

# Yashar Atefi

Curriculum Vitae, February 2024

University of Denver  
Daniels College of Business  
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## ACADEMIC POSITIONS

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| 2019 – present | University of Denver, Daniels College of Business <ul style="list-style-type: none"><li>• <i>Evelyn &amp; Jay G. Piccinati Endowed Chair (2024 – present)</i></li><li>• <i>Associate Professor of Marketing (2023 – present)</i></li><li>• <i>Co-Director, Sales Leadership Center (2023 – present)</i></li><li>• <i>Assistant Professor of Marketing (2019 – 2023; tenured: 6/23)</i></li><li>• <i>Founding Director, Sales Leadership Center (2019 – 2021)</i></li></ul> |
| 2016 – 2019    | Louisiana State University, E. J. Ourso College of Business <ul style="list-style-type: none"><li>• <i>Assistant Professor of Marketing</i></li><li>• <i>Research Director, Professional Sales Institute</i></li></ul>   |

## EDUCATION

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| 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

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|      | <i>* Award won by a student coauthor for a joint project.</i>                 |
| 2024 | Best Paper Award, AMA Winter Academic Conference, Sales & OFR Track           |
| 2024 | Winner, AMA Organizational Frontlines Young Scholar Research Competition      |
| 2024 | *Winner, ISMS Early-Stage Proposal Competition                                |
| 2024 | *Runner-up, AMA Sales SIG Dissertation Proposal Competition                   |
| 2023 | Emerging Scholar Award, Daniels College of Business, University of Denver     |
| 2022 | Best Paper Award, AMA Summer Academic Conference, Sales Track                 |
| 2022 | *Sales Education Foundation Grant   |
| 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

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- *Topics*: Sales management, marketing strategy
- *Methods*: Quantitative (various statistical/econometric methods)

## PUBLICATIONS

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- *bold: Financial Times 50 (FT-50) journals.*

### A) Academic Journals:

1. Homburg, C., Schyma, T. R., Hohenberg, S., Atefi, Y., & Ruhnau, R. M. (2023). “Coopetition” in the presence of team and individual incentives: Evidence from the advice network of a sales organization. ***Journal of the Academy of Marketing Science*** (forthcoming).
2. 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).
3. 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.
  - *Selected media coverage: New York Times, Fortune, Yahoo Finance, Phys.org*
  - *Excellence in Research Award, AMA Selling and Sales Management SIG*
  - *Young Scholar Award, AMA OFR*
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., Donavan, D. T., & Carlson, B. D. (2018). Does selective sales force training work? ***Journal of Marketing Research***, 55(5), 722-737.
  - *Excellence in Research Award, AMA Selling and Sales Management SIG*
  - *Winner, AMA Sales SIG/USCA Dissertation Proposal Competition*
  - *Finalist, Mary Kay Dissertation Award*
  - *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.

B) Other publications:

8. Schweyer, A., Presslee, A. & Atefi, Y. (2023). Generational expectations of incentives: Effective rewards for a rapidly changing workforce. *Incentive Research Foundation*, report (url: [https://theirf.org/wp-content/uploads/2023/11/2023\\_09\\_IRF-2023\\_Generational\\_Expectations-FINAL-1.pdf](https://theirf.org/wp-content/uploads/2023/11/2023_09_IRF-2023_Generational_Expectations-FINAL-1.pdf)).
9. 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.
10. Najmi, M., Atefi, Y., & Mirbagheri, S.A. (2012). Attitude toward brand: An integrative look at mediators and moderators. *Academy of Marketing Studies Journal*, 16(1), 111-133.

## **TALKS/ PRESENTATIONS/ PROCEEDINGS**

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- “Almost There, but not Quite: How Marginally Missing Sales Quotas Increases Turnover,” AMA Winter Academic Conference, St. Pete Beach, February 2024.
  - *Best Paper Award, Sales Management & OFR Track*
- “Closing the Gender Pay Gap and Opportunity Gap in Sales,” World at Work Sales Compensation Conference, Chicago, August 2023.
- “Motivating Salespeople,” SAP, regional sales meeting, June 2023.
- “Closing the Gender Pay Gap in Sales,” The Thought Leadership on the Sales Profession Conference, UVA Darden School of Business, Washington D.C., June 2023.
- “Closing the Gender Pay Gap in Sales,” Marketing Science: Diversity, Equity, & Inclusion Conference, SMU Cox, Dallas, March 2023.
- “Gender Pay Gap in Sales,” in Special Session: *Sales compensation: Frontiers and avenues for future research*, AMA Winter Academic Conference, Nashville, February 2023.
- “Sales Performance Comparison Dashboard: Helpful or Harmful?” World at Work Sales Compensation

Conference, Chicago, August 2022.

- “Artificial Intelligence in Sales,” AMA Summer Academic Conference, Chicago, August 2022.
  - *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?” in Special Session: *Sweeten the pot: Advances in sales force incentive and performance management research*, AMA Winter Academic Conference, Las Vegas, February 2022.
- “Artificial Intelligence in Sales,” 7<sup>th</sup> 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,” in Special Session: *Frontline service employees in a changing world: Interdisciplinary perspective and research directions*, 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 (postponed due to pandemic).
- “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, 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, June 2012.
- “Housing Affordability: A Study of Real Estate Market in Iran,” International System Dynamics Conference, Seoul, South Korea, July, 2010.

## TEACHING

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### *Teaching awards and recognitions:*

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

### *Courses taught:*

- *University of Denver:*
  - Seminar in Marketing (Executive PhD)
  - Marketing Analytics (Graduate)
  - Marketing Concepts (Graduate)
  - Sales Management & Leadership (Graduate and Undergrad)
  - Intro to Marketing (Undergrad)
  - The Power of Professional Selling (Undergrad)
- *Louisiana State University:*
  - Sales Force Management (Undergrad)
- *University of Houston:*
  - Marketing Strategy & Planning (Undergrad)

## PROFESSIONAL SERVICE

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### 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)  
Journal of Business Research (2023 – present)

#### *Conference Track Chair:*

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

#### *Ad-hoc Reviewing:*

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

### Service to Universities:

#### *University of Denver*

Head, Department Promotion and Tenure Committee (2023 – present)  
Co-Director, Sales Leadership Center (2023 – present)  
Organizer, Marketing Distinguished Alumni Award (2021 – present)  
Hiring committee member for tenure-track marketing faculty recruitment (2022)  
Co-organizer, marketing research speaker series (2021 – present)  
Co-organizer, marketing research roundtables (2021 – present)  
Founding Director, Sales Leadership Center (2019 – 2021)  
PhD Dissertations  
2024 Nat Ahrens (Morgridge College of Education); Dissertation committee

#### *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)