

Curriculum Vitae



Personal Information

Full name: **Marjan Bazhan**

Nationality: Iranian

Current position: Assistant professor in Nutrition

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Education

- 2016: Ph.D. in Nutrition Sciences (Minor: Health Education & health promotion), Shahid Beheshti University of Medical Sciences, Iran.
- 2002: MSc. in Nutrition Sciences, Shahid Beheshti University of Medical Sciences, Iran.
- 1996: BSc. in Nutrition Sciences, Shahid Beheshti University of Medical Sciences, Iran.

Teaching experiences

- Principles of Nutrition Education and Counseling, 2016- present.
- Principles of Planning Community Nutrition Programs, 2016- present.
- Nutritional Services in Health Care System, 2016- present.
- Community Nutrition Project, 2016- present.
- Learning and Study Methods, 2016- present.
- Internship in the Community Nutrition, 2016- present.
- Current Topics in Nutrition (Master's in Nutritional Sciences/Community Nutrition), 2023-present
- Communication, Promotion, and Nutritional Behavior Change (Master's in Community Nutrition), 2024- Present.

Committee and Council Membership

- Research Ethics Committee, National Nutrition and Food Technology Research Institute, 2016-2024.
- Scientific committee of public education, National Nutrition and Food Technology Research Institute, 2016- present.
- Graduate Education Council, Faculty of Nutrition Sciences and Food Technology, Shahid Beheshti University of Medical Sciences, 2016- present.
- Consultative committee for public education and knowledge translation, National Nutrition and Food Technology Research Institute, 2020- present.

Projects

1. Assessing the determinants of functional dairy products consumption among adults in Tehran: A study based on social marketing theory. National Nutrition and Food Technology Research Institute, 2014. (Co- Leader).
2. Assessing wheat- flour- bread chain and providing strategies for improving its quality from the perspective of stakeholders and experts. National Nutrition and Food Technology Research Institute, 2017. (Leader).
3. Assessing factors related to purchase intention towards organic food products among adults in Tehran. National Nutrition and Food Technology Research Institute, 2018. (Leader).
4. Social marketing based- interventions to promote healthy nutrition behaviors: A systematic review of literature. Shahid Beheshti University of Medical Sciences, 2018. (Leader).
5. Opinion analysis of children about the causes of low consumption of milk and dairy products in Tehran. National Nutrition and Food Technology Research Institute, 2018. (Co-investigator).
6. Evaluation of consumers' perceptions and attitudes towards meat products: A qualitative study in Tehran. National Nutrition and Food Technology Research Institute, 2021. (Leader).
7. Investigating the challenges and barriers to the university- food industry collaboration and strategies for developing sustainable Interaction between the two Institutions from the perspective of stakeholders and experts. National Nutrition and Food Technology Research Institute, 2022. (Leader).
8. Evaluation the quality of the community nutrition internship program in undergraduate students in nutrition sciences. National Nutrition and Food Technology Research Institute, 2022. (Leader).
9. Needs Assessment for Nutrition Education Programs for Women Aged 25 to 65 in Tehran. National Nutrition and Food Technology Research Institute, 2025. (Co-Leader).
10. Analysis of Policies Related to Laws and Regulations on Labeling of Food Industry Products in Iran. National Nutrition and Food Technology Research Institute, 2025. (Co-investigator).

Papers published in peer-reviewed journals

1. **Bazhan M**, Mirmiran P, Mirghotbi M, Vafae R. Lifestyle interventions and risk of Type 2 diabetes. Archives of Advances in Biosciences. 2013; 4 (1): 1-11.
2. **Bazhan M**, Kalantari N, Houhiar-Rad A, Alavi-Majd H, Kalantari S. Dietary habits and nutrient intake in adolescent girls living in Northern Iran. J Archives of Advances in Biosciences. 2013; 4 (Suppl 1): 92-97.
3. **Bazhan M**, Haghighian Roudsari A, Shokouhi M, Mehran S. Dietary folate intake and concentration of folate in serum and red blood cell in a group of female university students in Tehran, Iran. Archives of Advances in Biosciences. 2013; 4 (Suppl 1): 15-19.
4. Ramezankhani A, Gharlipour Z, Motalebi M, Babaei Heydarabadi A, **Bazhan M**, Imanzad M, Vafae R, Tavassoli E. Consumption of fruits and vegetables among college students living in dormitory in Shahid Beheshti University of Medical Sciences. Archives of Advances in Biosciences. 2014; 5 (1): 7-10.
5. **Bazhan M**, Mirghotbi M, Amiri Z. Food labels: An analysis of the consumers' reasons for non-use. Archives of Advances in Biosciences. 2015; 6(1): 1-10.

6. **Bazhan M**, Keshavarz-Mohammadi N, Hosseini H, Kalantari N. Iranian consumers' awareness and perceptions concerning functional dairy products. *British Food Journal* 2017; 119 (2): 253 – 266.
7. **Bazhan M**, Keshavarz-Mohammadi N, Kalantari N, Hosseini H, Eini-Zinab H, Alavi- Majd H. Applying social marketing mix to identify consumers' preferences towards functional dairy products in Iran. *Nutrition & Food Science* 2018; 48(1): 45-60.
8. **Bazhan M**, Keshavarz-Mohammadi N, Kalantari N, Eini-Zinab H, Hosseini H. Exploring the facilitating factors affecting functional dairy products' consumption from the view point of stakeholders: a study based on social marketing theory. *Iranian Journal of Nutrition Sciences & Food Technology*. 2018; 13 (3): 27-38.
9. **Bazhan M**, Kalantari N, Keshavarz-Mohammadi N. Health-enhancing foods: barriers to consumers' choice in Iran. *Health Promotion International*, 2021; 36 (3): 796-810.
10. **Bazhan M**, Nasser E, Shafiei Sabet F. Challenges and Barriers to Improve Quality of Traditional Flat Breads in Iran. *Iranian Journal of Nutrition Sciences & Food Technology*. 2021; 16 (1): 47-60.
11. Gordali M, **Bazhan M**, Ghaffari M, Omidvar N, Rashidkhani B. The effect of TTM-based nutrition education on decisional balance, self-efficacy and processes of change for fat intake. *Health Education*, 2021; 121 (3): 229-245.
12. Gordali M, **Bazhan M**. Determining the relationship between the transtheoretical model constructs and dietary fat intake in obese or overweight middle-aged women. *Iranian Journal of Nutrition Sciences & Food Technology*. 2021; 15 (4): 41-50.
13. Doustmohammadian A, **Bazhan M**. Social marketing-based interventions to promote healthy nutrition behaviors: A systematic review protocol. *Systematic reviews*. 2021; 10 (1): 1-8.
14. Amini M, Doustmohammadian A, Rabiei S, **Bazhan M**, Abtahi M. Perceived barriers and facilitators to dairy consumption among school-age children: A qualitative study. *Journal of Nutrition and Food Security*. 2022; 7(2):167-80.
15. **Bazhan M**, Kalantari N, Keshavarz-Mohammadi N, Alavi Majd H. Design and Validation of a Questionnaire to Assess Determinants of the Functional Dairy Product Consumption and Preferences in Adults In Iran. *Iranian Journal of Nutrition Sciences & Food Technology* 2022; 17 (2): 51-63.
16. **Bazhan M**, Shafiei Sabet F. Strategies to improve the quality of wheat-flour-bread chain in Iran: the perspective of different stakeholders. *BMC Research Notes*, 2022; 15 (1): 1-6.
17. **Bazhan M**, Shafiei Sabet F, Borumandnia N. Development and validation of a questionnaire to examine determinants of consumer intentions to purchase organic food. *BMC Nutrition* 2023; 9 (1): 74.
18. **Bazhan M**, Shafiei Sabet F, Borumandnia N. Factors affecting purchase intention of organic food products: Evidence from a developing nation context. *Food Science & Nutrition* 2024; 12 (5), 3469-3482.
19. **Bazhan M**, Shafiei Sabet F, Shahamati D, Khosravi-Darani K. Assessing Barriers and Challenges to University-food Industry Collaboration in Iran: A Qualitative Analysis of Stakeholder Perspectives. *Iranian Journal of Nutrition Sciences and Food Technology* 2025; 20 (1), 81-100.
20. **Bazhan M**, Shahamati D, Shafiei Sabet F, Aminzare M. A qualitative analysis of Iranian consumers' perspectives on improving sausage quality. *Scientific Reports* 2025; 15 (1), 18516.

21. **Bazhan M**, Aminzare M, Shafiei Sabet F, Adab Z, Hosseini H. Perception and attitude towards meat products among consumers in Tehran. *Journal of food science and technology* 2025; 22 (162), 137-155.
22. Rezazadeh A, **Bazhan M**, Omidvar N, et al. Evaluation of the Quality of the Community Nutrition Internship Program for Undergraduate Nutrition Science Students at Shahid Beheshti University of Medical Sciences Using the CIPP Model. *Iranian Journal of Nutrition Sciences and Food Technology* 2025; 20 (2), 29-43.

Papers presented in conferences

1. **Bazhan M**, Mirghotbi M, Amiri Z. Determinants of food label use in Iran: A study of consumers at the point of purchase. 1st International & 13th Iranian Nutrition Congress, Tehran, Iran, 2014.
2. **Bazhan M**, Mirghotbi M, Amiri Z. Consumers' awareness and usage of food labeling in Iran. 2^{sd} International & 14th Iranian Nutrition Congress, Tehran, Iran, 2016.
3. Lotfollahi Haghi N, Kalantari N, **Bazhan M**, Esmaeili F. Association of overweight, obesity and mental health status among young female adults. 2^{sd} International & 14th Iranian Nutrition Congress, Tehran, Iran, 2016.
4. **Bazhan M**, Keshavarz-Mohammadi N, Kalantari N, Hosseini H, Eini-Zinab H, Alavi-Majd H. Iranian consumers' awareness and perceptions regarding functional dairy products. 2^{sd} International & 14th Iranian Nutrition Congress, Tehran, Iran, 2016.
5. **Bazhan M**, Keshavarz-Mohammadi N, Kalantari N, Hosseini H, Eini-Zinab H, Alavi-Majd H. The views of key stakeholders and consumers on barriers to consumption of functional dairy products: a qualitative study based on social marketing theory. *Oral presentation* in 2^{sd} International & 14th Iranian Nutrition Congress, Tehran, Iran, 2016.
6. **Bazhan M**, Keshavarz-Mohammadi N, Kalantari N. Functional foods against metabolic syndrome: How to promote their consumption in the community? *Oral presentation* in 9th International Congress on Nutrition & Health, Berlin, Germany, February 20-21, 2017.
7. **Bazhan M**, Keshavarz-Mohammadi N, Kalantari N, Hosseini H, Alavi-Majd H. Functional foods: Consumer perception of technology-based food innovation in Iran. *Oral presentation* in 1st Southeast Asia Public Health Nutrition, Kuala Lumpur, Malaysia, May 14 – 17, 2017.
8. **Bazhan M**, Keshavarz-Mohammadi N, Kalantari N, Hosseini H, Eini-Zinab H. Functional dairy products and consumers' views about it. *Oral presentation* in Congress of Improving Nutrition in Children and Adolescents, Tehran, Iran, 2018.
9. **Bazhan M**. Impact of food fortification on consumer behavior and food choice decisions. *Symposium Lecture* in 3rd International & 15th Iranian Nutrition Congress, Tehran, Iran, 2018.
10. **Bazhan M**, Keshavarz-Mohammadi N, Kalantari N, Alavi-Majd H. Motivators, Enablers, and barriers to functional food consumption in Iran. *Scientific Lecture* in 3rd International & 15th Iranian Nutrition Congress, Tehran, Iran, 2018.
11. **Bazhan M**, **Nasseri E**. Assessing wheat- flour- bread chain and providing strategies for improving its quality from the perspective of stakeholders and experts. Poster presentation in 3rd International & 15th Iranian Nutrition Congress, Tehran, Iran, 2018.
12. **Bazhan M**, Shafiei Sabet F, Borumandnia N. Factors determining the purchase intention towards organic food products among adults in Tehran. Poster presentation in First Lifestyle Medicine Congress, Tehran, Iran, 2023.

13. **Bazhan M**, Aminzare M, Hosseini H. Shafiei Sabet F, Adab Z. What Are the Understanding and Reasons behind Sausage Consumption among Iranian Consumers? Poster presentation in 4th International and 16th Iranian Nutrition Congress Tehran, Iran, 2024.
14. **Bazhan M**, Shafiei Sabet F, Borumandnia. Willingness of Iranians to Pay for Organic Foods: Egoistic or Altruistic Motivations. Oral presentation in 4th International and 16th Iranian Nutrition Congress Tehran, Iran, 2024.
15. **Bazhan M**, Aminzare M, Shafiei Sabet F, Adab Z, Hosseini H. Improving the quality indicators of sausages: Analysis of expectations and practical solutions from the perspective of Tehrani consumers. Poster presentation in 5th International and 30th National Congress of Food Sciences and Technology, Iran,

Research Interests

- Understanding Food choice and dietary behavior
- Nutrition Interventions and Behavior Change
- Community-based nutrition planning
- Food literacy and nutrition
- Qualitative research