

# 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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*E-mail* [arash.golnam@gmail.com](mailto:arash.golnam@gmail.com)  
*Website* <http://www.golnam.net>

## EDUCATION

*Dates* **Feb. 2019 – Present**  
*Degree* Diploma in Psychoanalysis  
*Field of Study* Analytical Psychology  
*Academic Institution* C.G Jung Institute

*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](http://www.lams.epfl.ch)  
*Main activities* Researching and writing a book on the application of systems thinking principles in service design and design thinking.

**Dates** **Jan. 2017 – Present**  
**Position** Adjunct Professor  
**Employer** Webster University Geneva  
Route de Collex 15, 1293 Bellevue, Switzerland.  
**Website** [www.webster.ch](http://www.webster.ch)  
**Type of business** Teaching the following courses offered by the computer science department: *Information Analysis, Information Systems, Systems Design and Analysis.*

**Dates** **June 2014 – August 2016**  
**Position** System Dynamics Modeler  
**Employer** Greenwood Strategic Advisors AG  
Zugerstrasse 40, CH-6314 Unterägeri, ZG, Switzerland  
**Website** [www.greenwood-ag.com](http://www.greenwood-ag.com)  
**Type of business** 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  
**Employer** Business School Lausanne, Route de la Maladière 21,  
1022 Chavannes Pres-Renens, Switzerland.  
**Website** [www.bsl-lausanne.ch](http://www.bsl-lausanne.ch)  
**Type of business** Currently teaching at Master's and Bachelor's level: *Strategic and Systemic Thinking, Management Information Systems (MIS), Operations Management.*

**Dates** **Jan. 2009 – June 2014**  
**Position** PhD Candidate, Research and Teaching Assistant, Post-Doctoral Researcher  
**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](http://www.lams.epfl.ch)  
**Type of business** Teaching assistant and lecturer in the following courses: *Introduction to Marketing; Business Plan for IT Service; Enterprise and Service Oriented Architecture; Philosophy of Science in Management Research; Information Technology in Logistics.*

**Dates** **July 2006 – Oct 2008**  
**Position** Executive Advisor to the President  
**Employer** The R&D Society of Iranian Industries and Mines- No.21 Mansour St, Motahari Ave, Tehran, Iran  
**Website** [www.iranrd.net](http://www.iranrd.net)  
**Type of business** An NGO for the discussion and promotion of R&D and innovation activities of the industrial sector.  
**Main activities** Member of the scientific and organizing committee of the international conferences of the society.

**Dates** **July 2004 – Oct 2008**  
**Position** Head of the International Projects Administration Office  
**Employer** Iran Khodro Diesel (IKD) - 13<sup>th</sup> Km, Azadegan Highway, Tehran, Iran  
**Website** [www.ikd-co.com](http://www.ikd-co.com)  
**Type of business** 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.

## 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 - 2018.
- Awarded as the best teacher at University of Business and International Studies in 2018.
- 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. Wegmann, P. Ritala, G. Tapandjieva, and A. Golnam. (2018). Coopetition and ecosystems: The case of Amazon. com. In Routledge Companion to Coopetition Strategies (pp. 245-257). Routledge.
- 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 2<sup>nd</sup> 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 21<sup>st</sup> 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 2<sup>nd</sup> 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 Cooperative Value Networks," *The 1<sup>st</sup> 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 30<sup>th</sup> 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 2<sup>nd</sup> 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 3<sup>rd</sup> 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 21<sup>st</sup> 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](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 2<sup>nd</sup> 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 29<sup>th</sup> 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 1<sup>st</sup> 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 28<sup>th</sup> 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 3<sup>rd</sup> 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 5<sup>th</sup> 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 21<sup>st</sup> 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 4<sup>th</sup> 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 2<sup>nd</sup> ISPIM Innovation Symposium*, New York City, USA.