

# Amir Zahedi

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## EDUCATION

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Iowa State University, Ivy College of Business, Ames, IA Ph.D., Marketing	Jan 2020 – May 2024
University of Tehran, Iran M.S., Entrepreneurship	2019
Ferdowsi University of Mashhad, Iran B.S., Industrial Engineering	2016

## ACADEMIC EMPLOYMENT

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### Gatton College of Business and Economics, University of Kentucky

- Assistant Professor of Marketing, Department of Marketing and Supply Chain, 2024 - present

## RESEARCH

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### Research Interests

- **Substantive:** My research focuses on investigating the impacts of *digital technology disruptions*, specifically in two key areas: (1) The role of marketing analytics innovations and AI-based digital innovations in achieving firms' financial outcomes; (2) The effects of tech disruptions in various contexts, including sales domains, entrepreneurial ventures, entertainment industry, and B2B/B2G sectors.
- **Methodological:** My research centers on a comprehensive range of empirical techniques that enable me to address complex research questions. My expertise includes econometrics modeling, panel data analyses, quasi-experimental causal inference, and event studies. Additionally, I have utilized web scraping, text analysis and topic modeling, survey research, and interviews to examine various phenomena across my research. I am proficient in leveraging secondary data sources such as patent data, COMPUSTAT, COMPUSTAT Segments, FactSet, CRSP, Factiva, etc., in conducting my research.

### Manuscripts Under Review and Research in Progress

- 1- Amir Zahedi, Andrew Crecelius, Vamsi Kanuri "Unlocking Data-driven Differentiation: Firm Performance Implications of Marketing Analytics Innovations," (**Under review 2<sup>nd</sup> round at *Journal of Marketing Research***).
  - Dissertation Essay One
  - **Winner of 1<sup>st</sup> place award (\$5000) PDMA Doctoral Dissertation Proposal Competition, 2023**
  - **Winner of the Marketing Strategy SIG Doctoral Student Research Award, 2023**
- 2- Andrew Crecelius, Srinath Gopalakrishna, Amir Zahedi "Leveraging the Interplay of Salesperson Networking and Marketing Communications for Customer Growth," (**Preparing to submit for 2<sup>nd</sup> round revision at *Journal of the Academy of Marketing Science***).

- **Winner of the Best Paper Award in Track**, Sales Management and Personal Selling track, Winter AMA 2023
- 3- **Amir Zahedi**, Andrew Crecelius, Vamsi Kanuri "Managing Impacts of Supply Chain Analytics Innovations," (targeted submission to *Journal of Marketing*, Status: manuscript under preparation).
- Dissertation Essay Two
  - **Chosen as finalist in Institute for the Study of Business Markets (ISBM) Doctoral Support Award Competition, 2023**
- 4- Chengzhe Liu, **Amir Zahedi**, Andrew Crecelius, Shijie Lyu "Impact of Revenue-Sharing Policy Changes on a Livestreaming Platform," (targeted submission to *Marketing Science*, Status: manuscript under preparation).
- **Winner of the Best Paper Award in Track**, Marketing Strategy and Global Marketing, Winter AMA 2025
- 5- **Amir Zahedi**, Khashayar Afshar Bakeshloo, Masoud Salehi "Salesperson's Online Profile Cues and Sales Performance," (targeted submission to *Journal of Marketing Research*, Status: preliminarily analysis).

## SCHOLARLY PRESENTATIONS

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### Conference/Symposium Presentations

- *American Marketing Association (AMA) Winter Academic Conference*, Feb. 2025
  - “Digital Platform Subscription Policy Change.” Coauthors: Chengzhe Liu, Dr. Andrew Crecelius, Dr. Shijie Lyu
- *Organizational Frontlines Research (OFR) Symposium*, Phoenix, Arizona, Feb. 2025
  - “Frontlines of Digital Platforms.” Coauthors: Chengzhe Liu, Dr. Andrew Crecelius, Dr. Shijie Lyu
- *Academy of Marketing Science (AMS) Academic Conference*, May 2023
  - **Presented** the paper "The Value of Marketing Analytics Innovations," in AI and Big Data Track, coauthors: Dr. Andrew Crecelius, Dr. Vamsi Kanuri
- *Mittelstaedt & Gentry Doctoral Symposium*, University of Nebraska, Apr. 2023
  - **Presented** the project "The Value of Marketing Analytics Innovations," coauthors: Dr. Andrew Crecelius, Dr. Vamsi Kanuri
- *American Marketing Association (AMA) Winter Academic Conference*, Feb. 2023
  - **Co-Presented** the paper "How Can Entrepreneurial Salespeople Acquire New Customers? The Interplay of Networking and Marketing Communications", coauthors: Dr. Andrew Crecelius, Dr. Srinath Gopalakrishna

### Invited Talks

- *Product Development and Management Association (PDMA) Academic Conference*, New Orleans, Sept. 2023
  - **Presented** the paper "The Value of Marketing Analytics Innovations," coauthors: Dr. Andrew Crecelius, Dr. Vamsi Kanuri
- University of Strathclyde, Scotland, Apr. 2024
  - **Presented** the paper “The Value of Marketing Analytics Innovations,” coauthors: Dr. Andrew Crecelius, Dr. Vamsi Kanuri

## TEACHING EXPERIENCE

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### Instructor

Marketing Management, Fall 2024, University of Kentucky	MBA course: Rating pending
Strategic Marketing Management (Capstone course), Iowa State University, Spring 2024 (In-person)	Advanced Undergrad: Used simulation tool Markstrat (Instructor Rating: <b>5.0/5</b> , from 8 participated students among 28 enrolled)
Strategic Marketing Management (Capstone course), Iowa State University, Winter 2023 (Online)	Advanced Undergrad (Instructor Rating: <b>4.0/5</b> , from 4 participated students among 30 enrolled)
Marketing Principles, Iowa State University, Fall 2022 (In-person)	Undergrad (Instructor Rating: <b>4.8/5</b> , from 19 participated students among 48 enrolled)
Marketing Principles, Iowa State University, Summer 2022 (Online)	Undergrad (Instructor Rating: <b>4.6/5</b> , from 10 participated students among 24 enrolled)

### Teaching Assistant

Teaching Assistant in Graduate Level Courses, Faculty of Entrepreneurship, University of Tehran, Iran, 2017-2018	Marketing and market research, Supply chain management, Entrepreneurial decision making
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### Volunteer Tutor

- Baharestan Institute for Language Education, Iran, 2009
  - Taught English language to more than 40 underprivileged kids as a volunteer.
- Teaching Special Topics in Chemistry to prepare high school students for the National Chemistry Olympiad, Iran, 2008

## AWARDS, HONORS, and GRANTS

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### Competitive Research and Teaching Awards

- Winner of Best Paper Award in Marketing Strategy Track, Winter AMA, 2025
- Winner of Iowa State University's Graduate College Research Excellence Award, 2024
- Winner of 1<sup>st</sup> place award (\$5000) PDMA Doctoral Dissertation Proposal Competition, 2023
- Winner of Marketing Strategy SIG Doctoral Student Research Award (\$750), 2023
- Winner of Best Paper Award in Sales Track, Winter AMA, 2023
- Finalist in the Institute for the Study of Business Markets (ISBM) Doctoral Support Award Competition, 2023
- Winner of Iowa State University's Graduate College Teaching Excellence Award, 2023

### Honors & Grants

- Representative at the Academy of Marketing Science (AMS) Doctoral Consortium, 2023
- Representative at Marketing Strategy Consortium, Terry College of Business, 2023
- Doctoral Symposium Presenter, Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska, 2023
- Doctoral Fellow at the 2022 Society for Marketing Advances (SMA) Doctoral Consortium, Charlotte, NC, 2022

- Doctoral Symposium Discussant, Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska, 2022
- Winner of AMA DocSig's Winter AMA Registration Grant, 2023
- Recipient of doctoral dissertation grant \$4000, Iowa State University, 2024
- Recipient of research travel grant \$3000, Ivy College of Business, Iowa State University, 2023
- Recipient of research travel grant \$3000, Ivy College of Business, Iowa State University, 2022
- Recipient of research travel grant \$2000, Ivy College of Business, Iowa State University, 2021
- Recipient of research data grant \$1200, Ivy College of Business, Iowa State University, 2020
- Ranked 1<sup>st</sup> in class for master's degree GPA (3.96/4.0), University of Tehran, Iran, 2019
- Recipient of full tuition-waiver scholarship for master's degree due to top performance in the nationwide entrance exam, Iran, 2016-2019
- Recipient of full tuition-waiver scholarship for bachelor's degree due to top performance in the nationwide entrance exam, Iran, 2011-2016
- Ranked 4<sup>th</sup> place nationwide in National Chemistry Laboratory Scientific Olympiad, Iran, 2009

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## SERVICES and AFFILIATIONS

### Services to the Profession

- Vice-Chair of Web Communications, AMA TechSIG (2024 - present)
- Reviewer, Journal of Business Research, (2023 - present)
- Reviewer, *American Marketing Association (AMA) Winter Academic Conference (2023)*
  - Marketing Strategy Track
- Selected as participant for Journal of Product Innovation Management (JPIM) Reviewer Development Program, 2023
  - The program is designed to train reviewers through several workshops and mock reviews

### Institutional Services

- Department distinguished speaker series committee (Aug 2024- present)

### Affiliations

- Member, American Marketing Association (AMA)
- Member, Academy of Marketing Science (AMS)
- Member, Society for Marketing Advances (SMA)

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## TECHNICAL AND PROGRAMMING SKILLS

STATA, R, SAS, SPSS, LIWC, MATLAB, MySQL, and Python

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## SELECTED PROFESSIONAL EXPERIENCE

<b>Event Chair</b>	2020–2021
<i>Iranian Students and Scholars Association, Iowa State University, Ames, IA</i>	
<ul style="list-style-type: none"> <li>– Planned and executed multiple social events with more than one hundred attendees; improvising in response to the COVID-19 pandemic by transitioning to engaging virtual events that successfully maintained high participant interaction.</li> </ul>	
<b>Co-founder</b>	2017–2019
<i>Bebkavan Dadeavid Pars Inc., Iran</i>	
<ul style="list-style-type: none"> <li>– Led a B2B tech startup company with 15 employees. Our team developed several innovative electronic payment solutions for businesses and municipalities.</li> </ul>	
<b>Market research analyst/ promoted to product manager</b>	2015–2017
<i>Novin Etick Inc., Iran</i>	

- Novin Etick is a tech company in which our team launched new products in a highly competitive B2B technology market.

## **OTHER ACHIEVEMENTS & INTERESTS**

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- Multiple experiences in various roles with startup companies
- Mentored at several Startup Weekend events
- Solo-authored the leading article in Iran's most viewed economic newspaper on July 6<sup>th</sup>, 2017 (entitled “An Analysis on Iran’s Global Innovation Index”)
- Holder of US Green Card
- Alumnus of Iran’s National Organization for Development of Exceptional Talents (NODET)
- Former collegiate basketball player
- Avid interest in coffee barista techniques and cooking diverse cuisines.