

Pardis Mohajerani
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Biography

Pardis is a Senior lecturer and Course Director of Master of Marketing at Macquarie Business School, Department of Marketing. Pardis has a PhD in Business (Marketing) and a Master of Science in Marketing-International Business. Her research focuses on sustainable marketing strategies within consumer, business and government contexts. Pardis publishes in internationally recognised peer-reviewed journals and conference proceedings, with her recent works investigating healthy lifestyles, digital technologies in sustainable and organic food consumption. Pardis collaborates closely with industry and has worked on projects for NSW Department of Education, Transport NSW, NSW Department of Health, and Austrade.

Qualifications

31 Dec 2019 HDR Supervision Orientation 2018-2020, HDR30

Employment

Senior Lecturer

Senior Lecturer
Department of Marketing
Macquarie University
1 Jan 2024 → present

Projects

Armadale Says No to Underage Drinking

Mohajerani, P.
1/10/16 → 1/01/17

Developing and identifying of marketing strategies for Sepahan Insulation Company

Mohajerani, P.
1/09/11 → 31/05/12

Developing and prioritising of marketing strategies for Iran Manganese Mining Company

Mohajerani, P.
1/07/13 → 28/02/14

Influence of media, social, and individual factors on healthy eating and physical activity of Australian young adults (Gen Y)

Mohajerani, P.
1/05/14 → 31/05/18

LEAP into HSC Business Studies

Karunaratne, P., Krishna Kumar, N., Viveros Tapia, H. & Mohajerani, P.
31/03/21 → 31/12/21