

# Gholamreza Haseli

“Developer of the **Base-Criterion Method (BCM)** and **HECON** Decision Analytics methods”

“Lead Editor of the **Encyclopedia** of Multi-Attribute Decision-Making, Elsevier Book”

“Lead Editor of the **Reliable Decision Making for Sustainable Transportation**, Elsevier Book”

- **Ph.D.**, School of Engineering and Sciences, Tecnologico de Monterrey, Mexico (QS: 187).
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## 1. Personal Profile

Early career scholar in Engineering Management with strong experience in applied research in digital and sustainable engineering systems, and student supervision in project-based learning environments. My work bridges decision analytics, digital transformation, and strategic operations, with focus on Cloud Supply Chain as a Service. My research is explicitly oriented toward managerial decision-making and strategy formulation in operations-intensive industries. I have published extensively in leading Q1 journals and participated in research projects in Europe.

### Research Interests:

- Supply Chain Management and Strategic Operations
- Cloud Supply Chain as a Service Risk, Resilience, and Sustainability
- Digital Transformation and Service-Oriented Platforms
- Circular Economy, Waste Management, and Sustainability
- Digitalization of Logistics and Transportation
- Novel Quantitative Decision Analytics and Multi-Criteria Decision-Making Approaches

### Research Metrics and Academic Impact:

- H-index: 22 and Citations 1.3K+
- Publications: 30+ journal articles and book chapters.
- First-author papers: 15
- Best Ph.D. student of campus (Research part), Tecnologico de Monterrey – 2025.
- First rank Ph.D. student in School of Engineering and Sciences with Grade 100/100.

### Developed Decision Analytic models in literature:

- Base-Criterion Method (BCM) – 2020.
- HECON Method (Identification of Halo effect in customer behavior) – 2023.
- ZE-Cognitive Map Systems Theory – 2026.
- Cloud Supply Chain as a Service – 2026.

## 2. Education

Aug 2022 - Ph.D. in Engineering Sciences, School of Engineering and Sciences, Tecnologico de Monterrey  
 June 2026 (QS: #187), Mexico. **Grade: 100/100** (First rank in the School of Engineering and Sciences).

Thesis: The cloud supply chain as a service implementation in the retail industry.

Ph.D. Scholarships:

1. CONAHCyT: Consejo Nacional de Humanidades Ciencia y Tecnología, Mexico (Best scholarship in Mexico).
  2. Full-funded scholarship by the university to waive tuition fees.
- Sep 2015 – Master, Industrial Management, Shahrood University of Technology, Department of the Industrial  
Jan 2018 Engineering and Management, Iran.  
Thesis: Technology transfer management in beverage industry. **Grade: Excellent.**
- Sep 2010 – Bachelor, Information Technology Engineering, Payame Noor University, Iran.  
July 2014

### 3. EU-Funded Projects

- Oct 2023 - Research Assistant (Full time)  
July 2024 Digital Voting Hub for Sustainable Urban Transport System, VOTE-TRA project (22/NCF/DR/11309).  
Science Foundation Ireland (SFI)  
School of Architecture Planning and Environmental Policy, **University College Dublin**, Ireland.
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- July 2024 - Senior Research Assistant (0.8 Full time)  
Dec 2024 Intersectoral and interdisciplinary cooperation in research and development of communication, information technologies [CZ.02.01.01/00/23\_021/0008402].  
Faculty of Informatics and Management, **University of Hradec Kralove**, Czech Republic.

### 4. Book (Lead Editor)

1. **Haseli, G., Hajiaghaei-Keshteli, M., & Moslem, S. (2025). Reliable Decision-Making For Sustainable Transportation, Elsevier**, ISBN: 9780443337406. <https://doi.org/10.1016/C2024-0-01256-8>.
2. **Haseli, G., Deveci, M., & Hajiaghaei-Keshteli, M., (1st August 2026). Encyclopedia of Multi-Attribute Decision-Making (MADM), Elsevier**, ISBN: 9780443332753 (100 chapters, 141 authors, from 94 universities, in 37 countries). <https://shop.elsevier.com/books/encyclopedia-of-multi-attribute-decision-making-madm/haseli/978-0-443-33275-3>.

### 5. Publications

#### Selected Publications

1. **Haseli, G., Hajiaghaei-Keshteli, M., Deveci, M., & Tomaskova, H. (2026).** Cloud Supply Chain as a Service: Overcoming Barriers in the Fashion Retail Industry by Developing a New Cognitive Map Model. *Transportation Research Part E: Logistics and Transportation Review*, volume 205. <https://doi.org/10.1016/j.tre.2025.104554>. (Elsevier Q1, ABDC: A\*, ABS: 3).
2. **Haseli, G., Ögel, İ. Y., Ecer, F., & Hajiaghaei-Keshteli, M. (2023).** Luxury in female technology (FemTech): Selection of smart jewelry for women through BCM-MARCOS group decision-making framework with fuzzy ZE-numbers. *Technological Forecasting and Social Change*, 196, 122870. <https://doi.org/10.1016/j.techfore.2023.122870>. (Elsevier Q1, ABDC: A, ABS: 3).

#### Journal Papers:

3. **Abdollahi, S., Ghoushchi, S. J., & Haseli, G. (2026).** Evaluation of Sustainable Strategies For Implementing Blockchain Technology in the Solar Energy Supply Chain under Fuzzy ZE-numbers. *Applied Soft Computing*, 114522. <https://doi.org/10.1016/j.asoc.2025.114522>. (Elsevier Q1, ABDC: C).

4. **Haseli, G., Yazdani, M., Shaayesteh, M. T., & Hajiaghaei-Keshteli, M. (2025).** Logistic hub location problem under fuzzy Extended Z-numbers to consider the uncertainty and reliable group decision-making. *Applied Soft Computing*, 171, 112751. <https://doi.org/10.1016/j.asoc.2025.112751>. (Elsevier Q1, ABDC: C).
5. **Hasani, A., Haseli, G., & Deveci, M. (2025).** Analyzing operational risks of digital supply chain transformation using hybrid ISM-MICMAC method. *Opsearch*, 62(2), 583-607. <https://doi.org/10.1007/s12597-024-00792-y>. (Springer Q2, ABDC: B, ABS: 1).
6. **Haseli, G., Deveci, M., Isik, M., Gokasar, I., Pamucar, D., & Hajiaghaei-Keshteli, M. (2024).** Providing climate change resilient land-use transport projects with green finance using Z extended numbers based decision-making model. *Expert Systems with Applications*, 243, 122858. <https://doi.org/10.1016/j.eswa.2023.122858>. (Elsevier Q1, ABDC: C, ABS: 1).
7. **Haseli, G., Nazarian-Jashnabadi, J., Shirazi, B., Hajiaghaei-Keshteli, M., & Moslem, S. (2024).** Sustainable strategies based on the social responsibility of the beverage industry companies for the circular supply chain. *Engineering Applications of Artificial Intelligence*, 133, 108253. <https://doi.org/10.1016/j.engappai.2024.108253>. (Elsevier Q1).
8. **Haseli, G., Bonab, S. R., Hajiaghaei-Keshteli, M., Ghoushchi, S. J., & Deveci, M. (2024).** Fuzzy ZE-numbers framework in group decision-making using the BCM and CoCoSo to address sustainable urban transportation. *Information Sciences*, 653, 119809. <https://doi.org/10.1016/j.ins.2023.119809>. (Elsevier Q1).
9. **Haseli, G., Sheikh, R., Ghoushchi, S. J., Hajiaghaei-Keshteli, M., Moslem, S., Deveci, M., & Kadry, S. (2024).** An extension of the best–worst method based on the spherical fuzzy sets for multi-criteria decision-making. *Granular Computing*, 9(2), 40. <https://doi.org/10.1007/s41066-024-00462-w>. (Springer Q1).
10. **Ecer, F., Haseli, G., Krishankumar, R., & Hajiaghaei-Keshteli, M. (2024).** Evaluation of sustainable cold chain suppliers using a combined multi-criteria group decision-making framework under fuzzy ZE-numbers. *Expert Systems with Applications*, 245, 123063. <https://doi.org/10.1016/j.eswa.2023.123063>. (Elsevier Q1, ABDC: C, ABS: 1).
11. **Haseli, G., Torkayesh, A. E., Hajiaghaei-Keshteli, M., & Venghaus, S. (2023).** Sustainable resilient recycling partner selection for urban waste management: Consolidating perspectives of decision-makers and experts. *Applied Soft Computing*, 137, 110120. <https://doi.org/10.1016/j.asoc.2023.110120>. (Elsevier Q1, ABDC: C).
12. **Haseli, G., Ranjbarzadeh, R., Hajiaghaei-Keshteli, M., Ghoushchi, S. J., Hasani, A., Deveci, M., & Ding, W. (2023).** HECON: Weight assessment of the product loyalty criteria considering the customer decision's halo effect using the convolutional neural networks. *Information Sciences*, 623, 184-205. <https://doi.org/10.1016/j.ins.2022.12.027>. (Elsevier Q1).
13. **Bonab, S. R., Ghoushchi, S. J., Deveci, M., & Haseli, G. (2023).** Logistic autonomous vehicles assessment using decision support model under spherical fuzzy set integrated Choquet Integral approach. *Expert Systems with Applications*, 214, 119205. <https://doi.org/10.1016/j.eswa.2022.119205>. (Elsevier Q1, ABDC: C, ABS: 1).
14. **Nazarian-Jashnabadi, J., Bonab, S. R., Haseli, G., Tomaskova, H., & Hajiaghaei-Keshteli, M. (2023).** A dynamic expert system to increase patient satisfaction with an integrated approach of system dynamics, ISM, and ANP methods. *Expert Systems with Applications*, 234, 121010. <https://doi.org/10.1016/j.eswa.2023.121010>. (Elsevier Q1, ABDC: C, ABS: 1).
15. **Zafaranlouei, N., Ghoushchi, S. J., & Haseli, G. (2023).** Assessment of sustainable waste management alternatives using the extensions of the base criterion method and combined compromise solution based on the fuzzy Z-numbers. *Environmental Science and Pollution Research*, 30(22), 62121-62136. <https://doi.org/10.1007/s11356-023-26380-z>. (Springer Q1).
16. **Bonab, S. R., Haseli, G., Rajabzadeh, H., Ghoushchi, S. J., Hajiaghaei-Keshteli, M., & Tomaskova, H. (2023).** Sustainable resilient supplier selection for IoT implementation based on the integrated BWM and TRUST under spherical fuzzy sets. *Decision making: applications in management and engineering*, 6(1), 153-185. <https://doi.org/10.31181/dmame12012023b>. (RASEC Q1).

17. **Haseli, G., & Jafarzadeh Ghoushchi, S. (2022).** Extended base-criterion method based on the spherical fuzzy sets to evaluate waste management. **Soft Computing-A Fusion of Foundations, Methodologies & Applications**, 26(19). <https://doi.org/10.1007/s00500-022-07366-4>. (Springer Q1).
18. Rahmati, S., Mahdavi, M. H., Ghoushchi, S. J., Tomaskova, H., & **Haseli, G. (2022).** Assessment and prioritize risk factors of financial measurement of management control system for production companies using a hybrid Z-SWARA and Z-WASPAS with FMEA method: a meta-analysis. **Mathematics**, 10(2), 253. <https://doi.org/10.3390/math10020253>.
19. Ghoushchi, S. J., Jalalat, S. M., Bonab, S. R., Ghiaci, A. M., **Haseli, G., & Tomaskova, H. (2022).** Evaluation of wind turbine failure modes using the developed SWARA-CoCoSo methods based on the spherical fuzzy environment. **Ieee Access**, 10, 86750-86764. <https://doi.org/10.1109/ACCESS.2022.3199359>. (IEEE Q1).
20. **Haseli, G., Sheikh, R., Wang, J., Tomaskova, H., & Tirkolaei, E. B. (2021).** A novel approach for group decision making based on the best–worst method (G-bwm): Application to supply chain management. **Mathematics**, 9(16), 1881. <https://doi.org/10.3390/math9161881>.
21. Ghoushchi, S. J., Bonab, S. R., Ghiaci, A. M., **Haseli, G., Tomaskova, H., & Hajiaghaei-Keshteli, M. (2021).** Landfill site selection for medical waste using an integrated SWARA-WASPAS framework based on spherical fuzzy set. **Sustainability**, 13(24), 13950. <https://doi.org/10.3390/su132413950>.
22. Ghoushchi, S. J., Osgooei, E., **Haseli, G., & Tomaskova, H. (2021).** A novel approach to solve fully fuzzy linear programming problems with modified triangular fuzzy numbers. **Mathematics**, 9(22), 2937. <https://doi.org/10.3390/math9222937>.
23. Lin, Z., Ayed, H., Bouallegue, B., Tomaskova, H., Jafarzadeh Ghoushchi, S., & **Haseli, G. (2021).** An integrated mathematical attitude utilizing fully fuzzy bwm and fuzzy waspas for risk evaluation in a SOFC. **Mathematics**, 9(18), 2328. <https://doi.org/10.3390/math9182328>.
24. **Haseli, G., Sheikh, R., & Sana, S. S. (2020).** Extension of base-criterion method based on fuzzy set theory. **International Journal of Applied and Computational Mathematics**, 6(2), 54. <https://doi.org/10.1007/s40819-020-00807-4>. (Springer Q2).
25. **Haseli, G., Sheikh, R., & Sana, S. S. (2020).** Base-criterion on multi-criteria decision-making method and its applications. **International journal of management science and engineering management**, 15(2), 79-88. <https://doi.org/10.1080/17509653.2019.1633964>. (Taylor & Francis Q1).

#### Book Chapters:

26. **Haseli, G., Hajiaghaei-Keshteli, M., & Moslem, S. (2026).** An overview of group decision-making reliability for sustainable transportation. *Reliable Decision-Making for Sustainable Transportation*, 1-21. <https://doi.org/10.1016/B978-0-443-33740-6.00002-5>.
27. Hasani, A., & **Haseli, G. (2024).** Digital transformation technologies for sustainable supply chain. In *Decision support systems for sustainable computing* (pp. 149-168). Academic Press. <https://doi.org/10.1016/B978-0-443-23597-9.00007-X>.
28. Nazarian-Jashnabadi, J., **Haseli, G., & Tomaskova, H. (2024).** Digital transformation for the sustainable development of business intelligence goals. In *Decision Support Systems for Sustainable Computing* (pp. 169-186). Academic Press. <https://doi.org/10.1016/B978-0-443-23597-9.00008-1>.
29. Bonab, S. R., **Haseli, G., & Ghoushchi, S. J. (2024).** Digital technology and information and communication technology on the carbon footprint. In *Decision Support Systems for Sustainable Computing* (pp. 101-122). Academic Press. <https://doi.org/10.1016/B978-0-443-23597-9.00005-6>.
30. **Haseli, G., & Sheikh, R. (2022).** Base criterion method (BCM). In *Multiple criteria decision making: Techniques, Analysis and Applications* (pp. 17-38). Singapore: Springer Nature Singapore. [https://doi.org/10.1007/978-981-16-7414-3\\_2](https://doi.org/10.1007/978-981-16-7414-3_2).

## 6. Teaching

### A. Postgraduate (Ph.D. Program)

**GI-6054.101 - Multi-Criteria Decision-Making** (Tecnologico de Monterrey, Mexico)

- Spring 2025 (Class Size: 14 )
- Spring 2024 (Class Size: 15)
- Fall 2023 (Class Size: 8)

### B. Postgraduate (Master's Program)

**GI6057 - Sustainable Logistics** (Tecnologico de Monterrey, Mexico)

- Spring 2025 (Class Size: 29)
- Spring 2024 (Class Size: 27)

**GI6051 – Design of Experiments** (Tecnologico de Monterrey, Mexico)

- Spring 2026 (Class Size: 30)

**Academic Research design focusing on journals** (Urmia University of Technology)

- Spring 2022 (Class Size: 4)

### C. Undergraduate (Bachelor's Program)

**IN2009 - Improvement of an Adaptive Value Chain** (Tecnologico de Monterrey, Mexico)

Training partner: Audi, Mexico.

- Spring 2026 (Class Size: 32)
- Spring 2025 (Class Size: 31)

**IN3002 - Global Value Chains upon Disruption** (Tecnologico de Monterrey, Mexico)

Training partner: Volkswagen, Mexico.

- Fall 2025 (Class Size: 28)

**IN2004 - Generation of Value with Data Analytics** (Tecnologico de Monterrey, Mexico)

Training partner: Bimbo, Mexico.

- Fall 2024 (Class Size: 35)

**IN1001 - Introduction to Data Science Projects** (Tecnologico de Monterrey, Mexico)

- Spring 2025 (Class Size: 32)

**IN1003 - Intelligent Logistics Networks** (Tecnologico de Monterrey, Mexico)

- Fall 2025 (Class Size: 26)
- Fall 2024 (Class Size: 28)

## 7. Supervised Theses

- Sana Abdollahi - 2024  
Master's Thesis: Implementing Blockchain Technology in the Solar Energy Supply Chain.  
Industrial Engineering, Urmia University of Technology, Iran.
- Kiana Nayeb Pashaei - 2024  
Master's Thesis: Implementing IoT and Blockchain Technologies in the Circular Supply Chain of Lithium Batteries.

Industrial Engineering, Urmia University of Technology, Iran.

- Nafiseh Zafaranlouei - 2023  
Master's Thesis: Assessment of sustainable waste management alternatives.  
Industrial Engineering, Urmia University of Technology, Iran.

## 8. Awards/Funding

- a) Best Ph.D. student of campus (Research part), Tecnologico de Monterrey – 2025.
- b) First rank Ph.D student, Grade 100/100, DCI, School of Engineering and Sciences, Tecnologico de Monterrey, Mexico.
- c) CONAHCyT Scholarship from August 2022 to June 2026 (Best scholarship in Mexico).
- d) Full-funded scholarship of the Tecnologico de Monterrey to waive tuition fees.

## 9. Professional Activities

### A. Journal Editor

1. Spectrum of Engineering and Management Sciences
2. Edu-Tech Enterprise
3. Argumentation Based Systems Journal
4. Journal of Expert Systems and Sustainable Development

### B. Program Committee Member of International Conferences

1. 4th International Conference on Intelligent Systems and Applications (ICISA 2025).
2. X International Scientific Conference of Transport and Communications (New Horizon 2025).
3. 1st International Conference on Intelligent Systems for Sustainability (ICISS 2024).
4. 3rd International Conference on Advances in Intelligent Systems for Sustainable Agriculture (ICISA 2024).
5. 2nd International Conference on Intelligent Systems for Smart Cities (ICISA 2023).
6. 1st International Conference on Intelligent Systems and Applications (ICISA 2022).

### C. Participating in the International Conferences

The 52nd International Conference on Computers and Industrial Engineering (CIE52), 29-31 October 2025. INSA Lyon, France.

**Paper:** A Scenario-based Stratified Base-Criterion Method for Assessing the Blockchain Technology Adoption Barriers in Retail Supply Chain.

### D. Peer-Review Activities

Total reviews completed 500+. Reviewer for 70+ journals, such as

- **ABDC (A\*) and ABS (3):** Transportation Research Part A: Policy and Practice.
- **ABDC (A) and ABS (3):** Technological Forecasting & Social Changes, Annals of Operations Research, IEEE transactions on systems, man, and cybernetics.
- **ABDC (A) and ABS (2):** Technology in Society, Computers & Industrial Engineering, Transport policy, Journal of Enterprise Information Management.
- **ABDC (B) and ABS (2):** Journal of Engineering and Technology Management.
- **ABDC (B) and ABS (1):** International journal of productivity and performance management.
- **ABDC (C) and ABS (1):** Expert systems with applications, OPSEARCH, Cybernetics and systems.
- **ABDC (B):** Clean technologies and environmental policy, Economic change and restructuring, Applied soft computing.

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- And some other top-ranked journals like Journal of industrial information integration, Sustainable cities and society, Sustainable production and consumption, IEEE transactions on fuzzy systems, Engineering applications of artificial intelligence, etc.

## 10. Languages

**English** (Advanced), **Persian** (Native), **Turkish** (Native), **Azerbaijani** (Native), and **Spanish** (Elementary)

## 11. References

- Dr. Mostafa Hajiaghahi-Keshteli (**Supervisor**)  
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- Dr. Sarbast Moslem (**VOTE-TRA project's PI**)  
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- Dr. Neale R. Smith (**Ph.D. Program Director**)  
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