

Fatemeh (Nasim) Binesh

Phone: 702-271-17710
1055 E Tropicana Ave Unit 528B, Las Vegas, NV, 89119
binesh@unlv.nevada.edu
nasim.binesh@icloud.com

Education

May 2022	University of Nevada, Las Vegas <u>PhD of Hospitality Administration</u>	Las Vegas, Nevada
2012	Multimedia University <u>MBA</u> , General Management, GPA: 3.92 out of 4	Cyberjaya, Malaysia
2008	Ferdowsi University of Mashhad <u>Bachelor of science</u> , Statistics, GPA: 3 out of 4	Mashhad, Iran

Research

Published:

- 1) Ozdemir, O., **Binesh, F.**, & Erkmen, E. (2021). The effects of target's CSR performance on M&A deal premiums: a case for service firms. *Review of Managerial Science*, 1-34.
- 2) E-Vahdati, S. & **Binesh, F.** (2021). The impact of CEO's attributes on R&D intensity and ESG practices. *Spanish Journal of Finance and Accounting/Revista Española de Financiación y Contabilidad*, 1-24
- 3) Ozdemir, O., Erkmen, E., & **Binesh, F.** (2021). Board diversity and firm risk-taking in the tourism sector: Moderating effects of board independence, CEO duality, and free cash flows. *Tourism Economics*, 1-25.
- 4) **Binesh, F.**, Belarmino, A., & Raab, C. (2021). A meta-analysis of hotel revenue management. *Journal of Revenue and Pricing Management*, 1-13.
- 5) Yaghmaei, O., & **Binesh, F.** (2015). Impact of applying cloud computing on universities expenses, *IOSR Journal of Business and Management*, 1(2), 42-47
- 6) **Binesh, F.**, & Muthaiyah, S. (2013). Data Centers as an Emerging Environmental Threat: Case of Malaysia, *International Journal of Management & Information Technology*, 6(2)

- 7) **Binesh, F.** (2013). Challenges of Becoming a Learning Organization, *Australian Journal of Basic and Applied Sciences*, 7(11), 282-287
- 8) **Binesh, F.** (2013). The Influential Factors on Customers' Perception of Hotels' Quality: A Study on Kuala Lumpur Hotels, *Australian Journal of Basic and Applied Sciences*, 7(11), 288-293
- 9) **Binesh, F.** (2013). Influential Factors on Customer Value Creation among Nestle Malaysia Customers, *Australian Journal of Basic and Applied Sciences*, 7(11), 275-281
- 10) **Binesh, F.** (2011). The Impact of Adopting Electric Vehicles on Global Economics, *International Journal of Current Research*, 21(2)
- 11) **Binesh, F.** (2011). The Importance of Cigarette Package as Brand Image. *International Journal of Business Management*, 12(4)

Under revision

- 1) **Binesh, F. & Baloglu, S.** (ABD). An investigation of the impact of motivations, involvement, and attitude on the intent to use service robots in hotels. Submitted to: *Tourism Perspective*.
- 2) **Binesh, F., Ozdemir, O & E-Vahdati, S.** (ABD). ESG performance and financial distress during Covid-19: the moderating effects of innovation and capital intensity. Submitted to: *Management Decision*.

Working papers

- 1) **Binesh, F. & Belarmino, A.** (ABD). Game theory and hotels dynamic pricing: Effect of conventions and events. Target journal: *Tourism Management*.
- 2) **Binesh, F. & Rippee, R.** (ABD). Artificial Intelligence use in sports betting for improved player interaction. Target journal: *IEEE Journal of Robotics and Automation*.
- 3) **Binesh, F. & Rippee, R.** (ABD). Human robot/AI interaction in events and tradeshow. Target journal: *Journal of Supercomputing*.
- 4) **Binesh, F. & Erdem, M.** (ABD). A content analysis of TAM application in hospitality and tourism. Target journal: *Journal of Travel Research*.
- 5) **Binesh, F. & Belarmino, A.** (ABD) Willingness-to-pay study in restaurants. Target journal: *Journal of Hospitality and Tourism Research*.
- 6) **Binesh, F. & Baloglu, S.** (ABD). Customers attitude towards service robots in hotels during the pandemic: Role of profile factors. Target journal: *International Journal of Hospitality Management*.

- 7) **Binesh, F.**, Ozdemir, O. & E-Vahdati, S. (ABD). Impact of ESG on financial distress during covid. Target Journal: *International Journal of Finance and Economics*.
- 8) **Binesh, F.** Bernhard, B. & Rippee, R. (ABD). Human robot/AI interaction hotel-check-in. Target journal: *International Journal of Hospitality Tourism*

Case study

- 1) **Binesh, F.**, Shoemaker, S. & Belarmino, A. (2022). UNLV Rebels at Allegiant Stadium: A case study of willingness-to-pay for college sport events. Won the third place in ICHRIE case study competition 2022

Books:

- 1) Babanejad, P., Binesh, A & **Binesh, F.** (2012). Dictionary of Mathematics & Statistics. Payam Nour University. Iran

Conferences

- 1) **Binesh, F.**, Rippee, R. & Belarmino, A. (2022). Artificial intelligence use in sports betting for improved player interaction: Machine/human interface. *West Federation CHRIE*, Virtual, February 10-12 2022.
- 2) **Binesh, F.** & Baloglu, S. (2022). An investigation of the impact of motivations, involvement, and attitude on the intent to use service robots in hotels. *Western Decision Sciences*, Waikoloa, Hawaii, 5-8 April 2022.
- 3) **Binesh, F.** & Baloglu, S. (2022). Customers attitude towards service robots in hotels during the pandemic: Role of profile factors. *27th Grad Conference*, Houston, Texas, 6-8 January 2022.
- 4) **Binesh, F.** & Belarmino, A. (2022). Examining the impact of historical information on restaurant willingness-to-pay. *27th Grad Conference*, Houston, Texas, 6-8 January 2022.
- 5) **Binesh, F.** & Belarmino, A. (2021). Risk induced game-theoretic dynamic pricing model: Market comparison, *26th HT Grad Conference*, Houston, Texas, 7-9 January 2021
- 6) **Binesh, F.** & Baloglu, S. (2020). Robots/AI in luxury hotels: customer's perception and motivation. *Western Decision Sciences*, Portland, Oregon, 7-10 April 2020
- 7) **Binesh, F.** (2020). Determinant Factors of Users' Continuous Usage of Hotel Booking App, *WF CHRIE*, Pomona, California, 6-8 February 2020

- 8) Erdem, M. & **Binesh, F.** (2020). A Content Analysis of Technology Acceptance Model Application in Hospitality Research, *25th HT Grad Conference*, Las Vegas, Nevada, 3-5 January 2020
- 9) **Binesh, F.** (2013). Green Data Center Dashboard. *Technology, Knowledge, and Society conference*, University of British Columbia, Vancouver B.C. Canada. 13-14 January 2013.
- 10) **Binesh, F. (2011)**. Influential Factors on Customers' Perception of Hotels' quality: A Study on Kuala Lumpur Hotels; *Paper approved for AYRC AKEPT's First Young Researchers Conference*, 19-20 Dec 2011.

Poster presentations

- 1) **Binesh, F., & Baloglu, S.** (2020). Robots/AI in luxury hotels: Customer's perception and motivation. 22nd Annual Research Forum. UNLV. February 29, 2020
- 2) **Binesh, F., & Baloglu, S.** (2019). Customer's perception about using Robots/AI in luxury hotels. Hospitality Research Showcase and Reception. October 15, 2019.

Teaching experience

- 1) **TCA 420:** Hospitality Financial Management UNLV **Spring 2020, and Summer 2020**. Class size: 30 – 60. Despite the sudden changes in the nature of class (transition to remote teaching), I received positive comments from students through and after the semester; students were happy with the lecture videos, supplementary aids (YouTube videos, links, podcasts), and recorded instructions that I provided through the semester.
- 2) **HMD 340:** Hospitality Financial Analysis UNLV - Class size 30 – 60. **Fall 2020 and Spring 2021**. This is the first time this course is being taught at UNLV. Despite this, I received positive feedback from students about the course. Events financial planning and budgeting was a dedicated section of the course.
- 3) **HMD 440:** Hospitality Revenue Management. Class size 30. **Fall 2021 and Spring 2022**. This is the first time that this course is being offered and it covers the concepts of revenue management in hospitality industry. One chapter is dedicated to event management.

Other work experience

August 2020 UNLV Wine Society
Until President

Las Vegas, NV

May 2022

Wine Society is an organization dedicated to expanding student knowledge and appreciation of wine. As the president, I am in charge of club functions including but not limited to hiring committee members, contacting, and arranging guest speakers, planning and organizing events. So far, we have had 18 meeting and 6 events and workshops.

August 2020 **Hospitality Financial and Technology Professionals-UNLV Chapter**
Until *Vice President*
May 2022

HFTP is a global non-profit hospitality association. The student chapter holds meetings throughout each semester. The meetings offer opportunities to meet guest speakers from the industry and collaborate with members from other chapters. Moreover, members can also attend the annual convention and tradeshow. Since my commencement we have hold 21 meetings, and successfully helped the HFTP with 1 tradeshow and 1 convention.

Jan 2020 **DreamlandXR** **Las Vegas, NV**
Until *Exhibit manager*
Jan 2020

DreamlandXR is a world leader in XR technology including VR, AR and Holograms. I volunteered as the exhibit manager with them in CES 2020. I was in charge of their VIP exhibition, as well as organizing an “after-party” VR integrated event at Omnia, Las Vegas. In this event, guests were able to experience immersive VR world through our stations located inside Omnia. Food and beverage were also served at certain VIP tables.

April 2016 **Tarh Andishan Kelvan Pazh LLC.** **Mashhad, Iran**
Until *Chairperson and manager*
August 2019

Kelvan is a consulting company aiming to find solutions for hospitality (hotels, coffeehouses, restaurants) companies to improve their revenue management and financial performance. I created comp sets, and provided solutions based on companies performance, daily operations, budget forecasts as well as event organization and planning.

Sep 2014 **Afra Coffeehouse** **Mashhad, Iran**
To *Co-owner*
August 2016

As co-owner of Afra coffeehouse, I was in charge of marketing and managerial activities and decisions. I sold my share in 2016, to focus on Kelvan LLC.

August 2014 **Banavand Shargh Co.** **Mashhad, Iran**
To *Project Manager*

April 2016

As a project manager I was responsible for managing accounts, preparing evaluations and forecasts, as well as managing our construction team. I improved our efficiency and effectiveness by introducing Microsoft project software and eliminating redundant paperwork.

July 2012 **Tim Body Care Training Centre** **Petaling Jaya, Malaysia**
To *Marketing internship*
July 2013

During my internship, I boosted the followers of company Facebook page by 100% and improved its SEO. Moreover, I was in charge of several events that our team took part in, at HSBC, Selangor golf club, and two exhibitions in Kuala Lumpur convention center

2011
Until
Now

Part time tutor

I find teaching a fulfilling and inspiring experience. Therefore, I teach students in my spare time. I have experience in teaching economics, finance, marketing, and English to Iranian and international students.

February 2009 **Payam Nour University** **Mashhad, Iran**
To *Lecturer*
January 2010

As a lecturer I taught ICDL course in Payam Nour university for bachelor students.

June 2004 **Neyestan Rayaneh** **Mashhad, Iran**
To *Director of Sales*
July 2009

I had the responsibility of managing the inventories, as well as conducting market analysis, sales analysis, and preparing market reports.
During this period our sales increased by 75%.

Grants and scholarships

- 1) ICGR fellowship (UNLV) (2021), **PI: Fatemeh Binesh**, \$14500
- 2) Summer Doctoral Fellowship (UNLV) (2021), **PI: Fatemeh Binesh**, \$7000
- 3) **Binesh, F., & Belarmino, A.** (2021). Risky business: Using game theory to forecast hotel demand. NSF dissertation grant in economics. January 19, 2021 (was not granted)
- 4) Patricia Sastaunik Scholarship (UNLV) (2021), \$1500

- 5) Recovery and Development of World Tourism Amid COVID-19 Grant (2020) Under supervision of Dr. Xi Leung from University of North Texas and Dr. Billy Bai from UNLV. \$1000
- 6) Summer Research Grant William F. Harrah Hospitality School (UNLV) (2020), **PI: Fatemeh Binesh, \$3000**
- 7) Recipient of Network for Executive Women in Hospitality (NEWH) scholarship (2020), \$5000
- 8) Recipient of merit-based scholarships every semester (UNLV) (August 2019-May 2022)

Other achievements

- 1) The very 1st Graduate Assistant at BlackFire Innovation (2021-2022)
- 2) Recipient of 2nd place award Graduate & Professional Student Association (GPSA) annual research forum (April 2021)
- 3) Mentee of the year (UNLV mentorship program) (2021)
- 4) Consultation project Four Points Las Vegas (2021). Under supervision of Dr. Billy Bai from UNLV.
- 5) I was picked for UNLV team in the CFA Investment Research Challenge (2020).
- 6) Part of my MBA thesis, we designed a virtual dashboard indicating the green compliance of data centers. This virtual dashboard was part of a bigger project focusing on data centers sustainability conducted under supervision of my supervisor, Dr. Saravanan Muthaiyah.

Leadership and Service

Leadership and membership

- 1) President of Wine Society - UNLV (2020)
- 2) Vice President of Hospitality Finance and Technology Professionals (HFTP) - UNLV Chapter (2020)
- 3) Honorary member of NEWH
- 4) Co-founder of Tarh Andishan Kelvan Pazh

Journal review

- 1) Reviewer of Journal of Supercomputing
- 2) Reviewer of journal of Review of Managerial Science
- 3) Reviewer of Tourism Perspective Journal

Invited Speaker

- 1) Guest speaker for NSF AISL Summer Camp - BlackFire Student Tour, Las Vegas; June 9, 2022. Topic: "Robot and AI research in hospitality".
- 2) Maxbet podcast, Las Vegas; February 14, 2022. Episode title: "Robot Takeover - Ft. Nasim Binesh".
- 3) Coral Academy of Science Middle School. Las Vegas; May 20, 2021. Topic: "Robots and Technology".

Certificates and workshops

- 1) Certified Hospitality Revenue Management Executive (CRME) by HSMAI (2022). The Hospitality Sales & Marketing Association International (HSMAI).
- 2) WSET Level 2 (2022). Wine & Spirit Education trust.
- 3) Certification in Hotel Industry Analytics (CHIA) by AHLEI (2020) – American Hotel & Lodging Educational Institute
- 4) Learning to teach online (2020) (LinkedIn learning)
- 5) Artificial intelligence foundations: Thinking Machines (2020) (LinkedIn learning)
- 6) Game Theory by Stanford University (2020) (Coursera)
- 7) Introduction to Big Data by University of California San Diego (2019) (Coursera)
- 8) The R Programming Environment by Johns Hopkins University (2019)(Coursera)
- 9) Hyflex course workshop by UNLV Online Education (2020)
- 10) First Day Online Fall 2020: Best Practices for a Successful Semester by UNLV (2020)
- 11) WebCampus 101-018: The Basics - An Introduction to WebCampus by UNLV (2020)
- 12) WebCampus 301-017: Tests, Quizzes, and Surveys by UNLV (2020)
- 13) WebCampus 502-012: Respondus LockDown Browser & Monitor by UNLV (2020)

Computer Skills

Nvivo
SPSS
AMOS
R
JMP SAS
Python