

Koushyar Rajavi

Scheller College of Business
Georgia Institute of Technology
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EDUCATION

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

Scheller College of Business, Georgia Institute of Technology

Assistant Professor, Marketing	2018 – present
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RESEARCH INTERESTS

- *Substantive*: Quantitative Marketing Strategy, Brand Management, Trust and Information Asymmetry, International Marketing, Product-Harm Crisis, Brand Equity, Piracy
- *Methodological*: Econometric Analysis of Panel Data, Time Series Techniques, Psychometric Modeling, Hierarchical Linear Modeling (HLM), Bayesian Estimation for Cross-Classified Data, Synthetic Control

PUBLICATIONS

- **Koushyar Rajavi**, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp, “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”, Based on First Essay of Dissertation, forthcoming at *Journal of Consumer Research*.
- 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

- **Koushyar Rajavi**, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp, “Impact of Economic Business Cycles on Evolution of Brand Equity: Role of Brand and Product Characteristics,” **Revision** invited at ***Journal of Marketing***.
- Shijie Lu, Isaac Dinner, and **Koushyar Rajavi**, “The Impact of Over-The-Top Media Services on Piracy Search: Evidence from a Natural Experiment,” **Revision** invited at ***Marketing Science***.
- **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***.

WORK IN PROGRESS

- Alireza Golmohammadi, **Koushyar Rajavi**, Jialie Chen, and Dinesh K. Gauri, “Examining Effects of Different Social Media Communication Strategies on Brand Equity and Its Components,” Data Collection Stage.
- **Koushyar Rajavi**, “International Movie Releases: Does Order of Release Matter?”, Data Analysis Stage.
- **Koushyar Rajavi**, “A Review and Meta-Analysis on the Role of Consumer Trust in B2C Settings”, Data Analysis Stage.

GRANTS, HONORS, AND AWARDS

- 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

Scheller College of Business, Georgia Institute of Technology

- Management Analytics – MBA core course (MGT 6500)
 - Fall 2018, 2 full-time MBA sections and 2 evening MBA sections
 - *Teaching Evaluation*=4.25/5

Kenan-Flagler Business School, University of North Carolina

- Principles of Marketing (BUSI 406)
 - Summer 2016, one undergraduate section
 - *Teaching Evaluation*=4.8/5

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

- AMA Winter Marketing Educators’ Conference 2016, Las Vegas, Nevada.
- Marketing Science Conference 2017, Los Angeles, California (*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

- AMA Winter Marketing Educators’ Conference 2017, Orlando, Florida.
- Theory & Practice in Marketing Conference 2017, Charlottesville, Virginia.

“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

- AMA Winter Marketing Educators’ Conference 2019, Austin, Texas.
- Georgia Research Symposium 2019, Georgia Tech.

REFERENCES

Tarun Kushwaha (Co-Advisor)
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