

ALI BESHARAT

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Department of Marketing
Daniels College of Business
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EDUCATION

- PhD
(2012) University of South Florida (USF), Tampa, Florida
USA
Major: Marketing; Minor: Research Methodology & Measurement
- MBA
(2006) Sharif University of Technology (SUT), Tehran
Iran
Major: Operations Management
- BS
(2003) Sharif University of Technology (SUT), Tehran
Iran
Major: Mechanical Engineering

ACADEMIC POSITIONS

- 2023-present Full Professor of Marketing and Chair, Daniels College of Business, University of Denver
- 2018-present Associate Professor of Marketing, Daniels College of Business, University of Denver
- 2017-present Co-founder and Co-director, Consumer Insights and Business Innovation Center ([CiBiC](#)), Daniels College of Business, University of Denver
- 2012-2018 Assistant Professor of Marketing, Daniels College of Business, University of Denver
- 2009-2011 Adjunct Professor, College of Business Administration, University of South Florida

RESEARCH INTERESTS

Behavioral Judgment and Decision Making: Inter-temporal planning and choice; Self-control and financial decisions; Impacts of framing and context on information processing and ethical consumerism

Marketing Communications and Branding: Communication strategies within digital and interactive media; Brand alliance; Brand positioning

AWARDS & HONORS

- 2023 Recipient of Daniels Distinguished Scholar Award [given annually to only one tenured faculty member who has made a significant contribution to their field in the previous three years].
- 2018-2023 Course Release and Summer Research Grant, Daniels College of Business.
- 2023 Recognized at the Provost's Eleventh Annual Celebration of Scholarship, Research, and Creative Work, University of Denver.
- 2022 Faculty Research Fund (FRF) Grant, University of Denver [\$3000].
- 2021 Recognized at the Provost's Fourteen's Annual Celebration of Scholarship, Research, and Creative Work, University of Denver.
- 2020 Recognized at the Provost's Thirteen's Annual Celebration of Scholarship, Research, and Creative Work, University of Denver.
- 2019 Faculty Research Fund (FRF) Grant, University of Denver [\$2800].
- 2018 Internationalization Grant, University of Denver [\$4000].
- 2018 Recognized at the Provost's Eleventh Annual Celebration of Scholarship, Research, and Creative Work, University of Denver.
- 2017-2018 Course Release and Summer Research Grant, Daniels College of Business.
- 2017 Recognized at the Provost's Tenth Annual Celebration of Scholarship, Research, and Creative Work, University of Denver.
- 2017-2018 Recognized as the Faculty Career Champion by the Provost, University of Denver.
- 2016-2017 Course Release and Summer Research Grant, Daniels College of Business.
- 2016 Recipient of Daniels Scholarship of Discipline Award [given annually to only one faculty member in the college].
- 2016 Recognized at the Provost's Ninth Annual Celebration of Scholarship, Research, and Creative Work, University of Denver.
- 2015-2016 Joseph I. Moreland Grant for Information Literacy, University of Denver [\$3000].
- 2015-2016 Recipient of Ethics Instruction Development [EID] Grant, Daniels College of Business [\$3000].
- 2015 Nomination for the Daniels Award for Excellence [the highest honor the College bestows and is given annually to only one faculty member].
- 2015 Among Top Seven Faculty Members across Disciplines who Appeared in the Annual "Research at Daniels" Brochure.
- 2015 Recipient of the University of Denver PROF Grant for the Amount of \$17000. [the most prestigious award at the University of Denver for faculty members].
- 2015-2016 Course Release and Summer Research Grant, Daniels College of Business.
- 2015 Nominated for the Society of Consumer Psychology Park Award for a Young Contributor
- 2014-2015 Recipient of Ethics Instruction Development [EID] Grant [\$3000].
- 2014-2015 Course Release and Summer Research Grant, Daniels College of Business.
- 2014 Recognized at the Provost's Seventh Annual Celebration of Scholarship, Research, and Creative Work, University of Denver.
- 2011 Recipient of the University of South Florida Prestigious "Dissertation Completion Fellowship" [awarded only to two doctoral candidates from all graduate programs].

- 2010 Recipient of the College of Business “Outstanding Achievement in Research” Award, Tampa, Florida. [awarded to one doctoral student each year].
- 2010 AMA/Sheth Foundation Consortium Fellow, Fort Worth, TX.
- 2009 Recipient of the University of South Florida Provost’s Commendation for Outstanding Teaching by a Graduate Teaching Assistant, Tampa, Florida. [awarded to three graduate students selected from all graduate programs].
- 2009 Best Paper Award in Emerging Paradigm Conference, Tampa, Florida.
- 2008 SMA Doctoral Consortium Fellow, St. Petersburg, Florida.
- 2008 Recipient of the College of Business “Barbara Brown Research Scholarship” Award, Tampa, Florida.
- 2007 Recipient of Scholarship Awarded through ISBM Program for the "Social Network Analysis" Seminar at Wharton Business School, University of Pennsylvania.
- 2007 Recipient of Scholarship Awarded through ISBM Program for the "Strategic Brand and Business Processes Management" Seminar Jointly at Emory University & University of Texas at Austin.
- 2006 Recipient of the University of South Florida Graduate Fellowship, Tampa, Florida.
- 2006-2010 Recipient of the Department of Marketing Graduate Scholarship, University of South Florida, Tampa, Florida.
- 2002 Acknowledged as a 4-Year Exemplary Industrial Apprentice by the Sharif University of Technology Internship Program, Tehran, Iran.

PUBLICATIONS

Journal Articles (refereed)

- **Besharat, Ali**, Kimberly A. Whitler, and Saim Kashmiri (forthcoming). “When CEO Pay Becomes a Brand Problem”, *Journal of Business Ethics*. [FT50]
- **Besharat, Ali**, Gia Nardini, and Rhiannon Mesler (forthcoming). “Bringing ethical consumption to the forefront in emerging markets: The role of product categorization”, *Journal of Business Ethics*. [FT50]
- **Besharat, Ali**, Marisabel Romero Lopez, and Kelly Haws (2021). “Customizing Calories: How Rejecting (vs. Selecting) Ingredients Leads to Lower Calorie Estimation and Unhealthier Food Choices”, *Journal of Retailing*, 97(3), 424-438. [*all authors contributed equally.]
- Saine, Ruby Q., Alexander Kull, **Ali Besharat**, and Sajeev Varki (2021). “The Role of Observer Imagery in Reducing Self-Appraisal of Marketplace Transgressions”, *Journal of Business Ethics*, 168, 721-732. [FT50]
- **Besharat, Ali**, Gia Nardini, and Anne Roggeveen (2021). “Online Daily Coupons: Understanding How Prepayment Impacts Spending at Redemption”, *Journal of Business Research*, 127(April), 364-372. [*all authors contributed equally.]
- Whitler, Kimberly A., **Ali Besharat***, and Saim Kashmiri (2021). “Exogenous Brand crises: Contamination and Infection”, *Marketing Letters*, 32, 129-133. [*all authors contributed equally.]

- Saine, Ruby Q., Carlin A. Nguyen, **Ali Besharat***, and Phil Trocchia (2018). “To Stay or to Switch: Breaking the Habit of Status Quo Through Imagery Perspective”, *European Journal of Marketing*, 52(9/10), 1864-1885. [*First three authors contributed equally.]
- **Besharat, Ali** and Gia Nardini (2018). “When Indulgence Gets the Best of You: The Unexpected Consequences of Prepayment”, *Journal of Business Research*, 92(November), 321-328.
- Langan, Ryan J., **Ali Besharat**, and Sajeev Varki (2017). “The Effect of Review Valence and Variance on Product Evaluations: An Examination of Intrinsic and Extrinsic Cues”, *International Journal of Research in Marketing*, 34(2), 414-429.
- Bacon, Donald, **Ali Besharat**, HG Parsa, and Scott J. Smith (2016). “Revenue Management and Hedonic Pricing Models in Restaurant: Understanding the Effects of Operational Attributes”, *International Journal of Revenue Management*, 9(2-3), 147-164.
- **Besharat, Ali**, Ryan J. Langan, and Carlin A. Nguyen (2016). “Fashionably Late: Strategies for Competing Against a Pioneer Advantage”, *Journal of Business Research*, 69(2), 718-725.
- **Besharat, Ali**, Sajeev Varki, and Adam W. Craig (2015). “Keeping Consumers in the Red: Hedonic Debt Prioritization within Multiple Debt Accounts”, *Journal of Consumer Psychology*, 25(2), 311-316. [FT50]
- **Besharat, Ali**, Francois A. Carrillat, and Daniel M. Ladik (2014). “When Motivation is Against Debtors’ Best Interest: The Illusion of Goal Progress in Credit Card Debt Repayment”, *Journal of Public Policy & Marketing*, 33(2), 143-158.
- Kumar, Anand, **Ali Besharat**, Charles D. Lindsey, and Shanker Krishnan (2014). “Contextual and Competitive Interference: Inhibition or Facilitation?”, *Journal of Advertising*, 43(3), 228-243.
- **Besharat, Ali** and Sajeev Varki (2014). “Examining How Self-Regulation Determines Choice Processing Strategies and Motivations Underlying Attraction Effect”, *Journal of Marketing Theory and Practice*, 22(4), 421-436.
- **Besharat, Ali** and Ryan J. Langan (2014). “Towards the Formation of Consensus in the Domain of Co-branding: Current Findings and Future Priorities”, *Journal of Brand Management*, 21(2), 112-132.
- **Besharat, Ali**, Daniel M. Ladik, and Francois A. Carrillat (2014). “Are Maximizers Blind to the Future? When Today’s Best Does Not Make for a Better Tomorrow”, *Marketing Letters*, 25(1), 77-91.
- Chen, Arthur Cheng-Hsui, Rita Ya-Hui Chang, **Ali Besharat**, and Daniel W. Baack (2013). “Who Benefits from Multiple Brand Celebrity Endorsements? An Experimental Investigation”, *Psychology & Marketing*, 30(10), 843-935.

- **Besharat, Ali**, Anand Kumar, John R. Lax, and Eric J. Rydzik (2013). “Leveraging Virtual Attribute Experience in Video Games to Improve Brand Recall and Learning”, *Journal of Advertising*, 42(2-3), 170-182.
- **Besharat, Ali** (2010). “How Co-Branding Relative to Brand Extension Drives the Consumers’ Evaluations of a New Product: The Brand Equity Approach,” *Industrial Marketing Management*, 39(8), 1240-1249.

Book Chapter (refereed)

- **Besharat, Ali**, Ryan J. Langan, Daniel M. Ladik, and Francois A. Carrillat (2015), “Ethics and Marketing”, *Encyclopedia of Public Administration and Public Policy*, Taylor & Francis Publication, New York, USA.

Papers under Review

- “Management Response to Online WOM: Helpful or Detrimental?” (with Karen Xie, Young Jin Lee, Tianjie Deng, and Yong Tan), revised and resubmitted for the 2nd round to the *Production and Operations Management*. [FT50]
- “Adding Insult to Injured Brands: When CEO Pay Becomes a Marketing Problem” (with Kimberly A. Whitley and Saim Kashmiri), revising to resubmit to the *Journal of Marketing Research*. [FT50]
- “How You Categorize Impacts How Helpful You Are: The Effect of Categorization Mindset on Consumers’ Social Decisions” (with Jean Kuo and Sajeev Varki), revising to resubmit to the *Journal of Consumer Psychology*. [FT50]
- “AI, Marketing insights, Consumer Images” (with Rhiannon Mesler), revising to resubmit to *Marketing Letters*.

Working Papers

- “Attractiveness as a Self-Threat to Charitable Giving”, (with Rhiannon Mesler and Jennifer Argo).
Status: Data are collected and all analyses are performed; anticipate submitting to *Journal of Marketing Research*. [FT50]
- “The community of NFTs” (with Gia Nardini and Robert Kozinets).
Status: Some data are collected and some analyses are performed; anticipate submitting to *Journal of Consumer Research*. [FT50]
- “Sales force incentive adjustments and sales opportunity progression” (with Yashar Atefi and Erik Mekelberg).
Status: Data are collected and all analyses are performed; anticipate submitting to *Journal of Marketing Research*. [FT50]

- “Review Placement: Theoretical Framework and Multimethod Investigation of Online Reviews Displayed in Firm-Generated Messages” (with Ana Babic-Rosario and Francesca Sotgiu).
Status: Data are collected and all analyses are performed; anticipate submitting to *Journal of Marketing*. [FT50]
- “Best by default: When prior default options improve choice quality” (with Francois Carrillat and Daniel Ladik).
Status: Data are collected and all analyses are performed; anticipate submitting to *Journal of Consumer Research*. [FT50]
- “Fighting Variety with Variety: The Success of the Sampler” (with Gia Nardini and Rajesh Baghchi).
Status: Data are partially collected and some analyses are performed; anticipate submitting to *Journal of Consumer Research*. [FT50]
- “Examining the Effect of Self-Regulation on Symmetrical and Asymmetrical Decoys” (with Daniel W. Baack and Gia Nardini).
Status: Data are collected; all analyses are performed; anticipate submitting to *Psychology & Marketing*.

Conference Proceedings and Presentations

- Babic-Rosario, Ana, Francesca Sotgiu, and **Ali Besharat** (2023). “Review Placement: Theoretical Framework and Multimethod Investigation of Online Reviews Displayed in Firm-Generated Messages”, in the proceedings of *ISMS Marketing Science* Conference, Miami, Florida.
- **Besharat, Ali**, Gia Nardini, and Anne Roggeveen (2021). “Online Daily Coupons: Understanding How Prepayment Impacts Spending at Redemption”, in the proceedings of *American Marketing Association Winter Marketing Educators’* Conference (Virtual).
- **Besharat, Ali**, Marisabel Romero, and Kelly Haws (2020). “When More is Less: How Rejecting (vs. Selecting) Food Ingredients Leads to lower Calorie Estimates”, in the proceedings of *Association for Consumer Research (ACR) Conference*, Paris, France.
- Mesler, Rhiannon MacDonnell, **Ali Besharat**, and Jennifer Argo (2019). “Creditworthiness is in the Eye of the Beholder: How Consumers’ Own Attractiveness Shapes Generosity toward [Un]Attractive Microloan Borrowers”, in the proceedings of *Association for Consumer Research (ACR) Conference*, Atlanta, Georgia.
- **Besharat, Ali**, Chinintorn Nakhata, and Anne Roggeveen (2019). “Spending at Redemption of Online Daily Coupons: The Impact of Acquisition Cost Saliency and Magnitude”, in the proceedings of *Academy of Marketing Science World Conference*, Edinburgh, Scotland.

- **Besharat, Ali**, Marisabel Romero, and Kelly Haws (2019). “When More is Less: How Rejecting (vs. Selecting) Food Ingredients Leads to Underestimation of Calories”, in the proceedings of *Society of Consumer Psychology*, Savannah, Georgia.
- **Besharat, Ali** and Gia Nardini (2018). “The Role of Prepayment on Loss of Self-Control”, in the proceedings of *Academy of Marketing Science World Conference*, Porto, Portugal.
- Lee, Young Jin, Karen Xie, and **Ali Besharat** (2017). “Management Response to Online WOM: Helpful or Detrimental?”, in the proceedings of *International Conference on Information Systems*, Seoul, Korea.
- Carrillat, Francois, **Ali Besharat**, and Daniel M. Ladik (2017). “Breaking the regret curse: how default options improve maximizer consumers’ choice experience”, in the proceedings of the *American Marketing Association Summer Marketing Educators’ Conference*, San Francisco, CA.
- Ali Besharat, Anne Roggeveen, Chinintorn Nakhata, and James Stock (2016). “Online Daily Coupons: Reaching Deeper into Consumers’ Pockets”, in the proceedings of *Academy of Marketing Science Conference*, Coronado Island, CA.
- Carrillat, Francois, **Ali Besharat**, and Daniel M. Ladik (2016). “Can maximizer consumers’ regret be alleviated? The hidden benefits of default options”, in the proceedings of *Australian & New Zealand Marketing Academy*, Christchurch, New Zealand.
- Lee, Young Jin, Karen Xie, and **Ali Besharat** (2016). “Management Response to Online WOM: Helpful or Detrimental?”, in the proceedings of *Americas Conference on Information Systems*, San Diego, CA.
- Lee, Young Jin, Karen Xie, and **Ali Besharat** (2016). “Management Response to Online WOM: Helpful or Detrimental?”, in the proceedings of *10th China Summer Workshop on Information Management*, Dalian, China.
- Parsa, H.G., **Ali Besharat**, and Donald Bacon (2015). “Revenue Management, Hedonic Pricing Models and the Effects of Operational Attributes”, in the proceedings of the *American Marketing Association Summer Marketing Educators’ Conference*, Chicago, IL.
- Langan, Ryan, **Ali Besharat**, and Sajeev Varki (2015). “The Effect of Online Review Variance on Product Evaluations: Information Diagnosticity Framework”, in the proceedings of the *American Marketing Association Winter Marketing Educators’ Conference*, San Antonio, TX.
- **Besharat, Ali**, Adam Craig, and Sajeev Varki (2014). “Keeping Consumers in the Red: Hedonic Debt Prioritization within Multiple Debt Accounts”, in the proceedings of *Association for Consumer Research (ACR) Conference*, Baltimore, MD.

- Houston, Mark, Katherine Lemon, **Ali Besharat**, and Robin Soster (2013). “Campus Visits: A Discussion of Do’s & Don’ts”, DOCSIG Special Session, *American Marketing Association Summer Marketing Educators’ Conference*, Boston, MA.
- Langan, Ryan, **Ali Besharat**, and Sajeev Varki (2013). “Exploring the Role of Online Reviews Variance on Consumers’ Shopping Behavior”, in the proceedings of *Academy of Marketing Science Conference*, Monterey, CA.
- **Besharat, Ali** and Sajeev Varki (2013). “Managing the Cost of Multiple Debt Accounts: A Behavioral Perspective”, in the proceedings of the *Consumer Financial Decision Making Conference*, Boulder, CO.
- **Besharat, Ali**, Stefanie L. Boyer, and Jennifer Dapko (2013). “An Investigation of the Millennial Generation’s Attitudes toward Email Usage in Personal Selling” in the proceedings of the *National Conference in Sales Management (NCSM)*, San Diego, CA.
[The abstract has also been published in the *Journal of Personal Selling & Sales Management*, Vol. XXXIII, No. 3, pp. 335–339.]
- **Besharat, Ali** and Carlin G. Nguyen (2013). “Attribute Nonalignability and Value Relevance in the Presence of Competition” in the proceedings of the *American Marketing Association Winter Marketing Educators’ Conference*, Las Vegas, NV.
- **Besharat, Ali** and Carlin G. Nguyen (2013). “How a Late Entrant Can Surpass the Performance of the First Mover: Attribute Nonalignability and Value Relevance” in the proceedings of the *American Marketing Association Winter Marketing Educators’ Conference*, Las Vegas, NV.
- **Besharat, Ali** (2011). “How Nonalignable Attributes help a Late Entrant to Surpass the Performance of the First Mover?,” in the proceedings of the *American Marketing Association Winter Marketing Educators’ Conference*, Austin, TX.
- **Besharat, Ali** and Sajeev Varki (2010). “The Mediating Role of Choice Processing Strategy in the Effect of Self Regulation on Attraction Effect,” in the proceedings of the *American Marketing Association Summer Marketing Educators’ Conference*, Boston, MA.
- **Besharat, Ali**, Douglas Jordan, and Kristal Bruce (2009). “A Social Marketing Approach to a United Nations’ Millennium Goal: Environmental Sustainability,” in the proceedings of the *Emerging Paradigms Annual Conference*, Tampa, FL.
- **Besharat, Ali** (2009). “A Step Forward toward the Discernment of Co-branding Strategy,” in the proceedings of the *Academy of Marketing Science Annual Conference*, Baltimore, MD.
- **Besharat, Ali** (2009). “Investigating the Customers’ Loyalty to Technology-Based Self-Service Coupons,” in the proceedings of the *Academy of Marketing Science Annual Conference*, Baltimore, MD.

- **Besharat, Ali** (2008). "An Inclusive Model for Partner Selection in Retail Dual-Branding Strategy," in the proceeding of the 10th Annual *Retail Strategy and Consumer Decision Research Symposium*, St. Petersburg, FL.
- Moshtaghi, Nazgol and **Ali Besharat** (2008). "How to Craft Story Telling Ads in a Prevention-Promotion Focused Ad," in the proceedings of the *Society of Marketing Advances Annual Conference* (November), St. Petersburg, FL.
- **Besharat, Ali** (2008). "How Step-up vs. Step-down Extensions Impact a Firm's Existing Category Market Share," in the proceedings of the *Society of Marketing Advances Annual Conference* (November), St. Petersburg, FL.
- **Besharat, Ali** (2008). "How Brand Alliance Relative to Brand Extension Drives the Consumer Evaluation of New Products: A Conjoint Analysis Approach," in the proceedings of 8th Annual *Hawaii International Conference on Business* (May), Honolulu, HI.
- **Besharat, Ali** (2008). "Role of Brands in Choice Selection: The Attraction Effect Revisited," in the proceedings of the 2008 Summer *Society of Consumer Psychology Conference* (August), Boston, MA.
- **Besharat, Ali** (2008). "Organizational Framework Toward the Formation of Brand Alliance: A Multicultural Perspective," in the proceedings of the 2008 *Academy of Marketing Science, Cultural Perspectives in Marketing Conference* (January), New Orleans, LA.
- **Besharat, Ali**, Hamed Salimi, and Ali Jafarieh (2006). "A Practical Model for Evaluating Customer Expectation and Satisfaction in XEROX," in the proceedings of the 2006 *International Management Conference* (September), Tehran, IRAN.

Active Research Projects (In Preparation; Some Data Are Collected and Analyzed)

- "Smiling Brands: Phonetic Structure and Affective Impact" (With Carlin G. Nguyen).

MEDIA COVERAGE

- CNN, January 6, 2023
(<https://www.cnn.com/2023/01/06/business/bed-bath-beyond-coupon-future/index.html>)
- Denver 7, November 24, 2022
(<https://mms.tveyes.com/MediaCenterPlayer.aspx?u=aHR0cDovL211ZGllhY2VudGVyLnR2ZXllcy5jb20vZG93bmxvYWRnYXRld2F5LmFzchHg%2FVXNlcklEPTQ5ODk3MCZNRElEPTQ5NTE4MDE3Jk1EU2VIZD05ODEzJIR5cGU9TWVkaWE%3D>)
- NBC News, May 3, 2022
(<https://www.nbcnews.com/business/consumer/are-high-fee-travel-credit-cards-cost-perks-chase-amex-rcna27098>)
- Yahoo News, May 3, 2022
(<https://news.yahoo.com/premium-travel-cards-high-annual-195440291.html>)
- Denver 7, November 26, 2021

- <https://www.thedenverchannel.com/news/national/how-do-you-shop-for-black-friday-consumer-trends-are-changing>)
- Denver 7, November 1, 2021
(<https://www.thedenverchannel.com/news/local-news/late-buyer-beware-now-is-the-time-to-do-your-holiday-shopping>)
- CNBC, November 4, 2020
(<https://www.cnbc.com/2020/11/04/bai-brands-founder-ben-weiss-the-side-hustle-id-start-to-make-money.html>)
- Wall Street Journal, October 30, 2020
(<https://www.wsj.com/articles/how-to-navigate-your-wine-store-a-savvy-shopper-s-guide-11604082632>)
- New York Times, September 4, 2020
(https://www.nytimes.com/2020/09/04/business/coronavirus-home-upgrades.html/?2020-09-04T09%3A00%3A40%2000%3A00&utm_source=newsletter&utm_medium=email&utm_content=New%20York%20Times&utm_campaign=Debrief-09-14-2020)
- Forbes: March 15, 2020
(<https://www.forbes.com/sites/kimberlywhitler/2020/03/15/how-ceos-are-communicating-to-consumers-during-the-coronavirus-outbreak/#45ee68f52a00>)
- Denver Business Journal: November 22, 2017
(<https://www.bizjournals.com/denver/news/2017/11/22/holiday-shopping-season-expected-to-beat-last-year.html>)
- CreditCards.com: September 5, 2017
(<https://www.creditcards.com/credit-card-news/strategies-to-win-credit-card-payments-game.php>)
- Nasdaq.com: September 5, 2017
(<http://www.nasdaq.com/article/9-strategies-to-win-the-credit-card-payments-game-cm841088>)
- Las Cruces Sun News: February 5, 2017
(<http://www.lcsun-news.com/story/money/personal-finance/2017/02/05/las-cruces-racking-up-debt-along-rest-us/97305228/>)
- Business Insider: January 19, 2017
(<http://www.businessinsider.com/worst-us-cities-for-credit-card-debt-2017-1>)
- WalletHub: January 17, 2017
(<https://wallethub.com/credit-card-calculator/>)
- Colorado Public Radio: December 20, 2016
(<http://www.cpr.org/news/story/with-front-range-unemployment-low-retailers-are-feeling-good-for-the-holidays>)
- 9NEWS: November 25, 2016
(<http://www.9news.com/entertainment/television/programs/next-with-kyle-clark/budget-advice-for-the-holidays-that-we-should-already-know-but-need-to-be-reminded-of/356023198>)
- News and Tribune: November 25, 2016
(http://www.newsandtribune.com/news/the-pains-and-pros-of-shopping-with-credit-cards/article_ffc93204-b346-11e6-ba0f-3bc1a90c3d3a.html)
- CreditScoreHero: October 27, 2016
(<http://www.creditscorehero.com/credit-card/credit-card-debt-make-you-irrational/>)
- Self-Lender: August 3, 2016
(<https://www.selflender.com/blog/four-factors-consider-paying-off-debt.html>)

- Business News Daily: June 27, 2016
(<http://www.businessnewsdaily.com/9187-respond-to-online-reviews.html>)
- University of Denver Magazine: October 12, 2015
(<http://www.refinance.com/business-professor-offers-five-tips-for-managing-credit-card-debt-university-of-denver-magazine/>)
- Channel 2 News: October 29, 2015
(<http://kwgn.com/2015/10/29/christmas-marketing-starts-sooner-all-the-time/>)
- FOX 31 NEWS: October 29, 2015
(<http://kdvr.com/2015/10/29/poll-christmas-marketing-starts-sooner-all-the-time/>)
- Channel 2 News: October 29, 2015
(<http://kwgn.com/2015/10/29/christmas-marketing-starts-sooner-all-the-time/>)
- Dick Jones Communications: September 8, 2015
(<http://www.dickjones.com/newsroom/business/how-brands-late-market-can-beat-pioneer-brands>)
- FOX 31 NEWS: June 11-2015
(<http://kdvr.com/2015/06/11/denver-campaign-targets-distracted-driving-police-chief-stops-woman-holding-cat-while-driving/>)
- Yahoo!: May 12-2015
(<https://au.finance.yahoo.com/news/behaviour-around-credit-card-debt-230120427.html>)
- 2ser: May 4-2015
(<http://www.2ser.com/component/k2/itemlist/category/154>)
- 9NEWS: December 29-2014
(<http://www.9news.com/story/money/business/2014/12/29/prioritizing-holiday-debt/20990781/>)
- Denver Post: December 22-2014
(http://www.denverpost.com/smart/ci_27172915/paying-off-christmas-du-research-shows-were-not)
- The Week Magazine: December 2-2014
(<http://theweek.com/articles/441869/beat-marketers-jedi-mind-tricks>)
- Denver Post: November 24-2014
(http://www.denverpost.com/smart/ci_26988424/black-friday-prep-crowd-psychology-can-help-you?source=infinite)
- Consumer Credit Research Institute: October 16-2014
(<http://www.encoreccri.org/blog/>)
- Business Observer: August-2011
(<http://www.businessobserverfl.com/press/detail/consumers-behave-irrationally-when-it-comes-to-financial-decision-making/>)
- USF College of Business News Letter: July-2011
(<http://business.usf.edu/docs/newsletter/besharat.pdf>)
- Gulf Coast Business Review: Jun 29-2011
(<http://www.review.net/section/detail/thinking-irrationally/>)

PREVIOUS ACADEMIC APPOINTMENTS

- University of South Florida, Tampa, Florida 2006-2009
Department of Marketing, College of Business Administration
Graduate Teaching/ Research Associate

- Sharif University of Technology, Tehran, Iran 2005-2006
College of Management and Economics
Teaching Assistant for "Operations Management" Course
- Sharif University of Technology, Tehran, Iran 2001-2002
Department of Mechanical Engineering
Teaching Assistant for "Internal Combustion Engines" Course

TEACHING INTERESTS

Brand Management	Advertising/Promotions Management
International Marketing	Marketing Research
Marketing Management	Digital Marketing

FACULTY DEVELOPMENT ACTIVITIES

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|------|---------------------------------------------------------------------------------------------------------------------------------------|
| 2016 | Faculty Development Workshop: “Challenge-Driven Education”, Daniels College of Business, University of Denver |
| 2015 | Faculty Development Workshop: “Teaching Chinese Students”, Daniels College of Business, University of Denver |
| 2015 | Faculty Development Workshop: “Data Visualization”, Daniels College of Business, University of Denver |
| 2014 | Faculty Development Workshop: “Making the Classroom More Hands-on”, Daniels College of Business, University of Denver |
| 2014 | Faculty Development Workshop: “Harnessing Engagement, Trust and Critical Thinking”, Daniels College of Business, University of Denver |
| 2014 | Teaching Consultations (4 sessions) with Daniels Office of Technology Services, Daniels College of Business, University of Denver |
| 2013 | Teaching Consultations (4 sessions) with Office of Teaching and Learning, University of Denver |
| 2013 | 2-Hour Workshop on “Intercultural Communication Training”, Spring Institute for Intercultural Learning |
| 2013 | 4-Day Workshop on “Case Teaching Method”, Muma College of Business, University of South Florida |
| 2013 | 2-Hour Workshop on “Teaching Chinese Students-Implications for the Classroom”, Office of Teaching and Learning, University of Denver |
| 2013 | 2-Hour Workshop on “Teaching International Students”, Office of Teaching and Learning, University of Denver |
| 2012 | 2-Hour Workshop on “Online Teaching”, Office of Teaching and Learning, University of Denver |

DOCTORAL COURSEWORK

Advance Marketing Seminars

Marketing Theory and Thought	Dr. James R. Stock
Advance Marketing Research Design	Dr. Yancy Edwards
Social Network Analysis	Dr. Christophe Van Den Bulte
Strategic Brand Management	Drs. Raji Srinivasan & Rajendra Srivastava
Pro-seminar in Marketing	Dr. Anand Kumar
Strategic Logistics Management	Dr. James R. Stock
Consumer Behavior Theory	Dr. Anand Kumar
Marketing Channels	Dr. James R. Stock
Selected Topics in Marketing	Dr. Sajeew Varki
Marketing Strategy	Dr. Sajeew Varki

Support Field Seminars

Factor Analysis	Dr. Michael Coovert
Structural Equation Modeling	Dr. John Ferron
Focus Group Research	Dr. Richard A. Krueger
Applied Linear Statistical Methods	Dr. Terry L. Sincich
Applied Multivariate Statistical Methods	Dr. Terry L. Sincich
Research Methods I	Dr. Anol Bhattacharjee
Experimental Research Methods	Dr. Uday Murthy
Psychometrics	Dr. Susan McMillan
Sociological Statistics	Dr. James Cavendish
Interpreting Quantitative Research	Dr. Loyd S. Pettegrew
Perception	Dr. Thomas Sanocki

PROFESSIONAL CERTIFICATES

2013	Certificate in “4 Day Workshop on Case Teaching Method”, Muma College of Business, University of South Florida
2010	Certificate in “Creating an Academic Teaching Portfolio” Center for 21 st Century Teaching Excellence, University of South Florida
2009	Certificate in “Social Marketing Planning” College of Public Health, University of South Florida
2009	Certificate in “20 Hours Instructional Workshops for Teaching Excellence” Center for 21 st Century Teaching Excellence, University of South Florida
2008	Certificate in “Teaching Undergraduates for International Instructors” Center for 21 st Century Teaching Excellence, University of South Florida
2008	Certificate in “Strategic Brands and Business Performance Management”

Institute for the Study of Business Markets, Penn State University

2007 Certificate in “Social Network Analysis” Institute for the Study of Business Markets, Penn State University

REVIEW ACTIVITIES

International Advisory Board of Iranian Journal of Management Studies

Editorial review board member of Journal of Advertising

Editorial review board member of *Iranian Marketing Magazine*

Ad-hoc Reviewer for the *Journal of Consumer Psychology*

Ad-hoc Reviewer for the *European Journal of Marketing*

Ad-hoc Reviewer for the *Marketing Letters*

Ad-hoc Reviewer for the *Journal of Brand Management*

2008-Now *American Marketing Association* Winter Educators’ Conference

2008-Now *American Marketing Association* Summer Educators’ Conference

2008-Now *Society of Consumer Psychology* Conference

2009 *Academy of Marketing Science*

2008 *Society of Marketing Advances* Conference

SERVICE ACTIVITIES

Conference Session Chair

2015 Academy of Marketing Science Conference: Marketing Education Track

2009 Academy of Marketing Science Conference: Branding and Brand Management Track

Conference Session Discussant

2009 Academy of Marketing Science Conference

2008 Society of Marketing Advances Conference

Panelist

2014 New Faculty Orientation, Daniels College of Business

2013 AMA Summer Educators Conference, Boston, MA

2013 Real World Business Challenge Evaluator, Daniels College of Business

DOCSIG Faculty Mentor

2015 AMA Winter Educators Conference, San Antonio, TX

2013 AMA Winter Educators Conference, Las Vegas, NV

2013 AMA Summer Educators Conference, Boston, MA

Doctoral Dissertation Defense Committee Member

2016-2018 Fuad Hasan: Department of Marketing, College of Business and Entrepreneurship, University of Texas-Rio Grande Valley

2016-2019 Atya Zeb: Marketing Discipline Group, University of Technology Sydney

Faculty Mentor to DIGS (Daniels International Graduate Students)

Su Liu, Fall 2013
Jinghan Jiang, Fall 2013
Mingyu Jin, Fall 2013
Ye Lu, Fall 2013

External Chair of Graduate Thesis Defense

2016 Ashkan Hajjam: Electrical & Computer Engineering, University of Denver
2014 Mohana Alanazi: Electrical & Computer Engineering, University of Denver
2014 Mansoor Alturki: Electrical & Computer Engineering, University of Denver
2014 Khalid Alqunun: Electrical & Computer Engineering, University of Denver
2014 Abdullah Albaker: Electrical & Computer Engineering, University of Denver

Undergraduate Thesis

Kendra Arenkill, Fall 2016-Spring 2017
Lizzie Bolyard, Fall 2016-Spring 2017
Mathew Nesmith, Spring 2011 (Chair)
Reed Johnson, Spring 2009 (Committee Member)

Graduate Advising

Derek Duncan, Fall, Winter, Spring (2014-2015)

Undergraduate Advising

Marie Huibregtse, Independent Study, Winter-Spring 2015
Amin Zahedi, Independent Study, Fall 2014
2010 AMA Undergraduate Case-study Competition: USF received an honorable mention
Study Abroad Advisor: Will Sherman

PROFESSIONAL MEMBERSHIPS

American Marketing Association Society of Consumer Psychology
Academy of Marketing Science Society of Marketing Advances

INDUSTRY EXPERIENCES

Consulting Experience

- Road and Transportation Organization, Tehran, Iran 2005-2006
-Designing an ad hoc natural crisis management organization
- Iranian Fuel Conservation Organization, Tehran, Iran 2003-2004
-Supervising and consulting a fuel conservation project

Funded Research Projects

- Road & Transportation Organization, Tehran, Iran 2001-2002

- Optimizing the fuel consumption of heavy-duty trucks
- S.E.R.I Co., Tehran, Iran 2000-2001
-Efficient cookware designs
- S.E.R.I Co., Tehran, Iran 1999-2000
-Home appliances energy rating standards

Internships

- Mega Motors Co., Tehran, Iran 1999-2003
-The first trial joint internship project between Mega Motors and SUT
- Caterpillar Co., Tehran, Iran 2000-2001
-Three International certificates of maintenance for heavy-duty construction machines