Operation Management
- Operation Research and Modeling (MCDM And MODM)
- Axiomatic Design
- Statistical Analysis

2. Courses Taught:

- Production And Operation Management
- Decision-making for managers
- Operation Research
- Statistical Method
- Factory Management
- Quality Management
- Business Plan

Honors And Awards:

- Distinguished Professor of The Year In Research, Faculty Of Industrial Engineering And Management, Shahrood University Of Technology, Shahrood, Iran ,2015
 - Distinguished Professor of the Year in Education, Faculty of Industrial Engineering and Management, Shahrood University of Technology. (2010, 2011, 2013, 2015, 2019-2024)
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Publications

Journal Articles

[108] M Rahim, M Khodaparast, R Sheikh – “Evaluation and Assessment of the Implementation Level of Industry 4.0 in Product Lifetime Extension Based on the OPLO-POCOD Method” *jims* 23 (77), 1-44. (2025) -(In Persian)

[107] D Mohamadi Zanjirani, R Sheikh – “Evaluating the Performance of Large Suppliers Using Opportunity Losses-Based Polar Coordinate Distance (OPLO-POCOD) Technique” *Research in Production and Operations Management*, 1–23 – 2025-(In Persian)

[106] R Sheikh, S Senfi – “Evaluation of Sustainable Performance of Industry 4.0 Technologies Using a Novel Fuzzy OPLO-POCOD Method” *Applied Computational Intelligence and Soft Computing*, 1–27 – 2025

[105] R Sheikh, MR Tabandeh, F Abolfathi, SR Fatemi Tabatabaei, S Shakerian – “The Impact of Moderate-Intensity Interval Training on the NLR Family Pyrin Domain-Containing Protein-3 Inflammasome Pathway in the Liver Tissue of Male Rats with Type 2 Diabetes” *Sport Sciences for Health*, 1–9 – 2025

[104] R Sheikh, S Senfi – “Evaluation and classification of the quality of life using a new technique: Opportunity Losses-Based Polar Coordinate Distance Sort (OPLO-POCOD-SORT)” *Total Quality Management & Business Excellence*, 36 (15-16), 1499-1528 – 2025

[103] M Vakili, A Hasani, R Sheikh – “Scenario Planning for Health Supply Chain Integration with Intuitive Fuzzy Logic Approach” *Journal of Industrial Management Perspective*, 1–18 – 2025

[102] R Sheikh, S Senfi – “A Novel Opportunity Losses-Based Polar Coordinate Distance (OPLO-POCOD) Approach to Multiple Criteria Decision-Making” *Journal of Mathematics*, 2024(1),

[101] S Senfi, SM Mirlohi, R Sheikh – “Evaluation and Prioritization of Mutual Funds Using Intuitionistic Fuzzy Analytic Hierarchy Process” *International Journal of the Analytic Hierarchy Process*, 16(3), 1–17 – 2024

[100] SS Reza Sheikh – “Evaluation and Ranking of Stock Funds Using Opportunity Losses-Based Polar Coordinate Distance (OPLO-POCOD) Technique” *Industrial Management Perspective*, 14(3), 117–140 – 2024

[99] M Mashaykhi, SMH Hosseini, R Sheikh – “Analysis of Factors Affecting Customers' Willingness to

Use Electronic Banking Technology Using the DEMATEL Approach (Case Study: Shahr Bank)” Roshde-Fanavari, 20(80), 79–87 – 2024-(In Persian)

[98] F Maboudi, R Sheikh, SS Sana – “The Selection of Mobile Phones Based on the Dimensions of Qualities by Word-of-Mouth Approach” International Journal of System Assurance Engineering and Management, 1–13 – 2024

[97] Soheila Senfi, R Sheikh – “A Portfolio Selection Using the Intuitionistic Fuzzy Analytic Hierarchy Process: A Case Study of the Tehran Stock Exchange” Green Finance, 6(2), 219–248 – 2024

[96] G Haseli, R Sheikh, SJ Ghouschi, M Hajiaghahi-Keshteli, S Moslem – “An Extension of the Best–Worst Method Based on Spherical Fuzzy Sets for Multi-Criteria Decision-Making” Granular Computing, 9(2), 40 – 2024

[95] R Sheikh, S Senfi – “Rapid Assessment of Customers and Their Classification with the Opportunity Losses-Based Polar Coordinate Distance Sort (OPLO-POCOD SORT) and Net Promoter Score (NPS)” Journal of Business Management Perspective, 22(55), 82–112 – 2023-(In Persian)

[94] S Gholami, E Zarafshan, R Sheikh, SS Sana – “Using Deep Learning to Enhance Business Intelligence in Organizational Management” Data Science in Finance and Economics, 3, 337–353 – 2023

[93] S Senfi, R Sheikh, B Torkashvand – “A Case Study of Evaluation and Prioritization of Tehran’s Public Transportation System through Intuitionistic Fuzzy Analytic Hierarchy Process and SERVQUAL Model” Journal of Industrial Management, – 2023

[92] E Forghani, R Sheikh, SS Sana – “Extraction of Rules Related to Marketing Mix on Customers’ Buying Behavior Using Rough Set Theory and Fuzzy 2-Tuple Approach” International Journal of Management Science and Engineering Management, 18(1), 10 – 2023

[91] R Sheikh, S Senfi, F Sarikhani – “Supplier Evaluation and Classifying for Outsourcing Based on PROMSORT Technique” Journal of Business Management Perspective, 21(52), 39–62 – 2023-(In Persian)

[90] A Hasani, R Sheikh – “Robust Goal Programming Approach for Healthcare Network Management for Perishable Products under Disruption” Applied Mathematical Modelling, 117, 399–416 – 2023

[89] F Maboudi, R Sheikh – “Evaluation and Selection of Products Based on the Quality Dimensions by Word of Mouth (Case Study: Brands of the Mobile Phone)” Preprints, 1–13 – 2023

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- [87] G Haseli, R Sheikh – “Base-Criterion Method (BCM)” Springer: Multiple Criteria Decision Making – Techniques, Analysis and Applications, DOI:10.1007/978-981-XXXXX – 2022
- [86] E Forghani, R Sheikh, SMH Hosseini, SS Sana – “The Impact of Digital Marketing Strategies on Customer’s Buying Behavior in Online Shopping Using the Rough Set Theory” International Journal of System Assurance Engineering and Management, 13(2), 96 – 2022
- [85] M Zarifi, H Bahrololoum, R Andam, R Sheikh – “Designing and Assessing the Human Resources Performance Evaluation System of the Ministry of Sports and Youth According to Axioms-Based Technique” Sport Management Studies, 14(72), 207–238 – 2022
- [84] F Akhyani, A Komeili Birjandi, R Sheikh, SS Sana – “New Approach Based on Proximity/Remoteness Measurement for Customer Classification” Electronic Commerce Research, 22(2), 267–298 – 2022
- [83] A Moheimani, R Sheikh, SMH Hosseini, SS Sana – “Assessing the Preparedness of Hospitals Facing Disasters Using the Rough Set Theory: Guidelines for More Preparedness to Cope with COVID-19” International Journal of Systems Science: Operations & Logistics, 9(3), 339–354 – 2022
- [82] AK Birjandi, S Dehmolaee, R Sheikh, SS Sana – “Analysis and Classification of Companies on Tehran Stock Exchange with Incomplete Information” RAIRO–Operations Research, 55, S2709–S2726 – 2021
- [81] ME Souri, R Sheikh, F Sajjadian, SS Sana – “Product Acceptance: Service Preference Based on E-Service Quality Using G-Rough Set Theory” International Journal of Industrial and Systems Engineering, 37(4), 527–543 – 2021
- [80] E Zarafshan, SR Toroghi, R Sheikh, SS Sana – “The Analysis and Interpretation of Quality Cost Using Rough Set Theory: A Case Study from the Ceramic Industry” International Journal of Service and Computing Oriented Manufacturing, 4(1), 4 – 2021
- [79] E Zarafshan, S Gholami, R Sheikh, SS Sana – “Resource Planning System for Organisations – A Soft Computing Approach” International Journal of Services, Economics and Management, 12(3), 272–293 – 2021
- [78] M Kamalkhani, R Sheikh, SS Sana – “Green Performance Evaluation and Ranking Hotels Using Fuzzy PROMETHEE” International Journal of Logistics Systems and Management, 40(4), 561–583 – 2021
- [77] A Moheimani, R Sheikh, SMH Hosseini, SS Sana – “Assessing the Agility of Hospitals in Disaster

Management: Application of Interval Type-2 Fuzzy Flowsort Inference System” Soft Computing, 25(5), 3955–3974 – 2021

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[75] H Khodadadi, R Sheikh, A Hasani – “Analysis of Road Accident Patterns with Emphasis on Service Level Based on Rough Theory (Case Study: Semnan Province)” Quarterly Journal of Transportation Engineering, 13(1), 1221–1234 – 2021

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[68] Souri.M.E -Sajjadiyan.F, Sheikh.R; Sankar.S.S-“ Application Of Rough Set And Netnography In Tourism Marketing Analysis ” Journal Of Modelling In Management -2019

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[66] Mortezaei M, Sheikh R. “Optimization Of Urban Budget Allocation Based On Spatial Justice Indicators (Case: Mashhad Metropolis)”. Journal Of Urban Economics And Management; 7 (26) :29-44- 2019-(In Persian)

- [65] Lotfi .E. Sheikh .R; Aibaghi.S-“ The Process Of Managing Leading Change In A Complicated Public Environment” Journal Of Management Studies In Development & Evaluation 28 (9100602), 65-85 - 2019-(In Persian)
- [64] Ebrahimi E, Sheikh .R-“ Improving The Occupational Health And Work Life Quality Of Employees In The Oil Platforms With The Analysis Of Workaholism Effects ”. Human Resource Management In Oil Industry-10 (38) :105-128- 2019-(In Persian)
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- [62] Mizani.N, Sheikh.R, .Gholami.A, Sankar S.S-“ Attracting And Retaining Customers By Axiomatic Design And Incomplete Rough-Set Theory” International Journal Of Applied And Computational Mathematics - 2018
- [61] Sheikh .R, Shambayati.H-“ Self-Assessment Of The Company's Excellence Trend In The Time Series By Analyzing The Quality Cost Based On The ARAS Method Using Definitive, Interval-Fuzzy Information ” -Journal Of Services Operation Management (1), 29-53- 2018-(In Persian)
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- [58] Lotfi .E. Sheikh .R “Presenting A New Model With A Compilation Structure To Timely Estimate Urban Traffic Situation” Traffic Management Studies; Pages 103-120-2018, -(In Persian)
- [57] Souiri.M.A, Sajjadian.F, Sheikh.R ;Shib .S.S-“ Grey SERVQUAL Method To Measure Consumers' Attitudes Towards Green Products-A Case Study Of Iranian Consumers Of LED Bulbs ”-Journal Of Cleaner Production 177, 187-196 - 2018
- [56] Gholami.A, Sheikh.R, Mizani.N, Sana .S.S-“ ABC Analysis Of The Customers Using Axiomatic Design And Incomplete Rough Set” RAIRO-OPERATIONS RESEARCH - 2018
- [55] Sheikh .R, Shambayati .H .Vakili.G –“ Netnography Based On Incomplete Information: A New Approach In Analysis Of Internet Users' Comments ”.Journal Of Information Technology Management 9

(2), 333-354,- 2017-(In Persian)

[54] Sheikh.R, Ameri Gaysari.M-“ Analysis Of Asset And Liability Management With Fuzzy Multi-Objective Group Decision”-Making Approach Journal Of Asset Management And Financing 4 (4150011), 61-78 -2017-(In Persian)

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[49] Sheikh .R, Shambayati. H “A Content Analysis Of Virtual Social Networks With A Netnography Approach Based On Incomplete Information ”New Media Studies (400148), 179-203 -2016-(In Persian)

[48] Sajjadiyan.F, Souri.M.E , Sheikh.R-“ Identifying And Analyzing The Affecting Factors Of Word-Of-Mouth Advertising In Destination Marketing Based On Rough Set Theory And Netnography (Case Study: Shiraz, Isfahan, Tehran)”-Journal Of Tourism And Development,Vol 5; Pages 98-117-2016-(In Persian)

[47] Gholami,M- Dehghani, A- Sheikh.R-“ The Role Of Stewardship In Moderating The Managers' Financial And Ethical Decisions” Ethics In Science & Technology-2016-(In Persian)

[46] Dehghani .A, Sheikh.R “Advertising, Researching And Exporting In The Iranian Furniture Industries: Seemingly Unrelated Regression Approach” Journal Of Wood And Forest Science And Technology 23 (1), 275-292-2016-(In Persian)

[45] Takami .MA, Sheikh .R, Sana .SS “Product Portfolio Optimisation Using Teaching–Learning-Based Optimisation Algorithm: A New Approach In Supply Chain Management” International Journal Of Systems Science: Operations & Logistics 3 (4), 236-246 -2016

[44] Sheikh .R,Hajjar,A, Takami, M ; “Evaluating Stock Liquidity With Its Quantitative And Cryptic

Qualitative Measures By Means Of MULTIMOORA Fuzzy Group Decision Making” The Journal Of Knowledge Investing Volume 5, Issue 17, Page 1-276- Winter 2016-(In Persian)

[43] Sheikh .R ; Ameri Rad Gheysari .B “Prioritization & Selection Of Projects Based On Linguistic Financial Criteria By Fuzzy Moora & Developed Weighted Entropy; Industrial Engineering And Management -2016- (In Persian)

[42] Sheikh .R; Mohammadi.E “Providing A Framework For Evaluating Product Design Based On Behavior Patterns In Terms Of Uncertainty” Journal Of Business Management; Page 1-243, Spring 2016- (In Persian)

[41] Mohammadi .E; Sheikh .R. “Providing A Framework For Evaluating Product Design Based On Behavior Patterns In Terms Of Uncertainty” Journal Of Business Management ; Volume 7, Issue 1, Volume 8, Issue 1, Pages 137-158-2016-(In Persian)

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[39] Sheikh .R, Abbasi. M, Abbasi Talaei .A. Tahmasbi. M; “Dynamic Axiomatic Design (DAD): Applying The Independence Axiom In The Design Of Social Systems” Procedia Cirp 34, 125-130-2015

[38] Shafae Tonekaboni M. S.; Sheikh .R; Jalali .M. M “Survey On The Priority Factors Influencing IT Outsourcing In The Platform Of Cloud Computing In Semnan Province Universities By Fuzzy DEMATEL Technique” Journal Of Information Technology Management , Volume 7, Issue 2 (Summer), Summer 2015, Page 217-472-(In Persian)

[37] Sheikh .R; Shahraki Moghadam. I; Mohammadi.E “Customers' Mental Image Using Net Promoter Score From Airlines Companies; “Journal Of Business Administration Researches; Volume 7, Issue 13, , Page 1-147, Spring And Summer 2015-(In Persian)

[36] Sheikh .R; Shambayati .H “Locating Facilities In Uncertainty Conditions Base On D Number Theory” Journal Of Industrial Management Perspective, Volum 20-2015-(In Persian)

[35] Takami, M; Sheikh .R ” Project Portfolio Optimization Considering Project Interactions Using Teaching-Learning Optimization Algorhythm; Journal Of Industrial Management”; Article 6, Volume 7, Issue 3, , Pages 511-532, Autumn 2015-(In Persian)

[34] Shafae Tonekaboni.Ma; Sheikh.R; Jalali.M.M- “ Survey On The Priority Factors Influencing It Outsourcing In The Platform Of Cloud Computing In Semnan Province Universities By Fuzzy Dematel

Technique”Journal Of Information Technology Management 7 (2), 325-344-2015-(In Persian)

[33] Nazemi,Neda-Sheikh.R –“ Classification And Assessment Of The Status Of The Quality Of Products (Services) According To Selectability And Rejectability Measures”Journal Of Quality And Engineering Management-2015-(In Persian)

[32] Mohammadi .E;Sheikh .R “Customer Classification And Prioritization Using Rough Set Theory And D Number’ (Case Study: Sony Ericsson Mobile Phones);Journal Of Business Management ; Volume 7, Issue 1, Pages 163-185-2015-(In Persian)

[31] Mohammadi. E; Sheikh .R “Regulation And Prediction Of Customers’ Behavior According To Rough Set Theory And Selectability/Rejectability Measures (Case Study: Sony Ericsson Mobile Phone)” Journal Of Business Management; Volume 7, Issue 1, , Page 1-251;Spring 2015-(In Persian)

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- Score (NPS) And Rough Set Theory (RST)(Case Study: Sony Ericsson Mobile Phone) “Journal Of Business Management Volume & Issue: Volume 5, Issue 1, Page 1-158 ,Spring 2013-(In Persian)
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Supervised Theses

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[103] Soheila Senfi (2023), "Evaluation and Prioritization of Mutual Funds Using Intuitionistic Fuzzy Analytic Hierarchy Process", M.Sc. Thesis, Shahrood University of Technology, Sayyed Mojtaba Mirlohi [Supervisor], Reza Sheikh [Supervisor].

[102] Farzad Zavari (2023), "Formation and evaluation of stock portfolio with M-polar fuzzy PROMETHEE approach (Case study: Companies listed on the Tehran Stock Exchange)", M.Sc. Thesis, Shahrood University of Technology, Reza Sheikh [Supervisor], Abdolhamid Abdolbaghi Ataabadi [Advisor].

[101] Farya Maboudi (2023), "Factors affecting export of Iran's factory industries with emphasis on the type of ownership", M.Sc. Thesis, Shahrood University of Technology, Reza Sheikh [Supervisor], Abdolhamid Abdolbaghi Ataabadi [Advisor].

[100] Moin Mashayekhi (2023), "Evaluation of the components of acceptance of digital technologies by customers in the banking industry (Case study: Shahr Bank)", M.Sc. Thesis, Shahrood University of Technology, Seyed Mohammad Hassan Hosseini [Supervisor], Reza Sheikh [Advisor].

[99] Maryam Akbari (2023), "Analysis and extracting of customer behavior rules in online shopping based on fuzzy quality control chart and rough set theory", M.Sc. Thesis, Shahrood University of Technology, Reza Sheikh [Supervisor].

[98] Mohammad Amin Jalali (2023), "Evaluation and formulation of strategic tourism development plan based on the new SWOT-PIPRECIA fuzzy approach", M.Sc. Thesis, Shahrood University of Technology, Seyed Mohammad Hassan Hosseini [Supervisor], Reza Sheikh [Advisor].

[97] Bahare Khorasani (2023), "Analysis and mining of the behavioral pattern of stock market investors based on rough set theory, verbal and non-verbal criteria approach", M.Sc. Thesis, Shahrood University of Technology, Reza Sheikh [Supervisor].

[96] Malihe Rajaei (2022), "Analysis and evaluation of chain store brand on customer behavior based on verbal and non-verbal multi-criteria decision-making approach (Case study: Reputable grocery chain store brand)", M.Sc. Thesis, Shahrood University of Technology, Reza Sheikh [Supervisor].

[95] Ghazaleh Mahmoudzade Khameneh (2022), "Analysis and evaluation of customer orientation strategies for sales in cyberspace based on verbal and non-verbal fuzzy multi-criteria decision-making approach (Case study: A reputable grocery chain store brand)", M.Sc. Thesis, Shahrood University of Technology, Reza Sheikh [Supervisor].

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2. **Sheikh, R.**, Souri, M.E., Sajjadian, F., Ghostin-Rodi, M. (2017). Rough Set Theory (Fundamentals, Applications, and Software). Shahrood University of Technology Publication. ISBN: 978-600-7153-54-3.
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Research Projects

1. **Investigation of Factors Affecting Accidents on Rural Roads (Case Study: Semnan Province).**
Role: Principal Investigator
Team: Reza Sheikh, Aliakbar Hasani, Homa Khodadadi
2. **The Indisputable Necessity of Developing a Management System in Iran.**
Role: Principal Investigator
Team: Reza Sheikh
3. **Service Quality Design Based on Axiomatic Design Technique.**
Role: Principal Investigator
Team: Reza Sheikh (PI), vakili gilaleh (Co-Investigator)
4. **Study on the Impact of Implementing a Quality Management System on Improving the Performance Evaluation of Faculty Members at Shahrood University of Technology.**
Role: Co-Investigator
Team: Abdolhossein Rajabi (Principal Investigator), Reza Sheikh (Co-Investigator)
5. **The Position of the Ethics Element in University Educational Courses.**
Contract No.: 515030
Role: Co-Investigator
Team: Mohammad Ali Molaei (Principal Investigator), Reza Sheikh (Co-Investigator)

6. **Identify Factors and Quality of Life Ranking of Provinces Based on Multiple Criteria Techniques.**

Role: Principal Investigator