

# Yasamin Vahdati

Department of Operations and Business Analytics  
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## ACADEMIC POSITION

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**Instructor of Operations and Business Analytics**, Department of Operations and Business Analytics, Lundquist College of Business, **University of Oregon**, 2019-present

## EDUCATION

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**Ph.D., Business Administration**, 2019  
Oklahoma State University, Stillwater, Oklahoma  
**Master of Business Administration (MBA)**, 2013  
Mazandaran University of Science and Technology, Iran  
**B.Sc., Computer Engineering**, 2009  
Azad University, Iran

## RESEARCH INTERESTS

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The interface of Operations Management and Marketing, Empirical Strategy, CEO and CMO Activism

## TEACHING INTERESTS

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Business Analytics, Operations Analytics, Business Statistics

## TEACHING EXPERIENCE

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**University of Oregon**, Lundquist College of Business  
*Business Analytics I*, Winter 2020, Spring 2020, Fall 2020, Winter 2021, Spring 2021, and Fall 2021  
*Marketing Management*, Fall 2020, Spring 2021  
**Oklahoma State University**, Spears School of Business  
*Marketing Research*, Fall 2017

## PUBLICATION

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Vahdati, Y. and Voss, K.E. (2019), "Brand identification, cause-brand alliances, and perceived cause controversy," *Journal of Product & Brand Management*, Vol. 28 No. 7, pp. 880-892.

## RESEARCH IN PROGRESS

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Vahdati, Y. and Voss, K.E., and Piri, S., "CEO Activism and Firm Performance: The Role of CEO Political Ideology," In preparation for submission to *Strategic Management Journal*.

Vahdati, Y. and Voss, K.E., "CMO Activism and CSR: Examining the Effect of Political Ideology" Data analysis phase.

Vahdati, Y. and Voss, K.E., "The Impact of CEO Activism on Stock Market: An Event Study" Data analysis phase.

Vahdati, Y. and Voss, K.E., "How Does CEO Activism Ignite Shareholder Activism?" Data analysis phase.

## CONFERENCE PRESENTATIONS

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Vahdati, Y. and Voss, K.E. (2018), "Does a Cause-Brand Alliance Build Customer-Brand Identification" paper presented at *Mittelstaedt Doctoral Symposium*, Lincoln, Nebraska.

Vahdati, Y. and Voss, K.E. (2017), "Building Brand Identification Through Cause-Brand Alliances: The Role of Perceived Cause Controversy," paper presented at annual *Academy of Marketing Science Conference*, Coronado Island, CA.

Vahdati, Y. and Zolfagharian, M., (2016), "Antecedents and Consequences of Customer-to-Customer Interaction at Self-Service Technology Environments," paper presented at annual *American Marketing Association's Winter Educators Conference*, Las Vegas, NV.

## HONORS AND AWARDS

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- 2018 Outstanding Graduate Teaching Associate, Oklahoma State University
- 2018 Philips Doctoral Dissertation Fellowship Award, Oklahoma State University
- 2018 Institute for the Study of Free Enterprise Doctoral Student Scholarship
- 2018 Mittelstaedt Doctoral Symposium Presenter, Lincoln, Nebraska
- 2017 AMA-Sheth Doctoral Consortium Fellow, Iowa City, IA.
- 2017 Pappas Professional Development Fund Award, Oklahoma State University
- 2017 2<sup>nd</sup> place winner of Three Minutes Thesis (3MT) Spears School of Business. Competition
- 2016 2<sup>nd</sup> place winner, 2<sup>nd</sup> Health Innovation Weekend, Oklahoma State University
- 2016 3<sup>rd</sup> place winner of Three Minutes Thesis (3MT) Spears School of Business Competition
- 2015 Oklahoma State University Graduate College Top Tier Fellowship

## SERVICE

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### *Ad Hoc Reviewer*

- Journal of Marketing Theory and Practice, 2019
- AMS public policy track, 2018
- European Journal of Marketing, 2017
- AMS Annual Conference, 2017
- AMA Winter Educators Conference, 2016

## **PROFESSIONAL AFFILIATIONS**

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- Institute for Operations Research and the Management Sciences (INFORMS)
- American Marketing Association (AMA)

## **PROFESSIONAL EXPERIENCE**

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Business analyst, Jaddeh Abrisham Co. Ltd. (Sep. 2011- Sep. 2012), Tehran, Iran

- Conducted market research.
- Outlined the marketing activities for participation at the 19th international food, beverages, and hospitality trade fair held in May 2012 in Tehran, Iran.
- Improved the impact of the marketing communications.
- Worked on drafting an effective strategy for expansion and diversification.

English as a Second Language (ESL) Instructor, Safir Language Academy, 2007-2014, Iran

## **STATISTICAL SOFTWARE PACKAGES**

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Software: SAS and SAS Enterprise Minor, Python, Stata, SPSS, Mplus

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