

Atefeh Yazdanparast Ardestani, Ph.D.

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CURRICULUM VITAE

EDUCATION

2012 Ph.D., University of North Texas, Denton, Texas
Major: Marketing
Minor: Business Anthropology

2008 M.S., Allameh Tabataba'i University, Tehran, Iran
Major: Marketing

2004 B.S., Shahid Beheshti University, Tehran, Iran
Major: Food Science and Engineering
Minor: Quality Control

ACADEMIC POSITIONS

College of Business, East Texas A&M University

- Fernandez Professor of Marketing and Department Head, (2026 – Present)

School of Business, Clark University:

- Associate Professor of Marketing, (2020 – 2025)

Quinlan School of Business, Loyola University Chicago:

- Visiting Scholar, (Spring 2023)

Schroeder School of Business, University of Evansville:

- Associate Professor of Marketing, (2018 – 2020)
- Mead Johnson Nutrition Endowed Chair in Business, (2015 – 2020)
- Assistant Professor of Marketing, (2012 – 2018)

College of Business, University of North Texas:

- Teaching Fellow, (2009 – 2012)

AWARDS & HONORS

- 2025 Clark University School of Business Research Award
- 2024 Clark University School of Business Top Publications Research Award
- 2024 American Marketing Association Higher Education Marketing SIG Service Award
- 2024 Beta Gamma Sigma Professor of the Year, Clark University
- 2024 Leadership Recognition for Chairing ACME Conference, Federation of Business Disciplines
- 2023 Beta Gamma Sigma Professor of the Year, Clark University
- 2023 Outstanding Leadership Award, ACME
- 2023 Faculty Development Fund, Clark University
- Spring 2023 Sabbatical, Clark University
- 2022 Reviewer of the Year Award, Journal of Consumer Behaviour
- 2022 Best Paper Runner Up, HigherEd SIG, American Marketing Association Winter Educators' Conference
- 2020 Startup Research Grant, Clark University
- 2020 Friends of Goddard Library Grant, Clark University

- 2019 Outstanding Teacher of the Year, University of Evansville
- 2019 Marketing Management Association Master Scholar Award
- 2018 Excellence in Teaching Award, The National Society of Leadership and Success
- 2018 Schroeder School of Business Dean's Teaching Award, University of Evansville
- 2017 Class of 1961 Faculty Fellowship Award, University of Evansville
- 2016 Schroeder School of Business Dean's Research Award, University of Evansville
- 2015 Mead Johnson Nutrition Endowed Chair in Business, University of Evansville
- 2015-2016 Global Scholar Award, Institute for Innovation and Change, University of Evansville
- 2015 Global Assistance Program (GAP) Faculty Fellow Award, University of Evansville
- 2014 Global Assistance Program (GAP) Faculty Fellow Award, University of Evansville
- 2014 Schroeder School of Business Dean's Research Award, University of Evansville
- 2013 University of Evansville Research Grant
- 2012 University of Evansville Research Grant
- 2012 Marketing Science Conference Grant
- 2012 University of North Texas Toulouse Graduate School Grant
- 2012 University of North Texas Scholarship Committee (USC) scholarship
- 2011 University of North Texas Scholarship Committee (USC) scholarship
- 2011 Academy of Marketing Science Conference Grant
- 2012 University of North Texas scholarship
- 2012 Raupe Travel Grant, University of North Texas
- 2011 Fellow, Sheth Foundation Doctoral Consortium, Oklahoma State University
- 2011 Outstanding Doctoral Student, Department of Marketing and Logistics, University of North Texas
- 2011 Academic Achievement Scholarship, University of North Texas
- 2011 University Scholarship Committee (USC), University of North Texas
- 2010 University Scholarship Committee (USC), University of North Texas
- 2010 Academic Achievement Scholarship, University of North Texas
- 2009 Academic Achievement Scholarship, University of North Texas

RESEARCH & PUBLICATION

Interests

Social psychology of consumer decision making, technology and decision making, and sensory marketing using quantitative and/or qualitative approaches

Published/Forthcoming Journal Articles

- Safizadeh, Mona, **Atefeh Yazdanparast**, and Reto Felix, "Taking Pride in Vegan Consumption: A Construal Level Theory Account of Ad Message Appeal and Future Self Connectedness," *Psychology & Marketing*, (Forthcoming).
- Bahmani, Navid, **Atefeh Yazdanparast**, and Amit Bhatnagar, The Time-Varying Effects of Online Brand Communities and Their Content Sharing on Digital Goods Sampling," *Journal of Consumer Behaviour*, (Forthcoming).
- Ketron, Seth, Lauren Labrecque, Stefanie Sohn, **Atefeh Yazdanparast** [equal authorship, names listed alphabetically], "Color saturation and Anticipated Sensory Intensity: An Account of Psychological Proximity," *Psychology & Marketing*, 42(12), 3063-3080.
- **Yazdanparast, Atefeh** and Prachi Gala, (2025), "Guest Editorial: Future Trends in Consumer Behavior," *Journal of Consumer Behaviour*, (in print), <https://doi.org/10.1002/cb.70024>.
- Ketron, Seth; Alena Kostyk, and **Yazdanparast, Atefeh** [equal authorship; authors listed alphabetically], (2025), "Guest Editorial: Beyond Tech Gimmicks: Omni-Digital Touchpoints for Products and Brands," *Journal of Product & Brand Management*, 34(1), 1-5.
- Ketron, Seth, Kelly Naletelich, and **Atefeh Yazdanparast** [equal authorship; authors listed alphabetically], (2024), "Applying the Theory of Consumption Value to Representational and

Abstract Images in Marketing: Propositions and Research Directions," *European Journal of Marketing*, 58(8), 1829-1857.

- Eastman, Jacqueline, **Atefeh Yazdanparast**, and Seth Ketron, (2024), "Identifying NFT Consumer Segments: A Consumption Value Theory and Luxury Perspective," *Marketing Intelligence & Planning*, 42(8), 1581-1600.
- Jiayuan, Li, Kirsten Cowan, **Atefeh Yazdanparast**, and Jake Ansell, (2024), "Vibrotactile Feedback in M-Commerce: Stimulating Perceived Control and Perceived Ownership to Increase Anticipated Satisfaction," *Psychology & Marketing*, 41(8), 1748-1768.
- Bahmani, Navid and **Atefeh Yazdanparast**, (2024), "Helping Consumers Weather the Storm: The Impact of Consumer-Targeted Resiliency Programs on Firm Value," *International Journal of Bank Marketing*, 42(5), 981-1006 .
- Allanjawi, Khulood M., **Atefeh Yazdanparast**, and Yasser Alhenawi, (2024), "Consumer Financial Planning in the Post Covid-19 Era: The Role of Emotional and Economic Vulnerability," *Journal of Consumer Behaviour*, 23(2), 976-986.
- **Yazdanparast, Atefeh** and Seth Ketron, (2023), "The Effect of Color Lightness on Anticipated Comfort: The Role of the Lightness-Softness Cross-Modal Correspondence," *Journal of Business Research*, 156, 114085.
- **Yazdanparast, Atefeh** and Monika Kukar-Kinney, (2023), "The Effect of Product Touch Information and Sale Proneness on Consumers' Responses to Price Discounts," *Psychology & Marketing*, 40(1), 146-168.
- Torkzadeh, Samaneh, Mohammadali Zolfagharian, **Atefeh Yazdanparast**, and Dwayne D. Gremler (2022), "From Customer Readiness to Customer Retention: The Mediating Role of Customer Psychological and Behavioral Engagement," *European Journal of Marketing*, 56(7), 1799-1829.
- **Yazdanparast, Atefeh** and Yasser Alhenawi, (2022), "Impact of COVID-19 Pandemic on Household Financial Decisions: A Consumer Vulnerability Perspective," *Journal of Consumer Behaviour*, 21(4), 806-827.
- Alhenawi, Yasser. and **Atefeh Yazdanparast** (2022), "Household" Intentions under Financial Vulnerability Conditions: Is it Likely for the COVID-19 Pandemic to Leave A Permanent Scar?" *International Journal of Bank Marketing*, 40(3), 425-57.
- **Atefeh Yazdanparast** and Omer Bayar (2021), "Olympic Sponsorship and Brand Value: An Empirical Analysis," *Journal of Advertising*, 50(2), 139-159.
- **Atefeh Yazdanparast** and Gina Tran (2020), "Smartphone Experience, Satisfaction, and Referral: An Ecosystem Perspective," *Journal of Marketing Communications*, 27(8), 816-839.
- **Yazdanparast, Atefeh**, Ila Manuj, Michael Plasch, Markus Gerschberger, and Daniela Freudenthaler (2020), "Comparing Service, Product, and Process Innovations: Insights from the Internal Supply Chain Network of a European Steel Manufacturing Firm," *International Journal of Innovation Management*, 4(2), 205001-205038.
- Sakib, Nazmus, Mohammadali Zolfagharian, and **Atefeh Yazdanparast** (2020), "Does Parasocial Interaction with Weight Loss Vloggers Affect Compliance? The Role of Vlogger Characteristics, Consumer Readiness, and Health Consciousness," *Journal of Retailing and Consumer Services*, 52(January), 1-11.
- Cowan, Kirsten and **Atefeh Yazdanparast** (2019), "Consequences of Moral Transgressions: How Regulatory Foci and Value Centrality Affect Morality Judgments in a Political Brand Context," *Journal of Business Ethics*, September, 1-18.
- Tran, Gina, **Atefeh Yazdanparast**, and David Strutton (2019), "Investigating the Marketing Impact of Consumers' Connectedness to Celebrity Endorsers," *Psychology & Marketing*, 36(10), 923-935.
- Kirsten, Cowan and **Atefeh Yazdanparast** (2019), "Moral Foundations and Judgment: Conceptualizing Boundaries," *Journal of Consumer Marketing*, 36(3), 356-365.
- Zolfagharian, Mohammadali and **Atefeh Yazdanparast** (2019), "Immediacy Pandemic: Consumer Problem-Solving Styles and Adaptation Strategies," *European Journal of Marketing*, 53(6), 1051-1572.

- **Yazdanparast, Atefeh** and Nancy Spears (2018), “The New Me or the Me I’m Proud of? Impact of Objective Self-Awareness and Standards on Acceptance of Cosmetic Procedures,” *European Journal of Marketing*. 52(1/2), 279-301.
- **Yazdanparast, Atefeh**, Iman Naderi, Nancy Spears, and Robert Fabrize (2018), “Advertising and Pseudo Culture: An Analysis of the Changing Portrayal of Women in Print Advertisements,” *Journal of MacroMarketing*. 38(2), 185-205.
- Morgan, Sethlyn, **Atefeh Yazdanparast**, and Greg Rawski, (2018) “Creating a Distinctive Business Career Outcome Program,” *Journal of Vocational Education & Training*. 70(2), 251-277.
- Zolfagharian, Mohammadali and **Atefeh Yazdanparast** (2017), “The Dark Side of Consumer Life in the Age of Virtual and Mobile Technology,” *Journal of Marketing Management*. 33(15-16), 1304-1335.
- **Yazdanparast, Atefeh** and Yasser Alhenawi (2017), “Personality and Borrowing Behavior: An Examination of the Role of Need for Material Resources and Need for Arousal Traits on Household’s Borrowing Decisions,” *Financial Services Review*. 26(1), 55-85.
- Iyer, Pramod, **Atefeh Yazdanparast**, and David Strutton [Equal Authorship] (2017), “Examining the effectiveness of WOM/e-WOM Communications Across Age-Based Cohorts: Implications for Political Marketers,” *Journal of Consumer Marketing*. 34(7), 646-63.
- **Yazdanparast, Atefeh**, Mathew Joseph, and Fernanda Muniz (2016), “Consumer Based Brand Equity in the 21st Century: An Examination of the Role of Social Media Marketing,” *Journal of Young Consumers*. 17(3), 243-255.
- **Yazdanparast, Atefeh**, Mathew Joseph, and Anita Qureshi (2015), “An Investigation of Facebook Boredom Phenomenon among College Students,” *Journal of Young Consumers* 16(4), 468-480.
- Spears, Nancy, Clinton Amos, and **Atefeh Yazdanparast** (2015), “Seeking Consistency between Planning Orientation and Situational Purchase Mindset,” *Journal of Consumer Behaviour*, 15(1), 28-37.
- Borboa, Danielle, Mathew Joseph, Deborah Spake, and **Atefeh Yazdanparast** (2014), “Perceptions and Use of Learning Management System Tools and other Technologies in Higher Education: A Preliminary Analysis,” *The Journal of Learning in Higher Education*, 10(2), 17-23.
- Spears, Nancy and **Atefeh Yazdanparast** (2014), “Revealing Obstacles to the Consumer Imagination,” *Journal of Consumer Psychology*, 24(3), 363-372.
- Manuj, Ila, Ayman Omar, and **Atefeh Yazdanparast** (2013), “The Quest for Competitive Advantage in Supply Chains: The Role of Inter-Organizational Learning,” *Transportation Journal*, 52(4), 463-492.
- **Yazdanparast, Atefeh** and Nancy Spears (2013), “Can Consumers Forgo the Need to Touch Products? An Investigation of Non-Haptic Situational Factors in an Online Context,” *Psychology & Marketing*, 30(January), 46–61.
- **Yazdanparast, Atefeh** and Nancy Spears (2012), “Need for Touch and Information Processing Strategies: An Empirical Examination,” *Journal of Consumer Behaviour*, 11(September/October), 415–421.
- Manuj, Ila, **Atefeh Yazdanparast**, Theodor M. Farris II., and Jerry W. Wilson (2011), “Fourth Annual Logistics Faculty Salary Survey,” *Transportation Journal*, 50(4), 416-30.
- **Yazdanparast, Atefeh**, Ila Manuj, and Stephen M. Swartz (2010), “Co-Creating Value in Logistics and Supply Chain: A Service Dominant Logic Perspective,” *International Journal of Logistics Management*, 21(3), 375-403.
- Manuj, Ila, **Atefeh Yazdanparast**, Theodor M. Farris II, and Jerry W. Wilson (2010), “Third Annual Logistics Faculty Salary Survey,” *Transportation Journal*, 49(4), 52-60.

Working Papers

- “Serendipity in content recommendation systems” (With Seth Ketron and V. Kumar)
Status: Some studies conducted and analyzed; targeted for *Journal of Marketing Research*.
- “Effect of sensory product reviews on consumer responses” (With Shabnam Azimi)

Status: Field study design; targeted for *Journal of Retailing and Consumer Services*.

- “On Musical Meter and Numerical Preferences: How the Auditory Subitizing of Musical Time Signature Impacts Number Predilection” (With Hongjun Ye and Raj Suri)
Status: Studies are conducted and analyzed; targeted for *Journal of Marketing Research*.
- “The Karmic Effect: Examining the Role of Color” (With Seth Ketron)
Status: Conceptualization and study design; targeted for *Journal of Business Research*.
- “Digital Entrapment Theory and Internet Addiction: Literature Review and Phenomenological Insights” (with Mohammadali Zolfagharian and Reto Felix)
Status: Data are collected and partially analyzed; targeted for *Psychology & Marketing*.
- “Nudging Online Purchase Behavior Through the Use of Haptic References: A Processing Fluency Perspective” (With Hean Tat Keh, and Saman Khajehzadeh)
Status: Updating the conceptual framework and theory; Targeted for *Journal of Business Research*.
- “Eating with the Eyes: Examining how Haptic Imagery Influences Gustatory Expectations,” (With Kirsten Cowan)
Status: Data collection completed; Targeted for *Journal of Consumer Psychology*.

Work under Review

- Azimi, Shabnam, and **Atefeh Yazdanparast**, Healer or Human? How Online Physician Reviews Guide Patient Choice, “Psychology & Marketing,” Submitted in Dec. 2025.
- Bahmani, Navid, **Atefeh Yazdanparast**, Amit Bhatnagar, and Dinesh Gauri, “Firm value Implications of the Adoption of Extended Reality Technologies,” *European Journal of Marketing*, Minor Revision submitted in Jul. 2025.
- Bayar, Omer and **Atefeh Yazdanparast**, “The Branding Effect of Olympic Sponsorships: A Social Impact Theory Perspective,” *Marketing Intelligence & Planning*, Minor revision received in Nov. 2025.
- **Yazdanparast, Atefeh** and Pramod Iyer, “Can Political Advertisers Win by Breaking Good? An Augmenting/Discounting Principle Perspective,” *Marketing Intelligence & Planning*, Second R & R received in Nov. 2025.
- Bahmani, Navid, Pouneh Sadeghi Shabestari, **Atefeh Yazdanparast**, and Amit Bhatnagar, “Responding to a Trade War and its Effect on Firm Value,” *International Journal of Marketing*, R&R submitted in Oct. 2025.

Published/Forthcoming Conference Proceedings/Presentations

- **Yazdanparast, Atefeh** and Yasser Alhenawi, (2025), “Financial Infidelity and Household Dynamics: a Cross-Cultural Investigation,” *Association of Collegiate Marketing Educators Annual Conference*, Tulsa, OK, Mar.19-22.
- Ketron, Seth, Kelly Naletelich, and **Atefeh Yazdanparast**, (2024), “Proposing A Theory of Consumption Values Framework for Representational and Abstract Images in Marketing,” American Marketing Association Winter Educators’ Conference, Boston, MA, Aug. 16-18.
- Eastman, Jacqueline, **Atefeh Yazdanparast**, and Seth Ketron, (2024), “An Exploratory Examination of NFT Segments: Futurists, Authenticators, and Pessimists,” *American Marketing Association Winter Educators’ Conference*, St. Pete, FL, February 23-25.
- **Yazdanparast, Atefeh** and Pramod Iyer, (2024), “Enhancing Political Marketing Efficacy Through Positive Message Framing,” *Association of Collegiate Marketing Educators Annual Conference*, Galveston, TX, Apr. 10-13.
- **Yazdanparast, Atefeh**, Mona Safizadeh Shabestar, and Pramod Iyer, (2024), “Quality Perceptions Of Sustainable Luxury Products: Examining The Role Of Haptic Information,” *Association of Collegiate Marketing Educators Annual Conference*, Galveston, TX, Apr. 10-13.
- Azimi, Shabnam and **Atefeh Yazdanparast**, (2024), The Role of Haptic Online Reviews on Consumer Decision Making: An Abstract,” *Academy of Marketing Science Annual Conference*, Coral Gables, FL, May 22-24.

- **Atefeh Yazdanparast**, Seth Ketron, and V. Kumar, (2023), “Inducing Serendipity in Content-Based Recommendation Systems: A Conceptual Overview,” *American Marketing Association Summer Educators’ Conference*, San Francisco, CA, Aug. 4-6.
- Tran, Gina and **Atefeh Yazdanparast**, (2023), “Investigating Consumers’ Privacy Concerns, Attitudes Towards In-Game Advertisements, and Behavioral Outcomes,” *Global Marketing Conference*, Seoul, Republic of Korea, Jul. 20-23.
- Safizadeh, Mona and **Atefeh Yazdanparast**, (2023), “Consumers’ Responses to Personalized Social Network Ads: A Privacy Calculus Perspective,” *Association of Collegiate Marketing Educators Annual Conference*, Houston, TX, Mar. 8-11.
- Safizadeh, Mona, **Atefeh Yazdanparast**, and Pramod Iyer, (2023), “I Smell Luxury: Enhancing the Desirability of Sustainable Products,” *Association of Collegiate Marketing Educators Annual Conference*, Houston, TX, Mar. 8-11.
- **Atefeh Yazdanparast** and Gina Tran, (2023), “Virtual Reputation Management Tactics and Social Media Behavior,” *Association of Collegiate Marketing Educators Annual Conference*, Houston, TX, Mar. 8-11.
- Safizadeh, Mona and **Atefeh Yazdanparast**, (2022), “Enhancing the Desirability of Sustainable Luxury Products: A Sensory Perspective,” *Society for Marketing Advances Annual Conference*, Charlotte, NC, Nov. 2-5.
- Tran, Gina, David Strutton, and **Atefeh Yazdanparast** (2022), “Historical Paths to Ethical Decision-Making,” *Academy of Business Research Conference*, Las Vegas, NV, Oct. 3- 5.
- Allanjawi, Khulood, **Atefeh Yazdanparast**, and Yasser Alhenawi, (2022), “How Psychological and Financial Vulnerability Affect Financial Planning in a Post Crisis: The Case of Covid-10 Pandemic,” *American Marketing Association Winter Educators’ Conference*, Las Vegas, NV, Feb. 18-20. (*Recipient of best paper runner up award for future trends in consumer behavior*).
- **Yazdanparast, Atefeh** and Seth Ketron, (2022), “The Influence of Color Lightness on Perceived Comfort and Durability,” *American Marketing Association Winter Educators’ Conference*, Las Vegas, NV, Feb 18-20.
- Cowan, Kirsten and **Atefeh Yazdanparast**, (2022), Poster: “Eating with the Eyes: Examining how Haptic Imagery Influences Gustatory Expectations,” *The Society for Consumer Psychology Conference*, Virtual Event, March 3-5, 2022.
- **Yazdanparast, Atefeh** and Monika Kukar-Kinney, (2021), “Making Purchase Decisions in the Absence of Touch: An Examination of the Role of Price Framing and Sale Proneness,” *American Marketing Association Summer Educators’ Conference*, Aug. 4-6.
- Tran, Gina, **Atefeh Yazdanparast**, and David Strutton (2021), “The Effect of Gamers’ Motivations on Their Attitudes and Behavioral Intentions Toward In-Game Advertisements,” *Global Conference on Services and Retail Management*, May. 10-13.
- Tran, Gina, **Atefeh Yazdanparast**, and David Strutton (2021), “How Can Social Media Influencers Be More Influential? An Examination of the Roles of Authenticity and Relatability,” *American Marketing Association Winter Educators’ Conference*, Feb. 17-19.
- Tran, Gina, **Atefeh Yazdanparast**, and David Strutton (2021), “How Do Gamers’ Motivations Influence Their Attitude, Purchase Intention, and Word-of-Mouth Responses Toward In-Game Advertisements?” *American Marketing Association Winter Educators’ Conference*, Feb. 17-19.
- **Yazdanparast, Atefeh**, Gina Tran, and David Strutton (2020), “Virtual Reputation Management in the Social Networking Era,” *American Marketing Association Summer Educators’ Conference*, Aug. 18-20.
- Tran, Gina, **Atefeh Yazdanparast**, and David Strutton (2020), “Do Birds of a Feather Flock Together? An Exploration of Why Consumers Follow Beauty Influencers on Social Media,” *Academy of Marketing Science Annual Conference*, Dec. 14-19.
- Kukar-Kinney, Monika, and **Atefeh Yazdanparast** (2020), “Haptic Information Impacts Online Purchase Behavior: The Role of Price Framing and Consumer Characteristics,” *Academy of Marketing Science Annual Conference*, Dec. 14-19.

- **Atefeh Yazdanparast** (2020), “Can Cybersecurity Disclosures Help Marketers Win Consumer Trust?” *Association of Collegiate Marketing Educators*, San Antonio, TX, Mar. 11-14.
- Tran, Gina, **Atefeh Yazdanparast**, and David Strutton (2019), “An Examination of the Impact of Consumers' Social Media Connectedness to Celebrity Endorsers on Purchase Intentions for Endorsed Products,” *American Marketing Association Summer Educators' Conference*, Chicago, IL, Aug. 9-11.
- Zolfagharian, Mohammadali, **Atefeh Yazdanparast**, and Reto Felix (2018), “A Phenomenological Approach to Uncovering Internet Addiction: Insights from Entanglement Theory,” *Association for Consumer Research Conference*, Dallas, TX, Oct. 11-14.
- Zolfagharian, Mohammadali and **Atefeh Yazdanparast** (2018), “Qualitative Insights into the Dark Side of Consumer-Technology Interactions,” *American Marketing Association Summer Educators' Conference*, Boston, MA, Aug. 8-11.
- Kirsten Cowan and **Atefeh Yazdanparast** (2018), “When Political Brands Violate Moral Foundations: The Role of Regulatory Focus,” *AMA Summer Educators' Conference*, Boston, MA, Aug. 8-12.
- **Yazdanparast, Atefeh**, Obaze, Yolanda, and Safizadeh, Mehran (2018), “The Marketing Value of Cybersecurity in the Digital Era: An Experimental Investigation,” Western Decision Sciences Institute (WDSI), Kauai, HI, Apr. 3-6.
- Yolanda Obaze, **Yazdanparast, Atefeh**, and Safizadeh, Mehran (2018), “An Examination of the Value Enhancing Role of Co-Branding in Logistics from the Perspective of End Consumers,” Western Decision Sciences Institute (WDSI), Kauai, HI, Apr. 3-6.
- Hass, Ashley, **Atefeh Yazdanparast**, and Mathew Joseph (2017), “Student Perception of Online Versus Traditional Education: A Preliminary Investigation,” *Society for Marketing Advances Annual Conference*, Louisville, KY, Nov. 7-11.
- **Yazdanparast, Atefeh** (2017), “Interplay between Need for Touch, Regulatory Orientation, and Purchase Involvement in Online Purchase Decisions: Boundary Conditions and Underlying Mechanisms,” *Annual Decision Sciences Institute Conference*, Washington, DC, Nov. 18-20.
- **Yazdanparast, Atefeh** and Pramod, Iyer (2017), “Nice Guys May Finish First: Can Advertisers and Politicians Win by Breaking Good in a Bad Political World?” *Academy of Marketing Science Annual Conference*, San Diego, CA, May 24-26.
- **Yazdanparast, Atefeh** (2016), “An Examination of the Role of Emotions in Cosmetic Surgery Motivations,” *Annual Decision Sciences Institute Conference*, Austin, TX, Nov. 19-22.
- Maity, Devdeep and **Atefeh, Yazdanparast** (2016), “Exploring Perceptions of Ownership during the Return Polity Period,” *Annual Decision Sciences Institute Conference*, Austin, TX, Nov. 19-22.
- **Yazdanparast, Atefeh**, Saman Khajehzadeh, and Hean Tat Keh (2016), “How Can I Touch it When I Can't Touch it? An Examination of the Role of Haptic Referencing in Online Shopping,” *American Marketing Association Summer Educators' Conference*, Atlanta, GA, FL, Aug. 5-7.
- Becker, A. Lora and **Atefeh Yazdanparast** (2016), “Emotions and Cosmetic Surgery Motivations across Cultures: A Neuromarketing Investigation,” *Global Marketing Conference*, Hong Kong, Jul. 21-24.
- **Yazdanparast, Atefeh** and Yasser Alhenawi (2016), “The Impacts of Materialism and the Need-for-Arousal Traits on Households' Borrowing Behavior,” *Academic of Business Research Spring Conference*, New Orleans, LA, Mar. 23-25.
- **Yazdanparast, Atefeh** and Nancy Spears (2016), “The Self-Affirming Role of Self-Conscious Emotions in Cosmetic Surgery Decisions,” *American Marketing Association Winter Educators' Conference*, Las Vegas, NV, Feb. 26-28.
- **Yazdanparast, Atefeh**, Mathew Joseph, and Fernanda Muinz (2015), “Consumer Based Brand Equity in the Era of Social Media Marketing: An Empirical Examination,” *Society for Marketing Advances Annual Conference*, San Antonio, TX, Nov. 3-7.

- **Yazdanparast, Atefeh** (2015), “The mirror effect: How objective self-awareness and emotions motivate cosmetic procedure decision making,” *American Marketing Association Summer Educators’ Conference*, Chicago, IL, Aug. 14-16.
- **Yazdanparast, Atefeh**, (2015), “An Examination of the Role of Objective Self-Awareness on Cosmetic Surgery Motivations,” *Academy of Marketing Science Annual Conference*, Denver, CO. May 12-14.
- **Yazdanparast, Atefeh**, Ila Manuj, Michael Plasch, Markus Gerschberger, and Daniela Freudenthaler (2015), “Comparing Service, Product, and Process Innovations: Insights from a European Supply Chain Network” *10th European Research Seminar (ERS) on Logistics and SCM*, Copenhagen, Denmark. April 23-24.
- Alhenawi, Yasser and **Atefeh Yazdanparast** (2014), “Personality Traits, Attitudes, and Households’ Borrowing,” *Academy of Financial Services Conference*, Nashville, TN, Oct. 16-17.
- **Yazdanparast, Atefeh**, Anita Qureshi, and Mathew Joseph (2014), “Facebook Boredom: A Preliminary Analysis,” *Society for Marketing Advances Annual Conference*, New Orleans, LA, Nov. 6-8.
- **Yazdanparast, Atefeh** and Gina Tran (2014), “Mobile Phone Satisfaction: An Examination of Antecedents and Consequences,” *Academy of Marketing Science Annual Conference*, Indianapolis, IN, May 21-23.
- Spears, Nancy and **Atefeh Yazdanparast** (2013), “Consumer Imagination: An Empirical Examination of the Impact of Need for Haptic Information,” *Academy of Marketing Science Annual Conference*, Monterey Bay, CA May 15-18.
- Spears, Nancy and **Atefeh Yazdanparast** (2013), “The Imagination Effect: An Empirical Examination of the Role of Imagination in Consumers’ Purchase Behavior,” *American Marketing Association Winter Educators’ Conference*, Las Vegas, NV, Feb. 15-17.
- **Yazdanparast, Atefeh** and Nancy Spears (2012), “When I Can’t Touch: an Examination of the Role of Purchase Involvement and Regulatory Orientation in Online Shopping Decisions,” *American Marketing Association Summer Educators’ Conference*, Chicago, IL, Aug. 17-19.
- **Yazdanparast, Atefeh** (2012), “A Consumer Culture Theory Approach to Analyzing Beauty Culture in Iran,” *Academy of Marketing Science Annual Conference*, New Orleans, LA, May 16-19.
- **Yazdanparast, Atefeh** (2012), “Does product expertise affect the need to touch products? An online shopping examination,” *American Marketing Association Winter Educators’ Conference*, St. Petersburg, FL, Feb. 17-19.
- **Yazdanparast, Atefeh** (2012), “The New Me: An Examination of the Role of Anticipatory Emotions in Elective Cosmetic Surgery Decisions,” *American Marketing Association Winter Educators’ Conference*, St. Petersburg, FL, Feb. 17-19.
- **Yazdanparast, Atefeh** and Nancy Spears (2011), “Can Consumers Forgo the Need to Touch the Products? The Compensatory Role of Moods,” *Academy of Marketing Science Annual Conference*, Coral Gables, FL, May 24-27.
- Manuj, Ila, Ayman Omar, and **Atefeh Yazdanparast** (2011), “The Quest for Competitive Advantage in Supply Chains: The Role of Inter-Organizational Learning,” *Global Supply Chain Management Conference*, Plattsburgh, NY, May 24-26.
- **Yazdanparast, Atefeh** (2011), “The Effect of Personal Traits on Customers’ Online Shopping Preference,” *Association of Marketing Theory and Practice Annual Conference*, Panama City, FL, Mar. 24-26.
- **Yazdanparast, Atefeh** (2011), “Can Consumers Forgo the Need to Touch the Products? An Examination of the Role of Online Price Promotions,” *American Marketing Association Winter Educators’ Conference*, Austin, TX, Feb. 18-20.
- **Yazdanparast, Atefeh** (2010), “The Effect of Culture on Consumers’ Attitude towards Online Shopping,” *Association of Marketing Theory and Practice Annual Conference*, Hilton Head, SC, Mar. 25-27.

- **Yazdanparast, Atefeh** (2010), “A Grounded Theory Based Application of Service Dominant Logic to Logistics Service Quality,” *Association of Collegiate Marketing Educators*, Dallas, TX, Mar. 2-6.
- **Yazdanparast, Atefeh**, Ila Manuj, and Stephen M. Swartz (2009), “Creating Logistics Service Value: A Service Dominant Logic Perspective,” *Annual Decision Sciences Institute Conference*, New Orleans, LA, Nov. 14-17.
- **Yazdanparast, Atefeh**, Mahmoud Mohammadian, and Ali A. Afjahi (2009), “Determination of Factors Affecting Iranian Consumers’ Attitude towards Electronic and Pseudo Electronic Purchase,” *International Marketing Management Conference*, Tehran, Iran, Jan. 21-22.

GRANTS

- Inducing Serendipity in Digital Recommendation Systems: Finding a Balance Between Surprise and Control, Duration: April 2023- May 2024, Amount Granted: \$3500.
Status: Approved by Clark University, Faculty Development Funds
- Financial Infidelity and Household Dynamics: A Cross-Cultural Investigation, (With Yasser Alhenawi), Reference number: 2021-IRG-CBA-5, Duration: September 2021- 2023, Amount Granted: \$5000.
Status: Approved by Ajman University, UAE.
- Impact of COVID-19 Pandemic on Households’ Financial and Consumption Behavior: An Interdisciplinary Examination, (With Yasser Alhenawi), Reference number: 2020-COVID19-18, Duration: May- December 2020, Amount Granted: \$4000.
Status: Approved by Ajman University, UAE.

TEACHING & MENTORING

Interests

Digital marketing analytics, marketing research, consumer behavior, and marketing strategy (undergraduate and graduate levels)

Clark University

Digital Marketing Analytics- MKT5495, (F 2020, 2021, 2022, 2023, Sp 2021, 2022, 2024, 2025)

- Average evaluation score 4.75/5
- Graduate-level course (offered in face to face and online asynchronous modalities) with an online simulation, data analysis exercises and analytics workshops, and hands-on projects working with Google Analytics 4 and Semrush.

Marketing Management-MKT4400 (PCG Intensive Jan. 2023, Jan. 2025)

- Average evaluation score 5/5
- In-person, intensive graduate level course with an online simulation, case studies, and discussions over relevant academic papers.

Marketing Management- MKT4400, (Sp 2022)

- Average evaluation score 5/5
- Online graduate-level course with an online simulation, case studies, and discussions over relevant academic papers.

University of Evansville Courses

Digital Marketing-MKT 385, (Sp 2013, 2014, 2015, F 2015, 2016, 2017, 2019)

- Average evaluation score: 4.7/5.0
- Face to face and computer-mediated instruction and assessments, TurningPoint clicker technology, case discussions, digital marketing in action workshops, and an experiential learning project

Contemporary European Business Issues-BUS365, (Sp 2019)

- Average evaluation score: N/A
- Team-taught, face to face and computer-mediated instruction, case discussions, political, business, and cultural expert guest speakers, business visits, and a study abroad component in the United Kingdom (Harlaxton College and London) and France (Paris)

Consumer Behavior-MKT 330, (F 2015, 2016, 2017, 2018, 2019)

- Average evaluation score: 4.7/5.0
- Face to face and computer-mediated instruction and assessments, TurningPoint clicker technology, expert panel and case study discussions, and a behavioral analysis project for consumer-related topics

Principles of Marketing-MKT 325, (F 2012, 2013, 2014, Sp 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020)

- Average evaluation score: 4.4/5.0
- Face to face and computer-mediated instruction and assessments, TurningPoint clicker technology, marketing planning workshops, and an experiential learning project

Marketing Research-MKT 490, (F 2012, 2013, 2014, Sp 2016, 2018, 2020)

- Average evaluation score: 4.67/5.0
- Face to face lectures and assessment, SPSS and Qualtrics workshops, and an experiential learning project.

Global Supply Chain Management-MGT 455, (F 2013, Sp 2017)

- Average evaluation score: 4.75/5.0
- Face to face and computer-mediated instruction and assessments, TurningPoint clicker Technology, case/reading discussions following a graduate seminar format.

University of North Texas Courses

- Electronic Retailing and Promotion Strategies-MKTG 4630 (Large-scale online course)
- Buyer Behavior-MKTG 4120 (Blended course)
- Logistics and Supply Chain Management-LSCM 3960 (Face to face course)
- Marketing Channels-MKTG 4520 (Team-taught large-scale online course)

Doctoral Dissertation Committee Member

- 2017 – 2020, Md. Nazmus Sakib: Department of Marketing, Robert C. Vackar College of Business & Entrepreneurship, University of Texas Rio Grande Valley.
- 2015 – 2016, Vincent Richard Havirlko: Department of Marketing, College of Business, Trident University.

Invited Doctoral Seminar Guest Lectures

- 2025 – Kennesaw State University, doctoral Student Research Seminar: Navigating the PhD journey: “From Building a Research Pipeline to Succeeding in the Job Market”
- 2023 – Kennesaw State University, doctoral Student Research Seminar: “Building a Research Stream”
- 2018 – University of Texas Rio Grande Valley, Experimental Research Seminar: “Publishing Research in Marketing Journals: Conceptualizing and Designing Experiment”

INVITED/VOLUNTARY PRESENTATIONS

- Light in Springtime Faculty Research, Clark University, (2022)
- Advertising and Pseudo-Culture, China Marketing International Conference, (2021)

- Bringing Real-World Projects into a Digital Marketing Course, Stukent Digital Summit Virtual Conference, (2018)
- Advertising and Pseudo-Culture, Andiron Lectures in Arts and Sciences, University of Evansville, (2017)
- Five Things Every Marketing Professor Needs to Know About Digital Marketing Right Now, American Marketing Association Summer Educators' Conference, (2017)
- Real World Interpersonal Skills, Communicating with Professors/Supervisors, Success in college/Work, Third Annual Mater Dei Career Day, Evansville, (2017)
- An Introduction to the World of Marketing, Indiana DECA Fall Leadership Conference, (2014)
- Marketing Foundations in a Global Economy, International Summer Academy, University of Evansville, (2014)
- Qualtrics and MTurk: Tricks, Tips, and Techniques, University of Evansville, (2014)
- Focus Group Tips and Techniques, Global Assistance Project, University of Evansville, (2013)
- Moderation Analysis: Dichotomizing vs. Regression, Marketing Information Series, University of North Texas, (2011)
- Qualtrics: Tricks, Tips, and Techniques, Marketing Information Series, University of North Texas, (2011)

ACADEMIC SERVICE

Journal Senior Associate Editor

- *Journal of Consumer Behaviour, Senior Associate Editor*
- *Journal of Marketing Intelligence and Planning, Senior Associate Editor*
- *Journal of Global Marketing, Associate Editor*

Guest Co-Editor

- *Journal of Product and Brand Management*, Special Issue on Beyond Tech Gimmicks: Omni-Digital Touchpoints for Products and Brands
- *Journal of Consumer Behaviour*, Special Issue on Future Trends in Consumer Behaviour

Editorial Review Board Member

- *Journal of Advertising*
- *International Journal of Bank Marketing*

Ad Hoc Reviewer

- *Journal of Business Ethics*
- *Industrial Marketing Management*
- *European Journal of Marketing*
- *Journal of Business Research*
- *Psychology & Marketing*
- *Journal of Product and Brand Management*
- *Journal of Services Research*
- *International Journal of Physical Distribution and Logistics Management*
- *Asia Pacific Journal of Marketing and Logistics*
- *Journal of Applied Marketing Theory*
- *Journal of Interactive Marketing*
- *Emotion*

Conference Reviewer

- American Marketing Association Summer Educators' Conference (2010 – Present)
- American Marketing Association Winter Educators' Conference (2011 – Present)
- Association of Collegiate Marketing Educators Annual conference (2020 – Present)
- Academy of Marketing Science Annual Conference (2012 – Present)
- Society for Marketing Advances Annual Conference (2010 – Present)
- Academy of Marketing Science World Marketing Congress Conference (2015 – 2022)
- Association of Marketing Theory and Practice Annual Conference (2010 – 2013)

Leadership Positions

- Conference President, ACME (2024-2025)
- Conference Program Chair, ACME (2023-2024)
- Conference Vice President for Membership and Associate Program Chair, ACME (2022-2023)
- Conference Program Planning Committee Member, ACME (2021-2022)
- Chair, AMA Marketing for Higher Education Special Interest Group (SIG), (2015 – Present)
- Co-Chair and Chair-Elect, AMA Marketing for Higher Education SIG, (2014 – 2015)
- Vice Chair, AMA Marketing for Higher Education SIG, (2013 – 2014)

Conference Track Chair/Co-Chair

- Society for Marketing Advances Conference 2025, Artificial Intelligence and Marketing Track
- Society for Marketing Advances Conference 2024, Artificial Intelligence and Marketing Track
- Academy of Marketing Science Conference 2023, Consumers in the Age of the Internet Track
- ACME 2022 Conference, Special Sessions Track
- American Marketing Association Summer 2018 Educators' Conference, Higher Education Marketing Track

Conference Session Chair

- Chair, American Marketing Association Summer Educators' Conference, SIG Programming Track, (2016, 2017, 2019, 2021, 2022, 2025)
- Chair, American Marketing Association Summer Educators' Conference, Consumer Behavior Track, (2016)
- Chair, Decision Science Institute, Consumer Behavior Track: Enhancing Understanding of Buyer Behavior via Quantitative Methods, (2016)

AMA Collegiate Case Competition Judge

- Amazon Prime Marketing Planning International Case Competition, (2021)
- PODS Marketing Planning International Case Competition, (2020)
- Cotton Incorporated Marketing Planning International Case Competition, (2019)

SERVICE ACTIVITIES

Clark University

School of Business

- Senior Faculty Committee, Co-chair (Fall 2024 – Fall 2025)
- Senior Faculty Committee, Alternate (Fall 2023 – Spring 2024)
- Strategic Task Force, (Fall 2023 – Spring 2024)
- SOM Re-Imagining Guiding Coalition, (Fall 2023)
- Panel Moderator, Sustainable Marketing and Branding, Social Innovation Conference, (Spring 2023)
- Diversity Advocate, Management Faculty Search Committee, (Summer 2022-Fall 2022)
- Co-Chair, Marketing Faculty Search Committee, (Summer 2021 – Fall 2021)
- Chair, Graduate Management Program Review Committee, (Fall 2020 – Fall 2025)
- Strategic Planning Group, (Fall 2020 – 2023)
- Research Committee, (Fall 2020 – Spring 2021)
- AMA Clark Chapter Faculty Advisor, (Fall 2020 – Fall 2025)
- Undergraduate Academic Advisor, (Fall 2021 – Fall 2025)

University-Level

- Undergraduate Academic Board (UAB), (Fall 2023 – Fall 2025)
- School of Climate, Environment, and Society Academic Committee, (Fall 2023 – Spring 2024)

- Associate Provost and Dean of College Search Committee, (Spring 2024; Spring 2025)
- University Open House, (Fall 2022)
- Undergraduate Admission Presentation, (Spring 2022)
- Strategic Framework Working Group on Creative Arts/ Media/ Design/ Technology, (Fall 2021)

University of Evansville

Schroeder School of Business

- Undergraduate Academic Advisor, (2013 – 2020)
- Assurance of Learning Committee, (2018 – 2020)
- Academic Standards Committee, (2016 – 2020)
- Schroeder Family School of Business Dean Search Committee, (Summer 2015)
- Faculty Supervisor, Schroeder Student Ambassador Training, (2014 – 2018)
- Open House, Purple Visit Day Participant, (2013 – 2020)
- Business Internship Faculty Advisor, (Fall 2014)
- Management Faculty Search Committee, (Summer 2014)

University-Level

- Advisory Board, Vice President of Enrollment and Marketing, (2019 – 2002)
- International Programs Committee, (Spring 2020)
- Chief Diversity Officer Search Committee, (Summer 2019)
- University Strategic Planning Group, (Spring 2019)
- University Branding Committee, (Fall 2018)
- Admissions and Standard Committee, (2017 – 2020)
- Enrollment Strategy Group, (Summer 2017 – 2020)
- Ashoka Change Team, (Summer 2017 – 2020)
- United Methodist Church Accreditation Visit, (Spring 2017)
- Global Assistance Project Steering Committee, (2016 – 2020)
- Faculty Mentor, (2016 – 2017)
- Faculty Marshal, (2015 – 2020)
- University Marketing Committee, (2015 – 2017)
- University Internal Marketing Sub-Committee, (2015 – 2017)
- HLC Communication Committee, (2015 – 2016)
- Faculty Advisor, International Student Club’s International Bazar, (2015-2016)
- University Curriculum Committee, (2013 – 2016)
- Faculty Advisor, University of Evansville Social Enterprise Week, (Spring 2014)
- Marketing Coach, University of Evansville Innovation Week, (Fall 2013)

Community Service

- Volunteer, HandsOn Greater Phenix, (Spring 2021)
- Board of Directors, Gilda’s Club Evansville Cancer Support Community, (2015 – 2020)
- Expanding Opportunities Task Force, City of Evansville, (2019 – 2020)

PROFESSIONAL MEMBERSHIP

• American Marketing Association	• Academy of Marketing Science
• Association of Collegiate Marketing Educators	• Society for Marketing Advances

PROFESSIONAL TRAINING

- AI in Marketing: Elevating Digital Marketing Students Strategic Analysis Skills, McGraw-Hill Webinar (2025)
- Python for Data Analysis, Code Horizon, (2023)
- Promoting Equitable Learning by Engaging Students with Engaged Teaching, Clark University, (2022)
- DEI for Faculty Searches, Clark University, (2021, 2022)
- Faculty Search Committee Workshop, Clark University, (2021, 2022)
- Leverage Analytics to Power Your Marketing Strategy, American Marketing Association, (2021)
- Teaching in Different Modalities Next Steps, Clark University, (2021)
- Teaching in Different Modalities, Clark University, (2020)
- Google Analytics Certificate, Google Academy, (2018)
- Human Centered Design (Design Thinking), +ACUMEN and IDEO, (2018)
- AACSB Seminar, Continuous Improvement Review (CIR), Robert Reed, (2018)
- AACSB Seminar, *Leading in the Academic Enterprise: Strategic Thinking and Creative Problem-Solving*, Dr. Jackson Nickerson, (2017)
- University of Evansville, Center for Teaching Excellence Seminar, *Experiential Learning*, (2013)
- University of Evansville, Center for Teaching Excellence Seminar, *The Art of Teaching: Dynamic Lecturing, Engaging with Discussion, and Teaching with PowerPoint*, (2012)

MEDIA MENTIONS

- “Pantone’s 2025 Color of Year is All About Comfort,” News Week (Jan. 2025):
<https://www.newsweek.com/pantone-color-year-comfort-familiarity-attacks-2009413>
- “Cyber Monday Out-clicking Black Friday,” Women’s Wear Daily Business News (Nov. 2023):
<https://wwd.com/business-news/retail/cyber-monday-seen-out-clicking-black-friday-1235957422/>
- “How Colours Affect the Way You Think,” BBC Future (Jul. 2022):
<https://www.bbc.com/future/article/20220713-the-hidden-meaning-of-your-favourite-colour>
- “The Psychology and Emotion Behind Consumer Purchases,” Quikly (Dec. 2021):
<https://hq.quickly.com/blog/the-psychology-and-emotion-behind-consumer-purchases>
- “Insight into Online Shopping: Observations From a Consumer Purchasing Expert,” Clark Now (Dec. 2021): <https://clarknow.clarku.edu/2021/12/01/insight-into-online-shopping-observations-from-a-consumer-purchasing-expert/>

CONSULTING PROJECTS

- A. O. SMITH CORP: Supervised a team effort that conducted new product development market research and provided actionable insights on pricing and promotional strategies.
- BERRY GLOBAL INC: Supervised a team effort that designed and implemented experimental research for new plastic product packaging designs.
- HILLIARD LYONS LLC: Designed customer satisfaction survey to improve client relationships.
- ESCALADE SPORTS INC: Supervised a team effort that developed marketing planning and branding recommendations for Pickle Ball Now.
- ELUXURY: Analyzed and improved product page digital marketing metrics and supervised a team effort that studied customer journey and logo improvement.

OTHER WORK EXPERIENCES

Credit Specialist, Central Credit Department, Bank Mellat, Tehran, Iran, (2002 – 2009)

- Conducted feasibility study (technical, financial, and market analysis) for high profile clients.
- Performed site visits and developed credit analysis reports for high profile clients.