

CURRICULUM VITAE

PERSONAL INFORMATION

First name and Surname Arash Golnam
Gender Male
Nationality Iranian
Date of birth 20, August, 1982
Residence Status Swiss C Permit
Address Chemin de la Chiesaz 19, 1024 Ecublens, Switzerland
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EDUCATION

Dates **Jan. 2015 – Jan 2018**
Degree Master of Science in System Dynamics (*Summa Cum Laude*)
Field of Study System Dynamics
Academic Institution Worcester Polytechnic Institute (WPI)

Dates **June 2013 – June 2014**
Degree Post-Doctoral Research
Field of Research Business Model Innovation, Systems Modeling, Problem Structuring
Academic Institution College of Management, Swiss Federal Institute of Technology, Lausanne (EPFL)

Dates **Jan. 2009 – June 2013**
Degree Doctor of Philosophy (Ph.D.)
Field of Research Management of Technology
Academic Institution College of Management, Swiss Federal Institute of Technology, Lausanne (EPFL)
Doctoral Thesis:
Problem Structuring with Systemic Enterprise Architecture Method:
Representation of Systems and Value in Business Contexts and Integration with
Operations Research Methods

Dates **Sept. 2006 – Sept. 2008**
Degree Master of Science
Field of Study Industrial Management - Production and Operations Management
Academic Institution University of Tehran, Faculty of Management

Dates **Sept. 2000 – Sept. 2005**
Degree Bachelor of Science
Field of Study Industrial Engineering – Systems Analysis and Design
Academic Institution Azad University of Tehran – South Branch

WORK EXPERIENCE

Dates **Sept. 2016 – Present**
Position Research Scientist
Name and address of employer Swiss Federal Institute of Technology, Lausanne (EPFL) – School of Computer and Communications Sciences (I&C) - Systemic Modelling Laboratory (LAMS); Station 14, CH-1015 Lausanne, Switzerland.

Website www.lams.epfl.ch
Main activities Writing a book on the application of systems thinking in service design and innovation.

Dates **Jan. 2017 – Present**
Position Adjunct Professor
Name and address of employer Webster University Geneva
Route de Collex 15, 1293 Bellevue, Switzerland.

Website www.webster.ch
Main activities Teaching two courses offered by the Computer Science Department:
- *Information Analysis*
- *Information Systems*
- *Systems Design and Analysis*

Dates **June 2014 – August 2016**
Position System Dynamics Modeler
Name and address of employer Greenwood Strategic Advisors AG
Zugerstrasse 40, CH-6314 Unterägeri, ZG
Switzerland

Website www.greenwood-ag.com
Main activities Working with formal computer simulations of sociotechnical systems. The simulation models have been used in understanding the causes of complex dynamics in a wide range of application domains such as project and program management and urban planning.

Dates **Sept. 2012 – Present**
Position Professor
Name and address of employer Business School Lausanne, Route de la Maladière 21,
1022 Chavannes pres-renens, Switzerland.

Website www.bsl-lausanne.ch
Main activities Currently teaching at Master's and Bachelor's level:
- *Strategic and Systemic Thinking*
- *Management Information Systems (MIS)*
- *Operations Management*
- *Case Study Research*

Courses previously taught or co-taught:
- *Quantitative and Qualitative Research Methods*
- *Solving Big Problems*
- *Computer Applications for Business*

Dates **Jan. 2009 – June 2014**
Position PhD Candidate, Research and Teaching Assistant, Post-Doctoral Researcher
Name and address of employer Swiss Federal Institute of Technology, Lausanne (EPFL) – School of Computer and Communications Sciences (I&C) - Systemic Modelling Laboratory (LAMS); Station 14, CH-1015 Lausanne, Switzerland.

Website www.lams.epfl.ch
Main activities Teaching assistant and lecturer in the following courses:
- *Introduction to Marketing*
- *Business Plan for IT Services*
- *Enterprise and Service Oriented Architecture*
- *Philosophy of Science in Management Research*
- *Information Technology in Logistics*

Dates **July 2004 – Oct 2008**
Position Head of the International Projects Administration Office
Name and address of employer Iran Khodro Diesel (IKD) - 13th Km, Azadegan Highway, Tehran, Iran
Website www.ikd-co.com
Type of business or sector Commercial Vehicle Manufacturer- The market leader of commercial vehicles in the Middle East
Main activities In charge of administration, planning and control of almost all international technology transfer projects with world class partners such Daimler AG.

Dates **July 2006 – Oct 2008**
Position Executive Advisor to the President
Name and address of employer The R&D Society of Iranian Industries and Mines- No.21 Mansour St, Motahari Ave, Tehran, Iran
Website www.iranrd.net, www.iranrd.com
Type of business or sector An NGO for the discussion, promotion and organization of R&D and innovation activities of the industrial sector of Iran
Main activities Member of the scientific and organizing committee of the international conferences organized by the society such as <http://www.irdaawards.com/En/>.

LANGUAGES

Farsi – Native proficiency
English – Full professional proficiency
French – C2

HONORS

- Awarded as a distinguished member of the faculty at Business School Lausanne in 2014, 2016 and 2017.
- Co-author of the most downloaded article published in Industrial Marketing Management Journal in 2014 with over 4500 downloads.
- Recipient of Swiss National Science Foundation research project fund.
- Awarded as a distinguished researcher of the year 2010 in Iran by the Ministry of Science and Technology.
- Keynote speaker in the several national and international conferences in Iran.

PUBLICATIONS (2009 – Present)

Journal Articles

- A. Golnam, P. Ritala, and A. Wegmann. (2014) "Coopetition within and between Value Networks – A Typology and a Modeling Framework," *International Journal of Business Environment*, Vol. 6 No. 1, pp. 47-68.
- P. Ritala, A. Golnam, and A. Wegmann. (2014) "Coopetition-Based Business Models: The Case of Amazon.com", *Industrial Marketing Management*, Vol. 43, Issue 2, pp. 236–249.
- R. Bonazzi, A. Golnam, Y. Pigneur, and A. Wegmann. (2012) “Respecting the Deal: Economically Sustainable Management of Open Innovation among Co-Opeting Companies”, *International Journal of E-Services and Mobile Applications*, Vol. 4, No 1 , pp. 23-41.
- A. Golnam, G. Regev, J. Ramboz, P. Laprade, and A. Wegmann. (2011) "Aligning Value and Implementation in Service Design - A Systemic Approach," *International Journal of Service Science, Management, Engineering and Technology (IJSSMET)*, Vol. 3, pp. 19-36.
- A. Golnam, G. Regev, and A. Wegmann. (2011) "A Modeling Framework for Analyzing the Viability of Service Systems," *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)*, Vol. 2, pp. 51-64.

Book Chapters

- A. Golnam, R. Sanchez, P. Ritala, and A. Wegmann. (2014). The why and the how of coopetition: Modeling the incentives and design of cooperative value networks. In *A Focused Issue on Building New Competences in Dynamic Environments (Research in Competence-Based Management, Volume 7)* (pp. 29-60). Emerald Group Publishing Limited.
- A. Golnam, V. Viswanathan, C. I. Moser, P. Ritala, and A. Wegmann. (2014). Designing Value-Oriented Service Systems by Value Map. In *Business Modeling and Software Design* (pp. 150-173). Springer International Publishing.
- A. Golnam, P. Ritala, V. Viswanathan, V. Hanser, and A. Wegmann. (2013). A Framework for Modeling Value in Service-Oriented Business Models–Conceptualizations and Graphical Representation. In *Business Modeling and Software Design* (pp. 125-147). Springer Berlin Heidelberg.
- A. Golnam, (2009) “The Future of Innovation, Transforming the Future of Mankind”. In B. Von Stamm & A. Trifilova (Eds.), *The Future of Innovation* (pp. 8-9). Gower Pub Co.

Conference Proceedings

- A. Golnam, C. I., Moser, A. Gopal and A. Wegmann, A. (2014). “Value Map: An Innovative Tool for Business Model Innovation”. *XXV International Society for Professional Innovation Management Conference Proceedings - Innovation for Sustainable Economy & Society, ISPIM 2014*, Dublin, Ireland on 8-11 June 2014.
- A. Golnam, V. Viswanathan, C. I. Moser, P. Ritala, and A. Wegmann. (2013), "Value Map: A Diagnostic Framework to Improve Value Creation and Capture in Service Systems" *The 2nd International Symposium on Business Modeling and Software Design, BMSD 2013*, Noordwijkerhout, the Netherlands, pp. 106-120.
- A. Golnam, S. Kyriakopoulou, G. Regev, and A. Wegmann. (2013) "The Integration of an RE Method and AHP: A Pilot Study in a Large Swiss Bank " *The 21st IEEE International Requirements Engineering Conference (RE2013)*, Rio de Janeiro, Brazil, pp.308-313.
- G. Regev, B. Bajic-Bizumic, A. Golnam, G. Popescu, G. Tapandjieva, A. B. Saxena and A. Wegmann. (2013) "A Philosophical Foundation for Business and IT Alignment in Enterprise Architecture with the Example of SEAM" *The 2nd International Symposium on Business Modeling and Software Design, BMSD 2013*, Noordwijkerhout, the Netherlands, pp.131-139.
- A. Golnam, R. Sanchez, P. Ritala, and A. Wegmann. (2012) "The WHY and the HOW of Coopetition: Modeling the

- Incentives and Design of Coopetitive Value Networks," *The 1st Conference on Competence-Based Strategic Management*, Copenhagen, Denmark.
- A. Golnam, R. Sanchez, G. Tapandjieva, and A. Wegmann. (2012) "Choosing the Right Tool for the Job- A Framework to Compare the Effectiveness of Problem Structuring Methods in System Dynamics Modeling," *The 30th International Conference of The System Dynamics Society*, St. Gallen, Switzerland. <http://www.systemdynamics.org/conferences/2012/proceed/papers/P1173.pdf>
- A. Golnam, P. Ritala, V. Viswanathan, V. Hanser, and A. Wegmann. (2012) "Modeling the Design of Value in Service-oriented Business Models," *The 2nd International Symposium on Business Modeling and Software Design*, Geneva, Switzerland, pp. 81-93.
- A. Golnam, P. Ritala, V. Viswanathan, and A. Wegmann. (2012) "Modeling Value Creation and Capture in Service Systems," *The 3rd International Conference on Exploring Services Sciences*, Geneva, Switzerland, pp. 155-169.
- A. Golnam and A. Wegmann. (2012) "A Framework for Modeling Value in Service Systems," *The 21st International Conference on Management of Technology*, IAMOT 2012, Hsinchu, Taiwan. http://link.springer.com/chapter/10.1007%2F978-3-642-37478-4_7#page-1
- A. Golnam, G. Regev, and A. Wegmann. (2011) "On Viable Service Systems Developing a Modeling Framework for Analysis of Viability in Service Systems," *The 2nd International Conference on Exploring Services Sciences*, Geneva, Switzerland, pp. 30-41.
- A. Golnam, G. Tapandjieva, S. Viana, and A. Wegmann. (2011) "Problem Structuring Methods in System Dynamics Modeling-A Cognitive Fit Perspective" *The 29th International Conference of The System Dynamics Society*, Washington DC, USA. <http://www.systemdynamics.org/conferences/2011/proceed/papers/P1450.pdf>
- A. Golnam, G. Regev, J. Ramboz, P. Laparde, and A. Wegmann. (2010) "Systemic Service Design: Alaigning Value with Implementation," *The 1st International Conference on Exploring Services Sciences*, Geneva, Switzerland, pp. 150-164.
- A. Golnam, A. Van Ackere, and A. Wegmann. (2010) "Integrating System Dynamics and Enterprise Modeling to Address Dynamic and Structural Complexities of Choice Situations" *The 28th International Conference of The System Dynamics Society*, Seoul, Korea. <http://www.systemdynamics.org/conferences/2010/proceed/papers/P1346.pdf>

Symposium and Workshop Papers

- A. Wegmann, B. Bajić-Bizumić, A. Golnam, G. Popescu, G. Tapandjieva, A. B. Saxena, M. Yassaee, and G. Regev. (2013) "Requirements Modeling in SEAM: the Example of a Car Crash Management System" *The 3rd International Workshop on Comparing Requirements Modeling Approaches (CMA@RE)*, Rio de Janeiro, Brasil.
- A. Golnam, P. Ritala, and A. Wegmann. (2012) "Coopetition within and between Value Networks - A Typology and a Modeling Framework," *The 5th Workshop on Coopetition Strategy*, Katowice, Poland.
- A. Golnam, R. Sanchez, and A. Wegmann. (2011) "A Framework to Model and Analyze the WHY and the HOW of Coopetition: Application to the Coopetition in the PowerPC Case," *The 21st Nordic Workshop on Interorganizational Research*, Vaasa, Finland.
- P. Ritala, A. Golnam, and A. Wegmann. (2011) "Coopetition in the Global Book Industry: The case of Amazon.com Evolution," *The 21st Nordic Workshop on Interorganizational Research*, Vaasa, Finland.
- A. Golnam, R. Sanchez, and A. Wegmann. (2010) "A Systemic Approach for Enterprise Design," *INFORMS 2010 Annual Meeting*, Austin, Texas.
- A. Golnam, R. Sanchez, and A. Wegmann. (2010) "A Systemic Approach for Modeling and Analysis of Coopetition," *The 4th Workshop on Coopetition Strategy*, Montpellier, France.
- A. Golnam, A. Hegarty, G. Regev, and A. Wegmann. (2009) "A Systemic Approach for Designing Open Innovation Value Networks," *The 2nd ISPIM Innovation Symposium*, New York City, USA.