2, (46) 2026

No.

Vol. 12.

Presenting Model of the Intelligent Operating System of Behavioral Responses in the Platform of Blockchain (Case study: Sports Teachers using Club Shoes)

1-17

Mehdi Rastegari

Investigating the Impact of Information Systems and Non-Financial Information Systems on the Effectiveness of Organizational Decision-Making in Petrochemical Companies in Pars Special Economic Energy Zone 19-35

Adel Koulak, Mokhtar Ranjbar

Smart Marketing in Banking: How Artificial Intelligence is Changing Relationships? 37-48
Elnaz Allafjafari, Farzad Asayesh

The Influence of Organizational DNA and Strategic Decision-Making on Management Accounting 49-60

Asadollah Homayoun, Ghodratollah Talebnia, Fariborz Avazzadeh Fath

Total Factor Productivity Growth in Iran: Presenting a Model with Desirable and Undesirable Outputs 61-74

Maryam Mohebbi, Hassan Dehghan Dehnavi, Mozhde Rabbani, Hamid Babaei Meybodi

Identification and Analysis of Influential Drivers for Future Consumer Behavior Analysis in the Development Stages of New Leather Products 75-86

Meisam Masoumi, Alireza Rousta, Ahmad Askari

Strategic Orientations as Drivers of Marketing Capabilities in SMEs: The Role of Competitor, Innovation, and Customer Orientation 87-116
Seyed Mojtaba Moussavi Neghabi, Morteza Anoosheh



Quarterly Publication

Journal of System Sement

Vol. 12. No. 2, (46) 2026

ISSN (Print): 2322-2301 ISSN (Online): 2538-1571