

Dr Babak Taheri

I am an Associate Professor of Marketing in Business Management Department at Heriot-Watt University, Edinburgh, UK. My research has a dual focus: 'consumer research' and 'marketing management' with a particular interest in "tourism, hospitality and heritage" areas. Over the years, I have over 80 academic publications including 3* and 4* journals with high impact factors. I am the chairman of tourism marketing special interest group of Academy of Marketing, UK., and currently serving as associate editor and editorial review board of key journals in the field including: International Journal of Contemporary Hospitality Management, The Service Industries Journal, Tourism Management Perspectives and Iranian Journal of Management Studies. I have edited a special issue for Journal of Marketing Management. I am also currently editing two special issues for The Service Industries Journal, International Journal of Contemporary Hospitality Management and Journal of Hospitality and Tourism Research. I have engaged in teaching at both undergraduate and postgraduate levels. I extensively discuss my research findings in classes and my teaching has been informed by cutting-edge research. My teaching philosophy is based around engaging and interactive learning experience that allows students to learn and develop their knowledge beyond the learning objectives. My extensive teaching experience has given me the ability to build good relationships with students, as well as understanding their needs and problems. Undertaken a wide range of duties some of which are listed below:

- Member of Board of Study – 2012 to date
- Director of MSc International Marketing Management Suit – 2013 to 2016
- Represent School on Senate Undergraduate Studies Committee – 2014 to 2016
- Postgraduate Research Coordinator – 2016 to present