

# Koushyar Rajavi

Scheller College of Business  
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## ***EDUCATION***

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

Doctor of Philosophy, Marketing	2018
Master of Science, Marketing	2017
Completed 18 credits towards a Master's Degree in Information Science	2013

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

Bachelor of Science, Information Technology Engineering	2012
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## ***EMPLOYMENT HISTORY***

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

Assistant Professor, Marketing	2018 – present
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## ***RESEARCH INTERESTS***

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- *Substantive:* Quantitative Marketing Strategy, Brand Management, International Marketing, Product-Harm Crisis, Brand Equity, Online Piracy, Advertising
- *Methodological:* Econometric Analysis of Panel Data, Time Series Techniques, Psychometric Modeling, Hierarchical Linear Modeling (HLM), Synthetic Control

## ***PUBLICATIONS***

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- 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), 548-568.
  - Media Coverage: [TorrentFreak.com](http://TorrentFreak.com), [Bauer Business Minds](http://Bauer Business Minds), [AMA ServSig](http://AMA ServSig), [TV Tech](http://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), 651-670.
  - Media Coverage: *JCR Author Interviews and Advance Access Highlights*, [AdShaker](http://AdShaker), [Medium.com](http://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), 265-279.

## **WORKING PAPERS**

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- **Koushyar Rajavi**, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp, “The Effect of Marketing Mix Instruments on Brand Equity in Good versus Bad Times,” under third round review at *Journal of Marketing*.
- Mansur Khamitov, **Koushyar Rajavi**, Der-Wei Huang, and Yuly Hong “A Review and Meta-Analysis on the Role of Consumer Trust in B2C Settings”, preparing for submission to *Journal of Consumer Research*.
- **Koushyar Rajavi**, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp, “Recovering from Product-Harm Crisis: How Risk Factors Impact Effectiveness of Price Promotions?”, based on Third Essay of Dissertation, Resubmission invited at *Journal of Marketing*.
- **Koushyar Rajavi**, Kevin L. Keller, Donald R. Lehmann, and Alireza Golmohammadi, “Understanding the Relationship between Advertising Expenditures and Perceived Quality,” under review at *Journal of Business Research*.
- **Koushyar Rajavi**, Vivek Astvansh, Sara Dommer, and Tracey A. Swartz, “The Role of Brand Personality in The Sales Effect of Product Recalls and the Sales Effectiveness of Advertising during Recalls,” preparing for submission to *Journal of Consumer Research*.

## **WORK IN PROGRESS**

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- “Examining Effects of Different Social Media Communication Strategies on Brand Equity”, Data Analysis Stage, with Alireza Golmohammadi and Dinesh Gauri.
- “The Effect of External Events and Conditions on Consumers’ Responses to Market Research Surveys”, Data Analysis Stage, with Mansur Khamitov, Farnoosh Khodakarami, and Mahnaz Parsanasab.
- “Advertising Diversification and Its Impact on Consumer Mindset Metrics”, Data Analysis Stage, with Maarten Gijsenberg, Maren Becker, Filippo Dall’Olio.
- “Examining the Effect of a Policy Change on eBook Piracy”, Write-up Stage, with Brett Danaher and Jesse Newby.
- “International Movie Releases: Does Order of Release Matter?”, Data Analysis Stage, with Alireza Golmohammadi, Vivek Astvansh, and Hooman Mirahmad.

## ***OTHER PAPERS***

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- 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***

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- 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.
- Received Doctoral Student Fellowship, Kenan-Flagler Business School, 2013-2018.
- Research Proposal Accepted and Data Granted by AiMark; 2014, 2016, 2018.
- Marketing Science Doctoral Consortium Fellow, 2017.
- SAS Certificate of Completion for Advanced Business Analytics training, 2014.
- Kalp Fellowship (\$2,500), Information Science at University of North Carolina, 2012.
- SILS/RENCI research grant, Information Science at University of North Carolina, 2013.

## ***TEACHING***

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

- Management Analytics – MBA core course (MGT 6500)
  - 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 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*

## ***CONFERENCE PRESENTATIONS***

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“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: Role of Brand and Product Characteristics”

*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: Evidence from a Natural Experiment”

*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).

Last Update: April 2022