

Yashar Atefi

Curriculum Vitae, July 2025

University of Denver
Daniels College of Business
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ACADEMIC POSITIONS

- 2019 – present University of Denver, Daniels College of Business
- *Evelyn & Jay G. Piccinati Endowed Chair (2023 – present)*
 - *Associate Professor of Marketing (2023 – present)*
 - *Assistant Professor of Marketing (2019 – 2023; tenured: 6/23)*
 - *Director, Sales Leadership Center (2019 – 2021; 2023 – 2024)*
- 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

- 2025 Ranked 2nd in Colorado on research productivity based on FT50s, MKT Big 15
2024 Best Paper Award, AMA Winter Academic Conference, Sales & OFR Track
2024 Winner, AMA Organizational Frontlines Young Scholar Research 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 UH Department of Marketing Commendation Letter for Excellence in Teaching
2011 – 2013 Presidential Graduate Fellowship, University of Houston

PUBLICATIONS

- *Topics: Growth, sales, and marketing strategy*
- *bold: Financial Times 50 (FT-50) journals.*

A) ACADEMIC JOURNALS:

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. Ahearne, Molly, Mohsen Pourmasoudi, Yashar Atefi, and Son K. Lam (2025), “Sales performance rankings: Examining the impact of the type of information displayed on sales force outcomes,” ***Journal of Marketing***, 89 (1), 94–116.
3. Homburg, Christian, Theresa R. Schyma, Sebastian Hohenberg, Yashar Atefi, and Robin-Christopher M. Ruhnau (2024), “‘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***, 52 (2), 306–28.
4. Ahearne, Michael, Yashar Atefi, Son K. Lam, and Mohsen Pourmasoudi (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).
5. Atefi, Yashar, Michael Ahearne, Sebastian Hohenberg, Zachary Hall, and Florian Zettelmeyer (2020), “Open negotiation: The back-end benefits of salespeople’s transparency in the front end,” ***Journal of Marketing Research***, 57 (6), 1076–94.
 - *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*
6. Atefi, Yashar and Mohsen Pourmasoudi (2019), “Measuring peer effects in sales research: a review of challenges and remedies,” ***Journal of Personal Selling & Sales Management***, 39 (3), 264–74.
7. Atefi, Yashar, Michael Ahearne, James G. Maxham, D. Todd Donovan, and Brad D. Carlson (2018), “Does Selective Sales Force Training Work?,” ***Journal of Marketing Research***, 55 (5), 722–37.
 - *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*
8. Hayati, Babak, Yashar Atefi, and Michael Ahearne (2018), “Sales force leadership during strategy implementation: a social network perspective,” ***Journal of the Academy of Marketing Science***, 46 (4), 612–31 (equal contribution).
9. Patrick, Vanessa M., Yashar Atefi, and Henrik Hagtvedt (2017), “The allure of the hidden: How product unveiling confers value,” ***International Journal of Research in Marketing***, 34 (2), 430–41.

B) OTHER PUBLICATIONS:

10. Schweyer, Allan, Adam Presslee, and Yashar Atefi (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).
11. Ahearne, Michael, Yashar Atefi, Zach Hall, Sebastian Hohenberg, and Florian Zettelmeyer (2019), “Information disclosure in negotiating with informed customers,” *Marketing Science Institute Working Paper Series*, report no. 19-129.
12. Najmi, Manoochehr, Yashar Atefi, and Seyed Alireza Mirbagheri (2012), “Attitude toward brand: An integrative look at mediators and moderators,” *Academy of Marketing Studies Journal*, 16 (1), 111-133.

TALKS / CONFERENCE PAPERS / PANELS

- i. “Performance-Based Resource Allocation in Sales,” INFORMS Marketing Science Conference, Washington D.C., June 2025.
- ii. “The Chief Growth Officer: The Emerging Role of Growth Departments in Firms and their Relationship with Marketing and Sales,” AMA Winter Academic Conference, Phoenix, February 2025.
- iii. “Sales Research Methods: An Overview of Opportunities and Challenges,” AMA Winter Academic Conference, Phoenix, February 2025.
- iv. “Performance-Based Resource Allocation in Sales,” The 8th Biennial Enhancing Sales Force Productivity Conference, Tampere, Finland, May 2024.
- v. “Sales Performance Rankings: Examining the Impact of Information Display on Performance Improvement,” EMAC Annual Conference, Bucharest, Romania, May 2024.
- vi. “Almost There, but not Quite: How Marginally Missing Sales Quotas Increases Turnover,” AMA Winter Academic Conference, St. Pete Beach, February 2024.
 - a. *Best Paper Award, Sales Management & OFR Track*
- vii. “Closing the Gender Pay Gap and Opportunity Gap in Sales,” World at Work Sales Compensation Conference, Chicago, August 2023.
- viii. “Motivating Salespeople,” SAP, regional sales meeting, June 2023.

- ix. “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.
- x. “Closing the Gender Pay Gap in Sales,” Marketing Science: Diversity, Equity, & Inclusion Conference, SMU Cox, Dallas, March 2023.
- xi. “Gender Pay Gap in Sales,” in Special Session: *Sales compensation: Frontiers and avenues for future research*, AMA Winter Academic Conference, Nashville, February 2023.
- xii. “Sales Performance Comparison Dashboard: Helpful or Harmful?” World at Work Sales Compensation Conference, Chicago, August 2022.
- xiii. “Artificial Intelligence in Sales,” AMA Summer Academic Conference, Chicago, August 2022.
 - a. *Best Paper Award, Sales and Sales Management Track*
- xiv. “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.
- xv. “Artificial Intelligence in Sales,” 7th Annual Organizational Frontlines Research Symposium, AMA Winter Academic Conference, Las Vegas, February 2022.
- xvi. “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.
- xvii. “Sales Force Performance Rankings, Information Displayed, and Performance Improvement,” INFORMS Marketing Science Conference, June 2021.
- xviii. “Different Shades of Artificial Intelligence in Sales and Their Effectiveness,” INFORMS Marketing Science Conference, June 2021.
- xix. “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.
- xx. “Academic Thought Leadership on the Sales Profession,” World at Work 2020: Spotlight on

Sales Comp Virtual Conference and Exhibition, August 2020.

a. Keynote speaker

- xxi. “Feedback-Giving to Frontline Employees in the Digital World,” JAMS Thought Leaders’ Conference, Kings College, UK, June 2020 (postponed due to pandemic).
- xxii. “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.
- xxiii. “The Aftermarket Benefits of Frontline Employees’ Transparency,” 5th Annual Organizational Frontlines Research Symposium, AMA Winter Academic Conference, Austin, February 2019.
- xxiv. “Selling in the Digital Age,” Inaugural LSU Sales Symposium, Baton Rouge, November 2018.
- xxv. “Selective Sales Force Training: A Field Experiment,” The 6th Biennial Enhancing Sales Force Productivity Conference, Columbia, MO, March 2018.
- xxvi. “Does Selective Sales Force Training Work? A Field Experiment,” Academy of Marketing Science Annual Conference, Mary Kay Dissertation Awards Session, Coronado, May 2017.
- xxvii. “Training Spillover among Competing Salespeople,” The 5th Biennial Enhancing Sales Force Productivity Conference, Atlanta, June 2015.
- xxviii. “Training Spillover among Competing Salespeople,” AMA Winter Academic Conference, San Antonio, February 2015.

a. Best Paper Award, CRM and Sales Track

b. Sheth Foundation Grant

- xxix. “Cross-Selling Behavior of the Sales Force: The Effect of Salesperson-Owned Loyalty,” INFORMS Marketing Science Conference, Boston, June 2012.
- xxx. “Housing Affordability: A Study of Real Estate Market in Iran,” International System Dynamics Conference, Seoul, South Korea, July, 2010.

TEACHING

Courses taught:

- *University of Denver:*
 - o Seminar in Marketing (Executive Ph.D.)

- 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)

Teaching awards and recognitions:

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

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)
 Journal of Business Research (2023 – present)

Conference Track Chair:

AMA Summer Academic Conference – Sales and Sales Management Track, August 2022.

Conference Session Chair:

AMA Winter Academic Conference – Marketing Strategy & Global Marketing, February 2025.

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 Retailing
 Journal of Business Research
 European Journal of Marketing
 Journal of Personal Selling and Sales Management
 American Marketing Association Conferences (Winter and Summer AMA)
 Academy of Marketing Science Annual Conference (AMS)

Service to Universities:

University of Denver

Leadership roles:

Head, Department Promotion and Tenure Committee (2023 – present)

Co-Director, Sales Leadership Center (2023 – 2024)
Founding Director, Sales Leadership Center (2019 – 2021)
Organizer, Marketing Distinguished Alumni Award (2021 – 2024)
Co-organizer, marketing research speaker series (2021 – present)
Co-organizer, marketing research roundtables (2021 – present)

Committee work:

Intro to Marketing course revision committee (2024 – 2025)
Hiring committee member for tenure-track marketing faculty recruitment (2022)

PhD dissertations:

2025 Chris Palmisano (Executive PhD); dissertation chair
2025 Nat Ahrens (Morgridge College of Education); dissertation committee member

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)