

# Pegah Sarkoohi

## Curriculum Vitae



### Personal Information

Date of birth: June 1st, 1992  
Mobile: +98 (935) 580-7641  
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### Education

2014-2016	<b>M.Sc. in Sport Management</b> Allame Tabatabai' University(ATU), Tehran, Iran Sep. 2014 - Sep. 2016 GPA: 3.91 Minor: Strategic Management in Sport Organizations Thesis Title: The Impact of Education Thorough Gamification on Strategic Thinking of Sports Managers Thesis score: 19.25/20
2010- 2014	<b>B.Sc. in Computer Engineering (Software Engineering)</b> Fasa University, Shiraz, Iran GPA: 3.25 Project: Error Detection in Karate Tatami Using CCTV Cameras Project score: 20/20

### Research Interests

- Sport Marketing
- Athlete Personal Branding
- Data Analysis and Machine Learning
- Consumer Behavior
- Social media marketing in sport

## Publications

Zakerian, A., **Sarkoohi, P.**, Ghafouri, F., Keshkar, S. (2022). Developing a model for athletes' personal brands on social networks (case study: Instagram)', *Int. J. Sport Management and Marketing*.

Honari, H., Ghafouri, F., **Sarkoohi, P.**, (2019). The impact of gamification training on strategic thinking of sports managers. *Journal of Sport Management (Tehran University)*, 11(1), 175-194. doi: 10.22059/jsm.2017.222487.1748

## Conferences

**Sarkoohi, P.**, Honari, H., Ghafouri, F., (2021). The Effect of Education through Gamification on Understanding the Innovation of Value System among Sport Managers. *1st International Congress on Sport Sciences and Interdisciplinary research/semi-virtual*.

**Sarkoohi, P.**, Rahimi, M., (2019). Compare karate coach leadership styles and other sport coaches. *Fourth National Conference on Sport Management Association of Iran on 5-6 Feb.,2019, Tehran, Iran*.

**Sarkoohi, P.**, Honari, H., Ghafouri, F., (2017). The impact of gamification training on foresight of sports managers". *The 10th International Conference on Sport Sciences on 26-27 April., 2017, Tehran, Iran*.

**Sarkoohi, P.**, Honari, H., (2016). "relationship between knowledge management and information systems and decision-making in sports organizations. *Eighth International Knowledge Management Conference on 23-24 Feb.,2016, Tehran, Iran*.

**Sarkoohi, P.**, Keshkar, S., (2015). The relation between social networks and the athletes' Self-Image. *The First National Sports Marketing Conference on 13-14 May., Tehran, Iran*.

**Sarkoohi, P.**, Keshkar, S., (2015). The organizational image of the staff of the Fars province sports and youth department on the development of the participation of the public sports community. *The First National Conference of Sports for All On 25-26 November.,2015, Tehran, Iran*.

## Books

- Strategic Thinking in Sport (2017). Habib Honari, **Pegah Sarkoohi**, Reza Talaei. Publication: Daneshafrooz.
- Gamification (2021). Habib Honari, **Pegah Sarkoohi** (Allameh Tabatabai University press).

## Honors and Award

2016 | Ranked 2nd Among 24 Graduate Students of Sport Management –ATU

## Work Experiences

2017-Present | **Researcher at the Research Core of the Systematic Sport Management Development**  
Allameh Tabatabai'e University

2012-Present | **Karate Coach**  
Fasa University, Toloe and Paygahe Ghahremani Club

2016-2018 | **Designer and project Manager of “Sport for All Students” Program**  
Allameh Tabatabai'e University

2016 | **Administrator and Event Manager**  
Farhangian University

2016-2017 | **Journalist and Researcher**  
Sports and Iranian Women Magazine

2015-2017 | **Journalist and Researcher for The Sport Marketing Program**  
Sport Marketing Broadcast

Fall2015 | **Executive manager of The 1st National Congress of “Sport for All”**  
Tehran University

## Teaching Assistant Experiences

Fall2014 | **Teaching Assistant**  
Computer Application in Sport  
Allameh Tabatabai'e University, MS, Supervised by Dr. H. Honari

Fall2014 | **Teaching Assistant**  
Statistical Analysis and Software Application  
Allameh Tabatabai'e University, MS, Supervised by Dr. H. Honari

Spring2015 | **Teaching Assistant**  
Financial and Administrative Management in Sport  
Allameh Tabatabai'e University, MS, Supervised by Dr. H. Honari

## Training and Certificates

2020	<b>Brand Management</b> , Allameh Tabatabai'e University
2020	<b>Branding</b> , Allameh Tabatabai'e University
2018	<b>Laravel PHP Developer (front-end back-end)</b> , South Industrial Management Institute
2018	<b>MY SQL</b> , South Industrial Management Institute
2013	<b>Computer Technician</b> , South Industrial Management Institute

## Technical Skills

- **Programming Languages:** Python, PHP, CSS, HTML, Scratch
- **Statistical Packages:** SPSS, AMOS
- **Operating Systems:** OS X, Windows
- **Other Software:** : EndNote, Prezi, Latex

## Voluntary Activities

- **8th International Congress On Physical Education**  
Active Member of the Voluntary Committee
- **The First Congress Iranian Sport Management Association**  
Active Member of the Voluntary Committee
- **International Association of Physical Education and Sport for Girls and Women**  
Active Member of the Voluntary Committee

## Sport Ranks

- Second place in European Karate Championship
- The third place of national karate competitions
- Wining the third place of Student Karate Competitions
- Wining 10 medals in State karate competitions
- Receiving 15 medals in City Karate Competitions
- Ranking third in the Student Competitions

## languages

Persion:Native

English: Advanced

TOFEL: (R=29, L=30, S=22, W=27)

GRE: (W=4.5, V=162, Q=170)

## References

- Habib Honari, Full Professor at Allameh Tabatabai'e University  
Email: [habibhonari@atu.ac.ir](mailto:habibhonari@atu.ac.ir)  
Tel: 021-44118629
- Farzad Ghafouri, Associate Professor at Allameh Tabatabai'e University  
Email: [farzadghafouri@yahoo.com](mailto:farzadghafouri@yahoo.com)  
Tel: 021-44118629
- Amir Khademhoseini, Assistant Professor at Fasa University  
Email: [khadem\\_h@fasau.ac.ir](mailto:khadem_h@fasau.ac.ir)  
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