

Saeed Janani

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Quantitative marketing strategy scholar with publications in *Journal of Marketing*, *JAMS*, and *Marketing Science*. My research leverages large-scale panel data, text analysis, and advanced econometric methods to examine how marketing strategies shape firm growth, consumer welfare, and institutional outcomes.

ACADEMIC POSITIONS

University of Denver Assistant Professor of Marketing	2023-Present
University of Houston Victoria Assistant Professor of Marketing	2020 - 2023

EDUCATION

Ph.D.	Marketing W. P. Carey School of Business, Arizona State University	2020
M.S.	Marketing Research Southern Illinois University	2014
MBA	Marketing Sharif University of Technology	2012
B.S.	Electrical Engineering University of Tehran	2008

HONORS AND AWARDS

Best Paper in Track, Winter AMA	2024
Faculty Research Fund Grant, University of Denver	2023

Finalist, JAMS Sheth Foundation Best Paper Award	2022
Student Government Association Faculty Member of the Year Award, UHV	2022
Best Paper in Track, Winter AMA	2020
Alfred Schmidt Memorial Scholarship	2016-2019
AMA Sheth Doctoral Consortium Fellow, NYU	2019
AMA Doctoral Fellowship	2019
Southwest Doctoral Consortium Award	2019
Marketing Strategy Consortium Fellow, Indiana University	2019
University of Houston Doctoral Symposium Attendee	2018, 2019
Graduate Research Support Grant, Arizona State University	2018
Rajiv K. Sinha Doctoral Scholarship	2018
Marketing Strategy Consortium Fellow, University of Missouri	2018
Marketing Science Doctoral Consortium Fellow, Temple University	2018
Graduate Research Support Grant, Arizona State University	2017
Coney Teaching Excellence Award	2017
ASU Graduate and Professional Student Association Leadership Scholarship	2016-2017

RESEARCH

Research Interest:

- Marketing / Technology Interface
- Innovation and Product Design
- CSR and Societal Welfare Implications of Marketing

Publications:

1. Atefi, Yashar, Sebastian Hohenberg, **Saeed Janani**, and Wei Zhou (2025), "The Growth Department: The Emerging Role and Impact of Chief Growth Officers and their Cross-Functional Teams," *Journal of Marketing*, forthcoming.
2. Wiles, Michael A., **Saeed Janani**, Darima Fotheringham, and Chadwick J. Miller (2024), "A Longitudinal Examination of the Relationship Between National-Level Per Capita Advertising Expenditure and National-Level Life Satisfaction Across 76 Countries," *Marketing Science*, 43(3), 542-563.
3. **Janani, Saeed**, Ranjit Christopher, Atanas Nik Nikolov, and Michael Wiles (2022), "Marketing Background of CEOs and Corporate Social Performance (CSP)," *Journal of the Academy of Marketing Science*, 50(3), 460-481.
4. **Janani, Saeed**, Michael A. Wiles, and Saurabh Mishra (2022), "Marketing Competence and Institutional Trust in Business," *Journal of International Marketing*, 30(3), 5-17.
5. Aghaie, Sina, Amir Javadinia, Hooman Mirahmad, and **Saeed Janani** (2022), "Incumbent's Response Strategy and a New Entrant's Market Exit: The Moderating Role of Relational Market-Based Assets," *Journal of Business Research*, 146, 251-263.

SELECT RESEARCH IN PROGRESS

- Aghaie, Sina, **Saeed Janani**, Darima Fotheringham, and Mark Houston, "Examining the Impact of Common Ownership on Consumer Welfare: Empirical Evidence from the US Airline Industry," *Journal of the Academy of Marketing Science*, revising for 2nd round submission.

Rival firms with shared institutional investors (i.e., common owners) may compete less aggressively, potentially harming consumer welfare. Yet, research on common ownership has primarily focused on firm performance, often overlooking welfare outcomes or revealing contradictory results. This paper adopts a strategic network perspective to examine how common ownership affects firms' pricing and service quality, which directly impact consumer welfare, and how firm's customer and competitor relationships, key determinants of competitive strategy, moderate these effects. To test the hypotheses, the authors analyze a rich, multi-market dataset of U.S. airline firms from 1997 to 2016. Findings reveal that competing firms with higher common ownership tend to set higher prices and have lower service quality. However, this effect is attenuated for firms with high customer-asset value and amplified among rivals competing across multiple markets. The findings demonstrate common ownership's influence on firms' marketing mix strategies and offer actionable insights for managers, policymakers, and investors.

- **Janani, Saeed**, Michael Wiles, and Gaia Rubera, "Designed for Growth: The Interplay between Design Capability and Technological Market Conditions," conditionally accepted.

Firms have long turned to product design to differentiate themselves in the marketplace. While some firms consistently deliver outstanding product designs, others in the same industry struggle, suggesting that product design may constitute a distinctive firm capability. Yet, scholarly research on product design capability and its performance implications remains scarce. To address this gap, this study conceptualizes product design capability as a firm's ability to leverage design-related resources to achieve novel product looks, and we then develop and validate a new measurement approach using an input–output framework, with design patents as the observable design output. We support this through semantic analysis of design podcasts and product designer interviews. Then, utilizing a comprehensive secondary dataset covering 651 firms over 20 years, we find that product design capability significantly boosts firm sales growth. We also explore its interactive effects with marketing, R&D, and operations capabilities. Results reveal that marketing and operations capabilities amplify the positive association of product design capability with sales growth, while R&D capability attenuates it. Together, these findings advance understanding of product design as a firm-level capability and offer actionable insights into how firms can unlock its full value.

- Nickerson, Dionne Antoinette, Atanas Nik Nikolov, and **Saeed Janani**, “Corporate Social Responsibility and Financial Performance: Does the Chief Marketing Officer Matter?” Working paper, revising for a new submission following a Reject and Resubmit, *Journal of Marketing*.
- **Janani, Saeed**, Michael Wiles, Gaia Rubera, and Saurabh Mishra, “Profiting from Technological Market Dynamics: The Impact and Interplay of Marketing and R&D Capabilities,” Working paper, preparing for submission, *Journal of the Academy of Marketing Science*.
- **Janani, Saeed**, Shahram Amini, Amrita Dey, and Ali Besharat, “Alpha CEOs and Marketing Investment Inefficiency.”
- **Janani, Saeed**, Michael Wiles, Saurabh Mishra, and Sachin Modi, “Does CEO Background Affect How Firms Cope with Industry Regulations?”
- **Janani, Saeed**, Sina Aghaie, and Hooman Mirahmad (equal authorship), “Spillover Effect in Quality Perception of Customers: An Online Review Study.”
- **Janani, Saeed**, Michael Wiles, Gaia Rubera, and Saurabh Mishra, “Strategic Technological Orientation and Firm Performance: Moderating Role of Firm Capabilities.”
- **Janani, Saeed**, and Kang Hsu, “The Effect of Design Patent Litigation on Firm Value.”
- **Janani, Saeed**, “Green Innovation, Corporate Social Responsibility, and Financial Performance.”
- **Janani, Saeed**, and Kang Hsu (equal authorship), “CEO Background and Firms Sustainable Operations.”

PRESENTATIONS (*Presenter)

- Atefi, Yashar*, Sebastian Hohenberg, Saeed Janani, and Wei Zhou. "The Growth Department: The Emerging Role and Impact of Chief Growth Officers and their Cross-Functional Teams." Winter AMA conference, February 2025.
- Aghaie, Sina, Saeed Janani, Darima Fotheringham*, and Mark Houston, "Common Ownership and Consumer Welfare: Empirical Evidence from the US Airline Industry," Marketing and Public Policy Conference, June 2024.
- Aghaie, Sina, Saeed Janani*, Darima Fotheringham, and Mark Houston, "Common Ownership and Consumer Welfare: Empirical Evidence from the US Airline Industry," University of Denver, September 2024.
- Aghaie, Sina, Saeed Janani*, Darima Fotheringham, and Mark Houston, "Common Ownership and Marketing Mix Strategies: Empirical Evidence from the US Airline Industry," Winter AMA conference, February 2024.
- Janani, Saeed*, Ranjit Christopher, Atanas Nik Nikolov, and Michael Wiles, "Marketing Background of CEOs and Corporate Social Performance (CSP)," Winter AMA conference, February 2020.
- Janani, Saeed*, Michael Wiles, and Gaia Rubera, "Designed for Growth: The Interplay between Design Capability and Technological Market Conditions," The 37th Annual University of Houston Marketing Doctoral Symposium, April 2019 (invited).
- Janani, Saeed, Ranjit Christopher, Atanas Nik Nikolov, and Michael Wiles*, "Functional Background of CEOs and Corporate Social Performance," UA/ASU Research Symposium, April 2019 (invited).
- Janani, Saeed*, Michael Wiles, and Gaia Rubera, "The Interplay between Firm Capabilities and Technological Environment: How Technological Turbulence, Uncertainty, and Acceleration Moderate the Worth of Marketing, R&D, and Design Capabilities," Winter AMA conference, February 2019.
- Janani, Saeed*, Michael Wiles, and Gaia Rubera, "Technological Dynamism and Janus-like Effects of Firm Capabilities," Marketing Science conference, June 2018.

TEACHING

Teaching Interest:

- Marketing Analytics
- Marketing Research
- New Product Development
- Marketing Strategy
- Digital Marketing

Teaching Awards and Recognitions:

- Student Government Association Faculty Member of the Year Award, University of Houston Victoria, 2022
- Coney Teaching Excellence Award, Arizona State University, 2017

Courses Taught at the University of Denver:

Marketing Analytics (<u>Graduate</u>), Average Overall Evaluation 90%	Winter 2024- present
Introduction to Marketing, Average Overall Evaluation 97%	Fall 2023-present

Courses Taught at Other Institutions:

University of Houston Victoria

Principles of Marketing, Average Overall Evaluation 4.6/5	Fall 2020 – Spring 2023
Marketing Research, Average Overall Evaluation 4.6/5	Fall 2020 – Spring 2023

Arizona State University

Essentials of Services, Average Overall Evaluation 6.4/7	Summer 2016, 2018, 2019
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Teaching Assistant

Marketing Analytics	Spring 2016
New Product and Service Development	Spring 2016
Data Mining I	Fall 2017
Customer Relationship Management	Summer 2014
Marketing Research	Spring 2014

SERVICE

Service to the Field of Marketing:

Conference Session Chair:

AMA Winter Academic Conference – Marketing Strategy & Responses to Digital marketing strategy, February 2024.

Ad-hoc Reviewing:

Journal of the Academy of Marketing Science

Journal of Business Research

Humanities and Social Sciences Communications

Service to Universities:

University of Denver

Grade Appeal Committee Spring 2025

Student Mentoring, Undergraduate Research Center Spring 2024

University of Houston Victoria

College of Business Assessment Committee 2022 - 2023

College of Business Student Satisfaction Committee 2022 - 2023

Faculty Award Committee 2022 - 2023

Undergraduate Affairs Committee 2022 - 2023

Faculty Senator 2021-2022

Expert Commentary to Media (Marketing Strategies After the Pandemic; #BizBanter) 2020

Arizona State University

Marketing Director at Graduate and Professional Student Association 2016 - 2017

SELECT INDUSTRY EXPERIENCE

Marketing Research Expert, Mondelez International, USA 2013-2014

- Conducted price sensitivity and demand estimation studies for the Halls brand, informing promotional and pricing strategy.
- Supported brand teams with consumer segmentation, ad testing, and market tracking insights.

Director of Marketing, Somayeh Co., Iran 2011-2013

- Led portfolio strategy, new product launches, and integrated marketing campaigns.
- Repositioned core products, contributing to double-digit growth in regional market share.

Product Manager, Kalleh Co., Iran 2009-2011

- Managed a meat-based product line, working closely with R&D and operations to align product design with customer needs.
- Introduced a fighter brand incorporating cost-saving product innovations while maintaining brand equity.

Marketing Expert, Taha Co., Iran 2008-2009

- Conducted competitive analysis and contributed to pricing and promotion strategies across multiple product lines.
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