

# FARZANEH YOUSEFI

## Academic Researcher & Data Analyst

In the fields of Public Health, Health Care and Services, Business Management ...

## EDUCATION

### 2021-Present Ph.D. Student in Health Services Management

*Kerman University of Medical Science, Kerman, Iran*

**Research Title:** Artificial Intelligence and the Future of the Primary Health Care System

### 2012-2014 Master of Entrepreneurship Management-MBA

*Kharazmi University, Tehran, Iran*

**Thesis Title:** Proposing an Integrated Model for Customer Knowledge in Gaining Satisfaction and Brand Equity from the Customer's Viewpoint (Case Study: Quality of Educational Services from the University Students in Tehran's Viewpoint)

### 2005-2010 Bachelor of Statistics

*University of Isfahan, Isfahan, Iran*

**Final Project:** The Practical Method for Designing a Questionnaire

## EXPERIENCE

### 2023- Present Research Intern, Department of Social and Preventive Medicine Faculty of Medicine, Laval University, Quebec City, Canada

- Systematic review studies, including screening, data extraction, quality assessment, analyzing data, writing and documentation reports, and original articles.
- Qualitative research, including interviews, data extraction, content analysis, documentation reports, and original articles.

### 2020- Present Research Assistant, Institute for Futures Studies in Health, Kerman University of Medical Science, Iran

- Advising master-thesis students by analyzing the qualitative and quantitative data, revising and editing the thesis, and reviewing articles before submission.
- Directing the Chair of Gamification to prepare a digital, educational, and practical platform to use games in health policy-making and health foresight.
- Researching, analyzing data, and developing articles in different international projects:
  - Reviewing technologies that promote health among the elderly.
  - Environmental Scanning on the technological future changes in the 10 health-related fields, such as Nutrition, Aging, and Education
  - Planning, directing, and monitoring the research team to prepare studies in the field of applying new technologies to health
  - Implementation of the WHO Patient Safety Friendly PHC (PSFPC) for better quality and safety of care in selected states
  - The conceptual map of the future studies according to the "NAB" logic in "Social Security Organization

### 2018- 2020 Research Assistant, Ozone Therapy Medical Centre, Iran

- Responsible for interviewing and observing patients and collecting Quantitative and Qualitative Data, SPSS Data Analysing, Modeling Structural Equations in AMOSE, LISREL, and PLS, Analysing Related Data, and Developing Research Articles.

### 2016- 2018 Researcher, Isfahan Municipality, Iran

- Researching, developing, and presenting novel methods for organizing responsibilities and work-life balance to improve the employees' knowledge, skills, and abilities for better performance.



## PROFILE

1986.01.17

I am a self-motivated researcher and data analyst with a multidisciplinary background in Health and Statistics. My passion lies in exploring and implementing innovative ideas in healthcare. I possess considerable expertise in utilizing quantitative, qualitative, and mixed-method research approaches and methodologies. Furthermore, I am proficient in analyzing data using tools such as SPSS, AMOS, and Python, and in presenting the findings in the most effective manner.

## CONTACT

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[farzaneh Yousefi](#)

## LANGUAGE

➤ **English**

Full Professional Proficiency

➤ **French**

learning at the Beginner level

➤ **Persian**

Native Proficiency

## HORNER

### ➤ Top-Ranked Student, GPA 19.44 (out of 20)

Health management, policy, and Economics Faculty, Kerman University of Medical Science, Iran, 2022.

### ➤ Top-Ranked Student, GPA 19.02 (out of 20),

School of Management, Kharazmi University, Tehran, Iran, 2014.

## AWARDED

### ➤ Mitacs Globalink Research Award, 2023

Being as an intern at the Laval University, Quebec, Canada

### ➤ 1000 CHF scholarship, 2022

To attend in the Summer School, Lugano, Switzerland, 2022.

## HARD SKILLS

- Analysing Data with Python
- SPSS
- AMOS, LISREL
- Super Decision
- Top Sis Solver
- Business Plan Pro
- COMFAR Software
- MS Word, PowerPoint, Excel, VISIO
- EndNote, Covidence

## SOFT SKILLS

- Analytical Thinking
- Team Working
- Team Leadership
- Problem Solving

### 2014- 2017 Data Analyst, Jam Internet Service Provider, Isfahan, Iran

- Analyzing and Reporting sales and financial data and analyzing customer-purchase behavior to develop the sales plan and improve the organizational processes.

### 2013- 2014 Data Analyst, Razavi Hospital, Mashhad, Iran

- Assessing the Razavi Hospital according to the defined standards by observing, interviewing, and analyzing obtained data.

## PUBLICATION

- **Patient Safety Assessment in Iran's PHC: According to the WHO's PSFPC Framework**  
R. Dehnavieh, F. Yousefi\*. (2023). [\(On Doing\)](#)
- **A Game for Change Management and Sensitization: New Path, New Image (N. PI)**  
R. Dehnavieh, F. Yousefi\*, AA. Haghdoost, A. Poursheikhali, P. Dehghanian, S. Zare. (2023). [\(On Doing\)](#)
- **Health Technologies Application: Focusing on the Elderly**  
R. Dehnavieh, F. Yousefi\*, F. Razaghi, Z. Najafi, Z. Mahmodi. (2023). [\(On Doing\)](#)
- **"AI Consideration in Primary Health Care."**  
R. Dehnavieh, F. Yousefi\*. (2023). [\(On Doing\)](#)
- **"Knowledge and Perception of Treatment Method (Ozone Therapy) not only can Cause Patient Satisfaction but also can improve the quality of their life."**  
M. Izadi, R. Dehnavieh, and F. Yousefi\*. (2022). [\(On Doing\)](#)
- **"The medication is not a poison, is it"? Investigating the Causes of Arbitrary Drug Use Among the Clients of Pharmacies in Kerman Province, Iran"**  
M. R. Amiresmaili, M. H. Iranmanesh, M. Iranmanesh\*, and F. Yousefi. (2022). [\(Submitted\)](#)
- **Lessons learned during COVID-19: The experience of the Institute for Futures Studies in Health in Iran.**  
R. Dehnavieh, AA. Haghdoost, S. Inayatullah, F. Yousefi\*, A. Poursheikhali, S. Noori Hekmat, G. Soltani, M. Balochi, A. Masoud, (2023). (Accepted)
- **"Aging Phenomenon and the Future of Medical Science Education"**  
R. Dehnavieh, F. Yousefi, A. Poursheikhali, P. Dehghanian\*, S. Zare, and G. Amini. (2023) Vol. 6, No. 4, 595-602. [In Persian]. [https://ijhp.ir/browse.php?a\\_id=700&sid=1&slc\\_lang=en](https://ijhp.ir/browse.php?a_id=700&sid=1&slc_lang=en)
- **"Can Knowledge Management Cycle Impact Project Success? With Work Experience and Position as Moderator Variables"**  
F. Yousefi\*, E. Momeni, and E. Jahanian. *International Journal of Project Organisation and Management (IJPOM)*. (2022) Vol. 13, No. 4, 407-430. <https://doi.org/10.1504/IJPOM.2022.127148>
- **"Explaining the role of customer knowledge in gaining satisfaction and brand equity from the customer's viewpoint"**  
A.NaveEbrahim and F. Yousefi\*. *Knowledge Management Studies*. (2019) Vol. 10, No. 4, 398-414. [DOI: 10.1504/IJKMS.2019.10024995](https://doi.org/10.1504/IJKMS.2019.10024995)
- **"Factors Affecting Organizational Silence, Barriers to Organizational Entrepreneurship"**  
A. NaveEbrahim and F. Yousefi\*. *Quarterly Journal of New Approach in Educational Administration* (2016) Vol. 7, No. 2: 133-156. [In Persian]. <https://www.sid.ir/fa/journal/ViewPaper.aspx?id=274577>

## REFERENCES

➤ **Prof. Reza Dehnavieh**

CV:

<https://scholar.google.com/citations?user=0R569uoAAAAJ&hl=en>

➤ **Dr. Maude Laberge**

CV:

<https://www.crchudequebec.ulaval.ca/recherche/chercheurs/maude-laberge-12486/>

➤ **Prof. Gholamreza Nakhaeizadeh**

CV:

[https://statistik.econ.kit.edu/download/doc\\_secure1/CV\\_Nakhaeizadeh.pdf](https://statistik.econ.kit.edu/download/doc_secure1/CV_Nakhaeizadeh.pdf)

➤ **Prof. Abdolrahim Navehebrahim**

CV:

<https://scholar.google.com.au/citations?user=2r2ODgEAAAAJ&hl=en>

## TEACHING AND COACHING

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- Principle of Health Services Management, *Kerman University of Medical Science, Iran, 2022*
- Entrepreneurship in Health, *Zabol University of Medical Science, Iran, 2021*
- Structural Equation Modeling with LIZREL, *Zabol University of Medical Science, Iran, 2021*
- Structural Equation Modeling with LIZREL, *FARADARS: National Online Educational platform, Iran, 2021*
- Strategic Management, *Bahar NGO, Isfahan, Iran, 2013*
- Game Theory and its Application in Management and Politics, *Bahar NGO, Isfahan, Iran, 2013*

## REVIEWER

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- *American Journal of Management Science and Engineering (AJMSE)*  
Member of Reviewer Board. January 2023 - January 2025. <https://www.sciencepg.com/j/ajmse>

## TRAINING COURSES

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- Data Science by Machine Learning & Deep Learning with Python  
Sharif University of Technology, Tehran, Iran, 2022
- Strategic public health policy and planning in times of uncertainty: Using systems modeling for evidence based decision making,  
SSPH+ Summer School in Public Health Policy, Economics, and Management, Lugano, Switzerland, 2022
- Artificial Intelligence from theory to value-based healthcare practice  
CAIRELab Online SummerSchool, Leiden, the Netherlands, 2021
- Artificial Intelligence: Machine Learning & Deep Learning,  
Artificial Intelligence Summer School, Yazd University, Iran, 2021