

NAELEH (MONICA) MOTAMEDI, Ph.D.

Consumer Behaviour | Sustainable Consumption | UX/Product Design |
Multicultural Technology Adoption

647-323-7724

nmotamedi@laurentian.ca

Ontario, Canada

[linkedin.com/in/monica-motamedi](https://www.linkedin.com/in/monica-motamedi)



ACADEMIC PROFILE

Interdisciplinary marketing and consumer behaviour scholar, professor, and design educator with a Ph.D. in Interdisciplinarity, Culture and Society; graduate and undergraduate training in industrial design; and more than a decade of post-secondary teaching experience. Research and teaching connect consumer decision-making, sustainable consumption, multicultural markets, technology adoption, customer experience, and human-centred product design. Experienced in project-based curriculum, thesis and capstone supervision, applied consumer research, and translating evidence into product, service, and communication decisions.



EDUCATION

Ph.D., Interdisciplinarity, Culture and Society, Laurentian University | Sudbury, Ontario, 2026

Dissertation: Electric Vehicle Purchase in Canada: Influence of Cultural Factors. The research integrates consumer behaviour, sustainable consumption, technology adoption, and multicultural markets in the Canadian electric-vehicle context.

Master of Industrial Design, Azad University of Tehran | Tehran, Iran, 2013

Bachelor of Industrial Design, Alzahra University | Tehran, Iran, 2008



ACADEMIC APPOINTMENTS AND TEACHING EXPERIENCE

Professor, Creative Design & Marketing, Cambrian College | Sudbury, Ontario, Jan. 2023-Present

- Teaching Global Marketing Management, Understanding the Modern World, Creative Thesis, UX Design, UI Design, and Communication Design.
- Designing student-centred, project-based learning that integrates marketing, design thinking, user research, visual communication, and evidence-based decision-making.
- Supervising thesis and capstone projects from problem definition and secondary research through user insight, prototyping, testing, iteration, and final presentation.
- Guiding usability testing, customer and user journey mapping, research synthesis, presentation design, and professional communication.
- Using inclusive teaching practices to support culturally diverse learners and foster respectful, collaborative, applied classroom engagement.

University Professor, Azad University of Tehran | Tehran, Iran, Feb. 2013-Jan. 2021

- Taught more than ten industrial-design and human-centred design courses, including User-Centred Design, Human Factors Engineering, Computer-Aided Design, Industrial Drawing, Economics and Management of Industrial Products, and Design Thinking Methods.
- Coordinated senior student design projects with attention to consumer needs, usability, technical feasibility, social relevance, and professional presentation standards.
- Supported students in developing research-informed product concepts, design rationales, prototypes, and visual communication materials.
- Applied inclusive teaching approaches to engage students from diverse gender, educational, and cultural backgrounds.



TEACHING PROFILE AND AREAS

Selected Courses Taught

Cambrian College: Global Marketing Management; Understanding the Modern World; Creative Thesis; UX Design; UI Design; Communication Design.

Azad University of Tehran: User-Centred Design; Human Factors Engineering; Computer-Aided Design; Industrial Drawing; Economics and Management of Industrial Products; Design Thinking Methods.

Teaching Areas

- Consumer Behaviour; Marketing Research; Marketing Analytics; Digital Marketing.
- UX Research; Customer Experience; Design Thinking; Product Innovation.
- Sustainability Marketing; Multicultural Markets; Applied Consumer Analytics; Research Methods.

Teaching Philosophy and Practice

- Connect theory to authentic design, marketing, and consumer-research problems through scaffolded, project-based learning.
- Move students from problem framing and secondary research to user insight, concept development, prototyping, testing, iteration, and persuasive presentation.
- Use critiques, collaborative workshops, usability testing, and journey mapping to build reflective design judgement and evidence-based decision-making.
- Set clear expectations and provide multiple forms of participation to support culturally diverse learners and inclusive classroom engagement.
- Integrate global markets, sustainable consumption, multicultural consumer behaviour, and human-centred design into course examples and assignments.



RESEARCH PROFILE AND SCHOLARLY CONTRIBUTIONS

Research Interests

- Consumer behaviour and decision-making.
- Sustainable consumption and low-carbon mobility.
- Electric-vehicle adoption.
- Multicultural and immigrant consumers.
- Technology adoption and digital products.
- UX/product design and customer experience.
- Social identity and symbolic consumption.
- Environmental values.
- Marketing research and consumer analytics.

Research Agenda

The research program examines how cultural identity, environmental values, technology readiness, product aesthetics, interface clarity, social influence, and market conditions shape the adoption of sustainable technologies. It bridges consumer behaviour and human-centred design, with particular attention to electric vehicles, multicultural Canadian markets, and the translation of consumer insight into product and customer-experience strategy.

Doctoral Dissertation

Motamedi, N. (2026). Electric vehicle purchase in Canada: Influence of cultural factors [Doctoral dissertation, Laurentian University]. Laurentian University Scholars. <https://laurentian.scholaris.ca/handle/10219/4504>

Manuscripts Submitted

Motamedi, N. (2026). Environmental concern and electric vehicle adoption intentions in Canada: A comparison of car owners and non-car owners. Manuscript submitted to World Electric Vehicle Journal.

Motamedi, N. (2026). Who is prepared to purchase an electric vehicle? Adoption readiness among non-EV owners in Canada. Manuscript submitted to the Journal of Consumer Behaviour.

Works in Progress

- Designing trust: How product aesthetics, interface clarity, and cultural identity shape consumer adoption of electric vehicles.
- What makes consumers choose electric vehicles? A choice-based conjoint model of design, price, charging access, and digital experience.
- Cultural identity, environmental values, and sustainable consumer choice in multicultural markets.
- Gender, technology readiness, and green consumer behaviour: Evidence from a Canadian survey.

Conference Presentations

2024 Motamedi, N. Cultural factors affecting electric vehicle purchase behaviour in Canada. Canadian Sociological Association Conference, McGill University, Montreal, Quebec.

2010 Motamedi, N. Designing a means to enhance and rescue earthquake victims. Earthquake Engineering Conference, Malaysia.

Course-Based and Independent Scholarly Work

2021 Industrial design and gender. Course-based scholarly presentation, Gender History, Laurentian University, September.

2021 The acceptance of new technologies and national culture. Independent study paper and presentation, Laurentian University, August.

2021 Culture-oriented design and international styles: Case study of the automotive industry. Research Methods course paper and presentation, Laurentian University, April.



METHODOLOGICAL AND ANALYTICAL CAPABILITIES

Research Design

- Survey research and questionnaire design.
- Literature review and evidence synthesis.
- Consumer and market research.
- UX research and usability testing.
- Qualitative and quantitative information synthesis.

Quantitative Analysis

- Descriptive statistics and correlation analysis.
- Regression-based analysis.
- Ordered logistic regression.
- Interaction effects.
- Structural modelling as applied in doctoral research.

Research and Digital Tools

Stata; REDCap; Microsoft Office; presentation software; computer-aided design; UX/UI prototyping; Adobe Creative Cloud; Figma; Canva.

Thesis, Capstone, and Student Project Supervision

- Supervise course-based creative theses and capstone projects at Cambrian College from problem definition through final presentation.
- Guide students in secondary research, user and customer insight, journey mapping, prototyping, usability testing, research synthesis, iteration, and design rationale.
- Coordinated senior industrial-design projects at Azad University, balancing user needs, technical feasibility, social relevance, and professional presentation.
- Mentor students through critiques and collaborative workshops that strengthen design judgement, product clarity, and communication.

Selected Applied Research and Innovation Themes

Sustainable mobility. Consumer adoption of electric vehicles, environmental concern, technology readiness, cultural identity, and barriers to adoption.

Product and interface trust. The role of product aesthetics, interface clarity, user experience, and design signals in technology acceptance.

Multicultural markets. How cultural values, social identity, and immigrant experience shape consumer decisions in Canadian markets.

Automotive product insight. Translation of market, customer, design, and engineering information into product-positioning and customer-experience recommendations.

Knowledge Mobilization and Communication

- Prepare research summaries, reports, visual presentations, and design documentation for academic, industry, and cross-functional audiences.
- Translate complex research and user evidence into clear product, service, teaching, and communication recommendations.
- Use visual communication and presentation design to make analytical findings accessible to students, stakeholders, and decision-makers.



INDUSTRY AND PROFESSIONAL EXPERIENCE

Marketing Research Analyst, Iran Khodro Automotive Company (IKCO) | Tehran, Iran, Dec. 2016-Jan. 2021

- Conducted market and consumer research to identify customer needs, behavioural trends, and emerging opportunities for automotive products and service innovation.
- Analysed qualitative and quantitative information to support product positioning, customer-experience improvement, and evidence-based strategic planning.
- Prepared reports, presentations, and research summaries for cross-functional teams and senior decision-makers.
- Collaborated with marketing, design, engineering, and product-development teams to translate consumer insight into practical product and communication recommendations.
- Developed applied automotive-sector expertise that informs research and teaching in sustainable mobility, technology adoption, and UX/product design.

Supervisor, Marketing and Membership Services, Costco Wholesale | Sudbury, Ontario, Jun. 2021-Present

- Leading and mentoring cross-functional teams responsible for customer experience and service delivery.
- Managing team performance, training, and development to maintain consistent operational standards.
- Analysing customer engagement patterns and supporting process improvements related to service and membership acquisition.
- Coordinating communication across operations, customer service, and marketing initiatives.

Marketing Manager, Paya Tavan Kosar Co. | Tehran, Iran, Mar. 2013-Nov. 2015

- Led cross-functional marketing initiatives involving design, communication, and customer engagement.
- Developed marketing materials, presentations, and product-communication assets supporting launches and campaigns.
- Managed stakeholder relationships and alignment across internal teams.



ACADEMIC LEADERSHIP, SERVICE, AND MEMBERSHIPS

President, CUPE Local 5011 - Laurentian University | Sudbury, Ontario, Dec. 2021-Apr. 2024

- Led an academic workers' organization representing hundreds of members.
- Facilitated negotiation processes, stakeholder communication, strategic planning, and collaborative decision-making.
- Mentored emerging leaders and coordinated organizational communication.

- Member, Canadian Sociological Association (CSA), 2023-Present.
- Member, Board of Directors, Scientific Society of Industrial Design, Azad University, 2018-2021.
- Member, Knowledge Management Team, Automotive Production and Sales, Iran Khodro (IKCO), 2013-2021.



EQUITY, DIVERSITY, INCLUSION, AND INCLUSIVE TEACHING

- Teach and supervise culturally diverse student cohorts using clear expectations, scaffolded assignments, applied projects, and multiple forms of participation.
- Use examples from global markets, multicultural consumer behaviour, sustainability, and human-centred design to connect course concepts with lived experience and professional practice.
- Bring an inclusive and multicultural perspective to consumer behaviour, technology adoption, UX/product design, and classroom collaboration.



CERTIFICATES AND PROFESSIONAL DEVELOPMENT

2014 Comprehensive Course of Principles, Techniques and Marketing Positioning Management, Business Research and Study Institute, Ministry of Commerce, Tehran.

2014 Preliminary Topics of Statistical Analysis Using SPSS Software, Business Research and Study Institute, Ministry of Commerce, Tehran.

2013 Comprehensive Training Course of International Businesses and Commerce Skills, Business Research and Study Institute, Ministry of Commerce, Tehran.

2012 General Skills of Management, Pajouhesh and Toseh Arshad Institute, Tehran.

2011 Techniques of Negotiation and Effective Communication, Business Research and Study Institute, Ministry of Commerce, Tehran.

2011 Research about Society and Purchasing Behaviour, Iran Khodro Automotive Industry, Tehran.

2011 Knowledge Management, Iran Khodro Automotive Industry, Tehran.

Technical and Pedagogical Skills

Design, research, and analytics: UX and user-centred design; design thinking and workshop facilitation; consumer and market research; survey and questionnaire design; usability testing and journey mapping; Stata and REDCap; computer-aided design and visual communication.

Teaching and collaboration: Curriculum and assignment design; project-based and inclusive learning; thesis and capstone supervision; design critique and student mentoring; research storytelling and presentations; Microsoft Office, Adobe Creative Cloud, Figma, and Canva.

REFERENCES



Dr. Parveen Nangia - Full Professor, School of Social Sciences, Faculty of Arts, Laurentian University
pnangia@laurentian.ca | +1-705-675-1151 Ext. 4231

Dr. Kamran Eshghi - Associate Professor, School of Business, Laurentian University
keshghi@laurentian.ca | +1-647-718-3671

Dr. Linda M. Ambrose - Full Professor, History, School of Liberal Arts, Laurentian University
lambrose@laurentian.ca