



## Information Technology, Library and Information Science

Zahra Naseri

**Rank:** Commendable in the Adult Section

**Degree:** Ph.D

**Research Title:** Modeling the Effectiveness of Content Marketing in the Publishing Industry of Iran

**Kind of Research Work:** Doctoral Dissertation



### About Researcher

Zahra Naseri was born in 1982 in Mashhad. After completing elementary and high school education, she was accepted at Ferdowsi University of Mashhad and earned her bachelor's degree and master's degree in the field of Information Science from that university. Later, she was accepted at the University of Tehran to continue her doctoral studies. In 2017, she presented her doctoral dissertation entitled 'Modeling the Effectiveness of Content Marketing in the Publishing Industry of Iran' and was selected as a top doctoral student at the University of Tehran. She has received several awards including in 'Ninth Research Festival of the National Library and Archives of Iran', 'Fourth National Festival of Research and Education, University of Tehran', 'Second National Conference on Book Criticism', And 'The Second National Conference on Books and Publishing'. She is the author of the book "Content Marketing: Principles, Processes, and Concepts", and has published numerous scientific articles in prestigious domestic and foreign journals. She has collaborated and participated in research projects and scientific meetings and also taught in top universities.

### Abstract

The present study, while presenting a content marketing process model (including steps, components, and features), intends to examine whether its application to the publishing industry has the necessary effectiveness in terms of content consumption, audience engagement, and online sales. Therefore, in the first phase, it bases the existing texts on the design science cycle and uses meta-synthesis and survey methods (application of fuzzy Delphi techniques and fuzzy TOPSIS) to identify and validate the main dimensions of content marketing in order to create and Develops a content marketing process model. In the second phase, the researcher has tried to test the effectiveness of the content marketing model at the level of a publishing company by using a case study method. The result of the first phase of the research is to identify the necessary dimensions for designing a content marketing process model along with the steps and components related to each phase. The obtained model was validated and localized after performing three rounds of fuzzy Delphi entitled "2 PDM". The results of ranking the components of content production showed that among the 38 identified components, the components "findable/accessible", "non-annoying and helpful", "clear and transparent" are in the first place. The results of testing the content marketing process model at the level of a publishing company based on the desired metrics also showed that content marketing activities have been effective for a period of six months. This can be the basis for using this strategy in other industries of the country. In addition, by presenting the thematic knowledge of content marketing as an emerging concept in the field of business management and e-commerce, the present study can not only be used thematically and methodologically as a model for future studies but also In terms of research context, it has also helped to increase the knowledge of this field. In addition, this study by presenting the thematic knowledge of content marketing as an emerging concept in the field of business management and e-commerce, not only can be used thematically and methodologically as a model for future studies but also has helped to enhance the knowledge of this field in terms of the research context.

