

# NASSER DANAYE

Industrial Engineer systems, Macro systems (Economic and Social systems)

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Tabriz, Iran

in nasser-danaye

danayen

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## STRENGTHS

Agent Based Modelling (ABM)

System Dynamics

Simulation

System thinking

Research

Complex systems

Economic

Business plan

Consultant

Business Analysis

Planing

Consumer behavior

## skills

Netlogo

Python

Vansim

Anylogic

Ms-Office

SPSS

Comfar III

Wordpress

## LEARNING

ABM by python

Simulation

P2P markets

Python

AnyLogic

Odo

## LANGUAGES

English: **intermediate**

Persian: **Native**

Turkish: **intermediate**

## EDUCATION

Industrial Engineering Systems | **Master of Sc.**

2013-2015 Tabriz, Iran

Thesis: "Analysis of the preferences of purchasing domestic or foreign goods by the consumer with agent base modeling: Home appi-ance".

Mathematics | **Bachelors**

2009-2013 Tabriz, Iran

Major project was Improper Integrals

## ABOUT ME

Nasser Danaye is founder and CEO at moeindp company. In recent years, to stabilize the company's income, he focused on investment and business plans. He is a verified consultant at Iran Small Industries and Industrial Parks Organization (ISIPO) and consulate SMEs in industrial and economic engineering. Also he works on ERP systems, named ODOO, and tried to introduce them to companies.

However, His favorite is modelling agent based modelling (ABM), system dynamics (SD), consumer behavior, market analysis, simulation (production lines, organization structure), modelling economic systems and complex systems. He thinks that making systems is everything.

## EXPERIENCE

Founder and CEO | Moein Data Processor

May 2019 – Present

Tabriz, Iran

- Managing a company's overall operations. Include delegating and directing agendas, research, marketing and driving profitability,
- managing company organizational structure, strategy, and communicating with the board.
- More than 40 project have done.

Insurance agency - General agent | **Saman Insurance**

Jan 2020 – Jan 2022

Tabriz, Iran

- Consultant, sell and negotiate
- life, health, property, transport or other types

Researcher | **Development and Planning institute of ACECR university**

Jan 2017 – Jan 2022

Tabriz, Iran

- Research on economic, management and industrial engineering fields
- research on innovative and technological organization productivity
- More than 11 projects have done
- Teaching entrepreneurship and employment (Almost 120 student) in 2019

R & D Manager | **Arsin Electric Rayan**

Jun 2015 – Jul 2018

Tabriz, Iran

- Administrative work and business development
- product sample created (Showed on National TV News)

Teaching - Programming | **Freelancer**

Jun 2010 – Mar 2016

Tabriz, Iran

- Teaching Mathematics, Statistics, Operation Research, Differential Equations
- Programing C, C++, Maple (university student level)

# PUBLICATION

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## Book

Agent Based Modelling in Economics By Gilbert, N. & Hamill, L. Translated By **Nasser Danaye**, (2022). In Publish, ISBA

## Journal Articles

**Danaye, N.**, Kian, R., Colmekcioglu, N., (2022), An agent-based modeling approach for understanding drivers of consumer decisions on foreign vs domestic products: case study of a local refrigerator market. *International Journal of Information Technology and Decision Making*

Bafandeh Zende, A., Haji Hatamlou, L., **Danaye, N.** (2019). Modeling the Causes of Drying of Lake Uremia Using System Dynamics. *Journal of Natural Environmental Hazards*, 8(21), 207-230. doi: 10.22111/jneh.2019.26081.1437

Bafandeh Zende, A., Nasiri Ganjineketab, M., **Danaye, N.**, (2019). Carbon Monoxide Emission Modeling in Tabriz City Based on System Dynamics Approach. *Environmental Researches*, 10(19), 255-270

Bafandeh zende, A., **Danaye Nematabad, N.**, (2017). Analyzing Consumer Preferences for Domestic or Foreign Goods by Agent-based Modeling (Case Study: Home Appliances). *New Marketing Research Journal*, 7(1), 131-152. doi: 10.22108/nmrj.2017.21455

## Conference publication

**Danaye, N.**, Kian, R., Mahmoudzade, M., (2018), An Agent Based Modeling of Social Network Effect on Consumer 's Purchase Preference: A Home Appliance Market Case Study, *International Conference on Computers & Industrial Engineering*

**Danaye, N.**, Bafandeh, A., Mirzaei, Sh., (2017), A system dynamic model for analyzing consumer preferences: case study, The first national conference of the Iranian Association of Systems Dynamics, Tehran, <https://www.systemdynamics.ir/>

Ghahremani nahr, J., Nouri, F., **Danaye, N.**, (2017), 3rd International Conference on Industrial Engineering and Management, Tehran, <https://en.civilica.com/doc/756268/>

**Danaye, N.**, Bafandeh, A., (2016), An Agent Based modeling for analyzing consumer preferences, Second International Conference on Industrial Engineering and Management, Tehran, <https://en.civilica.com/doc/504770/>

**Danaye, N.**, Bafandeh, A., (2016), Agent based modeling: a New Approach for Analyzing Consumer Preferences, Fourth National Conference on Management, Economics and Accounting, Tabriz, <https://en.civilica.com/doc/518160/>

Ziadi, M., Karimi, M., **Danaye, N.**, (2015), Provide a new service oriented architecture for evidence-based medicine based on large data analysis, 1st National Conference on Distributed Computing and Big Data Processing, Tabriz, <https://en.civilica.com/doc/590346/>

Ghasemi, A., **Danaye, N.**, (2014), A Comparative Study of the Impact of Investing in R & D and Resistance Economics: Adaptive Comparison of Turkey and South Korea with Iran, National Conference on New Approaches in Business Management, Tabriz, <https://en.civilica.com/doc/324895/>


Malekzadeh, H., **Danaye, N.**, (2014), The Effect of Optimal Use of Resources and Privatization on the Productivity of the Country, Empowerment of Economic Behaviors Modification, Shiraz, <https://en.civilica.com/doc/304960/>


**Danaye, N.**, (2014), The proposed withdrawal of stagflation in Iran, 1st international conference on economics, accounting and social sciences, Rasht

# PROJECTS

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Simulates construction profit and people's economic rent evaluation in (TDR), | [Modeler: Danaye, N.](#)


 Co. Olad, M.

 03 2021 – 08 2021

- Tehran city's GIS map used
- Modeled by Netlogo software

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Simulates E-car consumer behavior and market by agent-based modelling, | [Modeler: Danaye, N.](#)

 03 2020 – 08 2020

- Tehran city's people
- Modeled by Netlogo software

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Business Plans for Industries | [Danaye as Economist and Analyser](#)

 01 2020 – 05 2022

- More than 30 projects based on Unido Format
- Comfar III software used

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Investigating the Effectiveness of Tabriz-Bostanabad-Midway Operation, Opportunities and Threats


 07/ 2019 – 12/ 2020

- Funded by East AZERBAIJAN Road Maintenance and Transportation Organization
- SWOT, Survey, Statistics analysis
- Cooperators : Gharachorlou, N., Irannejad, E., **Danaye, N.**

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Measuring and evaluating the amount of light and sitting position of people when doing daily work environment (employees of the General Directorate of Social Security of A. East Azerbaijan)

 Co. Hashemivand, F.

 02 2019 – 04 2019

- Responsible: **Danaye, N.**, Co. Hashemivand, F.

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Modelling Industry Attractiveness by agent-based modelling, | [Modeler: Danaye, N.](#)

 03 2018 – 03 2019

- Tehran city's people
- Modeled by Netlogo software

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Comparative Study of Human Resource Efficiency of Scientific and Technological Organizations [ACECR universuty](#)

 07 2016 – 10 2018

- Nouri, F., Gharachorlou, N., Samadzad, S., Ghahremani nahr, J., **Danaye, N.**

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Layout Design of Auto Parts Manufacturing Plant [Designed by Danaye, N.](#)

 07 2018 – 09 2018

- For SATCO group (consultant of Automotive company )

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Evaluating the Effectiveness of the Fifth International Exhibition of R & D and New Technologies of Rab-e-Rashidi (RINOTEX) [RINOTEX.ir](http://RINOTEX.ir)

📍 06 2018 - 10 2018

- Nouri, F., Gharachorlou, N., Ghahremani nahr, J., **Danaye, N.**
- Statistics Analyses, Online Survey for participants

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Evaluating the Effectiveness of the Fourth International Exhibition of R & D and New Technologies of Rab-e-Rashidi (RINOTEX) [RINOTEX.ir](http://RINOTEX.ir)

📍 06 2017 - 10 2017

- Nouri, F., Gharachorlou, N., Ghahremani nahr, J., **Danaye, N.**
- Statistics Analyses, Online Survey for participants

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Identification and evaluation of strengths, weaknesses, opportunities and threats (SWOT) in the affiliated offices of the General Directorate of Cooperatives, Labor and Social Welfare (East Azarbaijan Province)

📍 06 2017 - 10 2018

- Funded by General Directorate of Cooperatives, Labor and Social Welfare
  - Nouri, F., Gharachorlou, N., Ghahremani nahr, J., **Danaye, N.**
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