

## Koushyar Rajavi

Scheller College of Business  
Georgia Institute of Technology  
800 West Peachtree NW, Office 4218,  
Atlanta, GA 30308, USA

(404) 894-7773  
[Koushyar.rajavi@scheller.gatech.edu](mailto:Koushyar.rajavi@scheller.gatech.edu)

### ***EDUCATION***

---

#### **Kenan-Flagler Business School, University of North Carolina at Chapel Hill**

Doctor of Philosophy, Marketing 2018

Master of Science, Marketing 2017

#### **School of Electrical and Computer Engineering, University of Tehran**

Bachelor of Science, Information Technology Engineering 2012

### ***EMPLOYMENT***

---

#### **Scheller College of Business, Georgia Institute of Technology**

Assistant Professor, Marketing 2018 – present

### ***RESEARCH INTERESTS***

---

- *Substantive*: Quantitative Marketing Strategy, Brand Perceptions, Brand Equity, Piracy.
- *Methodological*: Applied Econometrics, Causal Inference, Synthetic Control, Difference-in-Differences, Causal Forest.

### ***PUBLICATIONS***

---

- Koushyar Rajavi, Sina Golara, and Sajad Modaresi (2024), “Impact of Inventory Levels and Product Variety on Consumers’ Perceptions of Brands”, *Production and Operations Management*, 33 (9), 1855-74.
- Koushyar Rajavi, Brett Danaher, and Jesse Newby (2024), “Price, Piracy, and Search: Which Pirates Respond to Changes in Legal Price?”, (equal authorship), *MIS Quarterly*, 48 (4), 1537-58.
  - Media Coverage: [TorrentFreak.com](https://www.torrentfreak.com), [Gigazine.net](https://www.gigazine.net)
- Mansur Khamitov, Koushyar Rajavi, Der-Wei Huang, and Yuly Hong (2024) “Consumer Trust: Meta-analysis of 50 Years of Empirical Research”, (equal authorship), *Journal of Consumer Research*, 51 (1), 7-18.
  - Media Coverage: [Psychology Today](https://www.psychologytoday.com)

- Koushyar Rajavi, Donald Lehmann, Kevin Keller, Alireza Golmohammadi (2023), “Ad Expenditures and Perceived Quality: A Replication and Extension”, *Marketing Letters*, 34 (1), 161-9.
- Koushyar Rajavi, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp (2023), “Brand Equity in Good and Bad Times: What Distinguishes Winners from Losers in CPG Industries?”, *Journal of Marketing*, 87 (3), 472-89.
  - Media Coverage: [The Brand Project](#), [The JM Buzz Podcast](#), [Newswise](#), [Europanel](#)
- Koushyar Rajavi, Donald Lehmann, Kevin Keller, Alireza Golmohammadi (2022), “How Advertising Expenditures Affect Consumers’ Perceptions of Quality”, *Journal of Advertising Research*, 62 (4), 321-35.
  - Winner of JAR Best Paper award, 2022.
- Shijie Lu, Koushyar Rajavi, and Isaac Dinner (2021), “The Effect of Over-The-Top Media Services on Piracy Search: Evidence from a Natural Experiment”, *Marketing Science*, 40 (3), 548-68.
  - Media Coverage: *TorrentFreak.com* ([2020](#), [2022](#)), [Bauer Business Minds](#), [AMA ServSig](#), [TV Tech](#)
- Koushyar Rajavi, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp (2019), “In Brands We Trust? A Multi-Country, Multi-Category Study into the Role of Marketing Mix Activities as Drivers of Brand Trust in Consumer Packaged Goods Industry”, *Journal of Consumer Research*, 46 (4), 651-70.
  - Media Coverage: *JCR Author Interviews*, [AdShaker](#), [Medium.com](#).
- Kalaignanam, Kartik, Tarun Kushwaha, and Koushyar Rajavi (2018), “How Does Web Personalization Create Value for Online Retailers? Lower Cash Flow Volatility or Enhanced Cash Flows”, *Journal of Retailing*, 94 (3), 265-79.

## ***WORKING PAPERS***

---

- Koushyar Rajavi, Shijie Lu, Sina Golara, and D.J. Wu, “The Effect of Portability Regulation on Piracy: Evidence from a Natural Experiment,” Under Review at *Management Science*.
- Koushyar Rajavi, Farnoosh Khodakarami, and Mansur Khamitov, “The Effect of External Events and Conditions on Consumers’ Responses to Market Research Surveys”, (equal authorship), Under Review at *Journal of Retailing*.
- Koushyar Rajavi, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp, “Recovering from Product-Harm Crisis: How Risk Factors Impact Effectiveness of Price Promotions?”, to be submitted to the *Journal of International Business Studies*.

## ***WORK IN PROGRESS***

---

- *Daylight Savings Time and Consumption Patterns*, Data Analysis Stage, with Kristopher Keller, Adithya Pattabhiramaiah.
- *Impact of Carvana's Ban on Auto Market*, Data Analysis Stage, with Sina Golara, SK Jeong, Zac Rogers.
- *Air Pollution and Digital Consumption Patterns*, Data Analysis State, with Nan Zhao, Xi Lin, and Shijie Lu.

## ***OTHER PAPERS***

---

- Mohammad R Basirati, Marko Ostasevic, Koushyar Rajavi, Markus Böhm, and Helmut Krcmar (2020), "Understanding the Relationship of Conflict and Success in Software Development Projects," *Information and Software Technology*, 126 (Oct), 106331.

## ***GRANTS, HONORS, AND AWARDS***

---

- ISMS Early-Career Scholars Camp Fellow, Duke University, 2022.
- Winner of *Journal of Advertising Research* Best Paper Award, 2022.
- Brady Family Award for Faculty Teaching Excellence, Scheller College of Business (\$3,000).
- Student Recognition of Excellence in Teaching: Class of 1934 CIOS Honor Roll; Fall 2021, Summer 2021, Fall 2020.
- Amazon Research Awards for research on *Advertising Diversification* (\$47,650), 2021.
- University-level CTL/BP Junior Faculty Teaching Excellence Award (\$3,000), 2021.
- Mary Kay Dissertation Award Finalist, 2019.
- Latané Outstanding Student Award, PhD Program at Kenan-Flagler Business School, 2018.
- Research Proposal Accepted and Data Granted by AiMark; 2014, 2016, 2018.
- Marketing Science Doctoral Consortium Fellow, 2017.

## ***TEACHING***

---

### **Scheller College of Business, Georgia Institute of Technology**

- Management Analytics – MBA core course (MGT 6500)
  - Fall 2023, 2 full-time MBA sections (n=71)
    - *Instructor's Overall Effectiveness*: 4.6/5
  - Fall 2022, 2 full-time MBA sections (n=76)
    - *Instructor's Overall Effectiveness*: 4.8/5
  - Fall 2021, 2 full-time MBA sections (n=79)
    - *Instructor's Overall Effectiveness*: 4.9/5
  - Fall 2020, 1 full-time MBA section, hybrid format (n=66)
    - *Instructor's Overall Effectiveness*: 4.8/5

- Fall 2019, 2 full-time MBA sections (n=85)
  - *Instructor's Overall Effectiveness: 4.9/5*
- Fall 2018, 2 full-time & 2 evening MBA sections (n=178)
  - *Instructor's Overall Effectiveness: 4.2/5*
- Management Statistics – Undergraduate core course (MGT 2250)
  - Fall 2024, 2 sections, hybrid format (n=145)
    - *Instructor's Overall Effectiveness: 4.5/5*
  - Fall 2023, 2 sections, hybrid format (n=130)
    - *Instructor's Overall Effectiveness: 4.7/5*
  - Fall 2022, 2 sections, hybrid format (n=139)
    - *Instructor's Overall Effectiveness: 4.7/5*
  - Fall 2021, 2 sections, hybrid format (n=127)
    - *Instructor's Overall Effectiveness: 4.7/5*
  - Summer 2021, 1 section, remote format (n=35)
    - *Instructor's Overall Effectiveness: 4.9/5*
  - Fall 2020, 2 sections, hybrid format (n=114)
    - *Instructor's Overall Effectiveness: 4.9/5*
  - Fall 2019, 2 sections (n=80)
    - *Instructor's Overall Effectiveness: 4.7/5*

#### **Kenan-Flagler Business School, University of North Carolina**

- Principles of Marketing (BUSI 406)
  - Summer 2016, one undergraduate section (n=8)
    - *Instructor's Overall Effectiveness: 4.8/5*

### ***SERVICE***

---

#### **Professional Service**

- ERB member: *Journal of Retailing*
- Ad-hoc Reviewer: *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *MIS Quarterly*, *Marketing Letters*, Winter/Summer AMA

#### **PhD Supervision**

- Yuly Hong (committee member); NEOMA Business School (2023)
- Na Kyong (Kimberly) Hyon (committee member); University of Cincinnati (2023)
- Merve Uzunogullari (committee member); expected 2024 graduation
- Sarah Motallebi (advisor); expected 2028 graduation

#### **Institutional Service**

- Co-organizer of marketing guest speaker seminar series, Scheller CoB, 2018-present.
- Member of faculty annual evaluation rubrics design committee, Scheller CoB, 2022.
- Member of marketing undergraduate curriculum revision committee, Scheller CoB, 2020.
- Member of Center for Teaching and Learning (CTL) awards committee, Georgia Tech, 2022.
- Member of IT committee, Scheller CoB, 2019-present.

## ***CONFERENCE PRESENTATIONS***

---

“Role of Trust in Product-Harm Crises: A Cross-Category and Cross-Country Perspective”

*Co-authors: Tarun Kushwaha and Jan-Benedict E.M. Steenkamp*

- Winter AMA 2016, Las Vegas, NV.
- Marketing Science 2017, Los Angeles, CA (*Session Chair*).

“In Brands We Trust? A Multi-Country, Multi-Category Study into the Role of Marketing Mix Activities as Drivers of Brand Trust in Consumer Packaged Goods Industry”

*Co-authors: Tarun Kushwaha and Jan-Benedict E.M. Steenkamp*

- Winter AMA 2017, Orlando, FL.
- Theory & Practice in Marketing 2017, Charlottesville, VA.
- Winter AMA 2018, New Orleans, LA (presented by Jan-Benedict Steenkamp).

“Impact of Economic Business Cycles on Evolution of Brand Equity”

*Co-authors: Tarun Kushwaha and Jan-Benedict E.M. Steenkamp*

- Winter AMA 2019, Austin, TX.
- Georgia Research Symposium 2019, Georgia Tech, GA.
- Summer AMA 2019, Chicago, IL (presented by Tarun Kushwaha).

“The Effect of Over-The-Top Media Services on Piracy Search”

*Co-authors: Shijie Lu and Isaac Dinner*

- TPM 2019, New York, NY (presented by Isaac Dinner).
- Marketing Dynamics 2019, University of Maryland, MD (presented by Isaac Dinner).

“Examining the Effect of a Policy Change on eBook Piracy”

*Co-authors: Brett Danaher and Jesse Newby.*

- SCECR 2022, Madrid (presented by Brett Danaher)
- WISE 2022, Copenhagen (presented by Brett Danaher)

“Advertising Diversification and Its Impact on Consumer Mindset Metrics”

*Co-authors: Maarten Gijsenberg, Maren Becker, Filippo Dall’Olio*

- EMAC 2022, Budapest (presented by Filippo Dall’Olio)

Last Update: Mar 2025