

## Vahideh Abaeian

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### PROFESSIONAL SUMMARY

Educator, researcher, and global citizen passionate about international business with over a decade of teaching and research experience across the U.S., the Middle East, and Southeast Asia. Specializes in cross-cultural management, Corporate Social Responsibility (CSR), and global strategy. Experienced in curriculum development, student mentorship, and leading high-impact academic programs and events.

### PROFESSIONAL EXPERIENCE

**Lecturer and Co-Director of International Business Minor Program** **12/2019- Present**  
**Santa Clara University**, Santa Clara, California

- Teach undergraduate courses in International Business and Strategic Analysis, consistently receiving strong evaluations
- Co-direct the International Business Minor, overseeing curriculum, advising, and program growth (since 2025)
- Organize Annual International Business Case Challenge Competitions (since 2023), engaging 50+ business students, 20+ faculty, and industry experts as judges
- Coordinate International Business Week (since 2025), fostering student engagement with global business leaders and study abroad opportunities
- Active member of the Academy of International Business, participating in global discussions on cross-cultural management and responsible AI.

**Post-doc Research Fellow** **07/2016 - 06/2019**  
**University of Nottingham**, Kuala Lumpur, Malaysia

- Conducted multi-method research on CSR and sustainability, resulting in peer-reviewed publications
- Presented findings at international conferences
- Reviewed academic manuscripts for scholarly journals

**Lecturer & Research Assistant** **07/2011 – 05/2016**  
**Taylor's University**, Kuala Lumpur, Malaysia

- Taught courses including Research Methodology, Management, Marketing, Consumer and Organizational Behaviour
- Conducted applied market research projects with faculty and industry partners
- Supervised 15+ graduate students on research methodology projects
- Moderated multiple Graduate Research Colloquium for 100+ postgraduate students

### EDUCATION

**Doctoral (PhD) in Business** | Taylor's University, Malaysia | 2016

**MBA in Multimedia Marketing** | Multimedia University, Malaysia | 2011

**Bachelor of Arts (BA) in English Language and Literature** | Shiraz University, Iran | 2001

### ADDITIONAL WORK EXPERIENCE

**President of Postgraduate Student Council** **03/2014 - 02/2015**  
Taylor's University, Malaysia

- Oversaw all aspects of postgraduate matters
- Developed the Annual Plan with the Board of Directors
- Carried out projects and events

**Assistant Director of Campus Welfare** **01/2012 - 02/2014**  
Taylor's University, Malaysia

- Organized social responsibility and volunteer events each semester
- Communicated changes made in University policy and activities to the campus communities
- Coordinated PhD sharing sessions every two weeks with 20+ participants

**Volunteer Researcher** **07/2011 - 12/2013**  
Taylor's University, Malaysia

- Supervised 30 undergraduate volunteer students during "Deaf in Business" *CSR Project* to empower a group of 6 deaf entrepreneur students to open and manage their café for one year (2013)
- Volunteered as a qualitative researcher in *Responsible Rural Tourism Research Project*, conducted ethnography research and presented results in the International Research Symposium in Service Management (2012)

## **PUBLICATIONS**

### **Journals & Book Chapter:**

**Abaeian, V.**, Khong K. W., Yeoh K. K., Scott M., (2019). Motivations of undertaking Corporate Social Responsibility Initiatives by Independent Hotels: A Holistic Approach. *International journal of contemporary hospitality management*, <https://doi.org/10.1108/IJCHM-03-2018-0193>.

**Abaeian V.**, (2018) "When in Rome Do as the Romans Do"? A Reflective Account on Methodological Approach During PhD Journey. In: Mura P., Khoo-Lattimore C. (eds) *Asian Qualitative Research in Tourism. Perspectives on Asian Tourism*. Springer, Singapore

Pahlevan Sharif, S., **Abaeian, V.**, & Khanekharab, J. (2018). Attitudes toward mammography: questionnaire psychometric properties. *International journal of health care quality assurance*, 31(5), 391-399.

**Abaeian, V.**, Yeoh, K. K., & Khong, K. W. (2014). An Exploration of CSR Initiatives Undertaken by Malaysian Hotels: Underlying Motivations from a Managerial Perspective. *Procedia - Social and Behavioral Sciences*, 144(0), 423-432. doi: <http://dx.doi.org/10.1016/j.sbspro.2014.07.312>

**Abaeian, V.**, & Khong, K. W. (2012). Measuring service quality in luxury hotels in Malaysia. *Taylor's Business Review*, 2(1), 47-59.

### **Conferences:**

Ketata Aref, I., & **Abaeian, V.**, (2025). Drone for Social Good: Navigating Zipline's Ethical and Operational Challenges. In *International Conference on Sustainability and Business Futures (ICSBF 2025)*, October 30-31, Virtual.

Leow, Y. M., Ismail, N., Ong, P.F., Ibrahim, A. B., Faizah M., **Abaeian, V.**, (2016). Implications of incompetent coping strategy on managing competency gap among academic leaders. Paper presented at the 39th Annual Conference of the Higher Education Research and Development Society of Australasia (HERDSA), Fremantle, Western Australia, 4-7 July 2016.

Ismail, N., Ong Pooi Fong, I., Leow, Y. M., Ibrahim, A. B., Faizah, M., & **Abaeian, V.** (2015). Competency gap and coping strategies of academic leaders at higher education institutions in Malaysia. Paper presented at the Taylor's 8th Teaching and Learning Conference 2015, Taylor's University, Lakeside Campus, 28-29th November.

**Abaeian, V.**, Yeoh, K. K., & Khong, K. W. (2014). Factors Influencing Corporate Social Responsibility Initiatives by Malaysian Hotels: A Managerial Perspective. Paper presented at the National Research & Innovation Conference for Graduate Students in Social Sciences GS-NRIC Port Dickson, Malaysia. (Received Best Presenter Award)

**Abaeian, V.**, Yeoh, K. K., & Khong, K. W. (2014). An Exploration of Environmental-related CSR Initiatives by Malaysian Hotels: Key Barriers and Drivers. Paper presented at the 12th ApacCHRIE Conference 2014, Sunway Resort Hotel, Subang Jaya, Malaysia.

**Abaeian, V.**, Yeoh, K. K., & Khong, K. W. (2014). An Exploration of CSR Initiatives Undertaken by Malaysian Hotels: Underlying Motivations from a Managerial Perspective. Paper presented at the Asia Euro Conference 2014, Taylor's University, Kuala Lumpur, Malaysia. Proceedings in *Procedia-Social and Behavioral Sciences* (Publish by Elsevier, Scopus Indexed)

**Abaeian, V.**, Yeoh, K. K., & Khong, K. W. (2014). The Antecedents of Adopting Corporate Social Responsibility in the Malaysian Hotel Sector: A Conceptual Model. Paper presented at the International Conference on Emerging Trends in Scientific Research, Pearl International Hotel, Kuala Lumpur, Malaysia. pp. 440-449 ISBN: 978-969-9347-16-0

**Abaeian, V.**, & Khong, K. W. (2012). Perception of service quality in luxury hotels in Malaysia, e-Proceedings from TBS-CLSG International Conference Series 2012: Consumer Behavior and Marketing: New Approaches in Consumer Research and Prospects, Taylor's University, Lakeside campus, Malaysia, 24th -25th, September. ISSN 978-967-0173-08-5

**Abaeian, V.**, Imrie, B., & Mura, P. (2012). Responsible tourism in rural areas in Malaysia: An integrated approach. Paper presented at the 3rd International Research Symposium in Service Management (IRSSM-3): Service Imperatives in the New Economy: Localization and Globalization, Business School, University of International Business and Economics (UIBE), Beijing, China.