

Yashar Atefi

Curriculum Vita, May 2022

University of Denver
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ACADEMIC POSITIONS

- 2019 – present University of Denver, Daniels College of Business
- *Assistant Professor of Marketing*
 - *Director – Sales Leadership Center (2019-2021)*
- 2016 – 2019 Louisiana State University, E. J. Ourso College of Business
- *Assistant Professor of Marketing*
 - *Research Director – Professional Sales Institute*

EDUCATION

- 2016 Ph.D. in Business Administration – Marketing, University of Houston
- 2010 M.B.A., Sharif University of Technology
- 2006 B.Sc. in Industrial Engineering, Sharif University of Technology

HONORS AND AWARDS

- 2022 Best Paper Award, AMA Summer Academic Conference, Sales Track
- 2021 Excellence in Research Award, AMA Selling and Sales Management SIG
- 2020 Invited Faculty Fellow, Marketing Strategy Consortium, University of Texas
- 2020 Keynote Speaker, World at Work Conference on Sales Compensation
- 2019 Excellence in Research Award, AMA Selling and Sales Management SIG
- 2019 Young Scholar Award, AMA Organizational Frontlines Research
- 2018 Invited Faculty Fellow, Marketing Strategy Consortium, University of Missouri
- 2017 Finalist, Mary Kay Dissertation Award Competition
- 2017 Outstanding Reviewer, International Journal of Research in Marketing
- 2017 Recognized Reviewer, International Journal of Research in Marketing
- 2016 Winner, AMA Sales SIG/USCA Dissertation Proposal Competition
- 2015 Best Paper Award, AMA Winter Academic Conference, Sales & CRM Track
- 2015 Sheth Foundation Grant
- 2015 Teaching Excellence Award, University of Houston
- 2014 Department of Marketing Commendation Letter for Excellence in Teaching
- 2011–2013 Presidential Graduate Fellowship, University of Houston

RESEARCH INTERESTS

- *Area*: Sales force design, strategy, compensation, management, and effectiveness
- *Methods*: empirical modeling / statistical analysis of sales force/customer data

PUBLICATIONS

- *bold: FT50 journals.*
1. Ahearne, M., Atefi, Y., Lam, S., & Pourmasoudi, M. (2022). The future of buyer-seller interactions: A conceptual framework and research agenda. ***Journal of the Academy of Marketing Science***, 50(1), 22-45 (equal contribution).
 2. Atefi, Y., Ahearne, M., Hohenberg, S., Hall, Z., & Zettelmeyer, F. (2020). Open negotiation: The backend benefits of salespeople's transparency in the frontend. ***Journal of Marketing Research***, 57(6), 1076-1094.
 - o *Selected media coverage: New York Times, Fortune, Yahoo Finance, Phys.org*
 - o *Excellence in Research Award, AMA Selling and Sales Management SIG*
 - o *Young Scholar Award, AMA OFR*
 3. Ahearne, M., Atefi, Y., Hall, Z., Hohenberg, S., and Zettelmeyer, F. (2019). Information disclosure in negotiating with informed customers. *Marketing Science Institute Working Paper Series*, report no. 19-129.
 4. Atefi, Y. & Pourmasoudi, M. (2019). Measuring peer effects in sales research: a review of challenges and remedies. *Journal of Personal Selling & Sales Management*, 39(3), 264-274.
 5. Atefi, Y., Ahearne, M., Maxham III, J. G., Donovan, D. T., & Carlson, B. D. (2018). Does selective sales force training work? ***Journal of Marketing Research***, 55(5), 722-737.
 - o *Excellence in Research Award, AMA Selling and Sales Management SIG*
 - o *Winner, AMA Sales SIG/USCA Dissertation Proposal Competition*
 - o *Finalist, Mary Kay Dissertation Award*
 - o *Best Paper Award at Winter AMA Conference, CRM and Sales Track, 2015*
 6. Hayati, B., Atefi, Y., & Ahearne, M. (2018). Sales force leadership during strategy implementation: a social network perspective. ***Journal of the Academy of Marketing Science***, 46(4), 612-631 (equal contribution).
 7. Patrick, V. M., Atefi, Y., & Hagtvedt, H. (2017). The allure of the hidden: How product unveiling confers value. *International Journal of Research in Marketing*, 34(2), 430-441.

CONFERENCE PRESENTATIONS

- “Artificial Intelligence in Sales,” AMA Summer Academic Conference, Chicago, August 2022.
 - o *Best Paper Award, Sales and Sales Management Track*
- “Leveraging Stacked Rankings to Improve Salesperson Performance: What is the Optimal Amount of Information that should be Shared?” AMA Winter Academic Conference, Las Vegas, February 2022.

- “Artificial Intelligence in Sales,” 7th Annual Organizational Frontlines Research Symposium, AMA Winter Academic Conference, Las Vegas, February 2022.
- “The (Not So) Useful AI at the Frontline: Evidence from the COVID-19 Pandemic,” Annual meeting of the Academy of Management (AOM), August 2021.
- “Sales Force Performance Rankings, Information Displayed, and Performance Improvement,” INFORMS Marketing Science Conference, June 2021.
- “Different Shades of Artificial Intelligence in Sales and Their Effectiveness,” INFORMS Marketing Science Conference, June 2021.
- “Which Type of AI Solutions Prove Useful During Crisis? Evidence from the COVID-19 Pandemic,” AMA Organizational Frontlines Interest Group, Frontlines in Crisis Competition Winner Virtual Presentations, February 2021.
- “Academic Thought Leadership on the Sales Profession,” World at Work 2020: Spotlight on Sales Comp Virtual Conference and Exhibition, August 2020.
 - *Keynote speaker*
- “Feedback-Giving to Frontline Employees in the Digital World,” JAMS Thought Leaders’ Conference, Kings College, UK, June 2020.
- “Value of Frontline Artificial Intelligence Applications: A Study of AI Startups,” 6th Annual Organizational Frontlines Research Symposium, AMA Winter Academic Conference, San Diego, February 2020.
- “The Aftermarket Benefits of Frontline Employees’ Transparency,” 5th Annual Organizational Frontlines Research Symposium, AMA Winter Academic Conference, Austin, February 2019.
- “Selling in the Digital Age,” Inaugural LSU Sales Symposium, Baton Rouge, November 2018.
- “Selective Sales Force Training: A Field Experiment,” The 6th Biennial Enhancing Sales Force Productivity Conference, Columbia, MO, March 2018.
- “Does Selective Sales Force Training Work? A Field Experiment,” Academy of Marketing Science Annual Conference, Mary Kay Dissertation Awards Session, Coronado, May 2017.
- “Training Spillover among Competing Salespeople,” The 5th Biennial Enhancing Sales Force Productivity Conference, Atlanta, GA, June 2015.

- “Training Spillover among Competing Salespeople,” AMA Winter Academic Conference, San Antonio, February 2015.
 - *Best Paper Award, CRM and Sales Track*
 - *Sheth Foundation Grant*
- “Cross-Selling Behavior of the Sales Force: The Effect of Salesperson-Owned Loyalty,” INFORMS Marketing Science Conference, Boston, MA, June 2012.
- “Housing Affordability: A Study of Real Estate Market in Iran,” International System Dynamics Conference, Seoul, South Korea, July, 2010.

TEACHING

Teaching Awards and Recognitions:

- University of Houston Teaching Excellence Award
- Formal Department Commendation Letter for excellence in teaching – University of Houston

Courses taught or scheduled to teach:

- *University of Denver:*
 - Marketing Concepts (Graduate)
 - Leading the Sales Organization: Structure, Strategy, and Management (Graduate)
 - Sales Management & Leadership (Undergrad)
 - Intro to Marketing (Undergrad)
 - The Power of Professional Selling (Undergrad)
- *LSU:* Sales Force Management (Undergrad)
- *University of Houston:* Marketing Strategy & Planning (Undergrad)

PROFESSIONAL SERVICE

Service to the field of Marketing:

Editorial Review Board:

International Journal of Research in Marketing (2021 – present)
 Journal of Personal Selling and Sales Management (2020 – present)

Conference Track Chair:

AMA Summer Academic Conference – Sales and Sales Management Track, August ‘22.

Ad-hoc Reviewing:

International Journal of Research in Marketing
 2017 Outstanding reviewer
 2017 Recognized reviewer
 European Journal of Marketing
 Journal of Personal Selling and Sales Management
 American Marketing Association Conference (Winter and Summer AMA)
 Academy of Marketing Science Annual Conference

Service to Universities:

University of Denver

Founding Director, Sales Leadership Center (2019 – 2021)
Organizer, Marketing Distinguished Alumni Award (2021 –)
Co-organizer, marketing research roundtables (2021 –)
Co-organizer, marketing research speaker series (2021 –)

Louisiana State University

Research director and faculty advisory board member, Professional Sales Institute
Co-organizer, Inaugural LSU Sales Symposium (2018)

Dean's Representative in doctoral dissertation defense:

2018 Grace Arnold (Economics)

2019 Max Magaña (Political Science)

Committee work, College of Business Informational Resources Committee

University of Houston

Co-organizer, University of Houston Marketing Symposium (2013 & 2014)