

Amir Zahedi

(June 2026)

435P Gatton College of Business, Lexington,
KY 40509

Office: 859-257-3080

Cell phone: 515-708-4447

E-mail: a.zahedi@uky.edu

www.gatton.uky.edu/faculty-research/faculty/zahedi-amir

EDUCATION

Iowa State University, Ivy College of Business, Ames, IA Ph.D., Marketing	2024
University of Tehran, Iran M.S., Entrepreneurship	2019
Ferdowsi University of Mashhad, Iran B.S., Industrial Engineering	2016

ACADEMIC EMPLOYMENT

Gatton College of Business and Economics, University of Kentucky

- Assistant Professor of Marketing, Department of Marketing and Supply Chain, 2024 - present

RESEARCH

Research Interests

- **Substantive:** My research focuses on investigating the impacts of *digital technology disruptions*, specifically in two key areas: (1) The role of marketing analytics innovations and AI-based digital innovations in achieving firms' financial outcomes; (2) The effects of tech disruptions in various contexts, including sales domains, entrepreneurial ventures, entertainment industry, and B2B/B2G sectors.
- **Methodological:** Econometrics modeling, panel data analyses, quasi-experimental causal inference, and event studies. I have additionally utilized web scraping, text analysis and topic modeling, survey research, and interviews to examine various phenomena across my research.

Publications

Chengzhe Liu, Andrew Crecelius, Mohammad Hakimi, Amir Zahedi, "Toward a Theory of Digital Platform Frontlines" *Journal of Service Research*, *forthcoming*

Manuscripts with Revisions or Under Review

- 1- **Amir Zahedi**, Andrew Crecelius, Vamsi Kanuri, "Firm Performance Implications of Marketing Analytics Innovations," (Reject and Resubmit at *Journal of Marketing*, *finalizing manuscript to resubmit*).
 - Winner of 1st place award (\$5000) PDMA Doctoral Dissertation Proposal Competition, 2023
 - Winner of the Marketing Strategy SIG Doctoral Student Research Award, 2023
 - Finalist AMS Mary Kay Dissertation Award, 2025
- 2- Andrew Crecelius, Srinath Gopalakrishna, **Amir Zahedi**, Chengzhe Liu, "Interplay of Salesperson Networking and Marketing Communications for Customer Growth," (Preparing to submit for 3rd round revision at *Journal of the Academy of Marketing Science*).

- **Winner of the Best Paper Award in Track**, Sales Management and Personal Selling track, Winter AMA 2023

Select Working Papers and Works in Progress

- 3- **Amir Zahedi**, Andrew Crecelius, Chengzhe Liu, Vamsi Kanuri, "Managing Interorganizational Impacts of AI-based Analytics Innovations," (targeted submission to *Journal of Marketing Research*, Status: preparing manuscript for submission).
 - **Chosen as finalist in Institute for the Study of Business Markets (ISBM) Doctoral Support Award Competition, 2023**
 - **Finalist AMS Mary Kay Dissertation Award, 2025**
- 4- Chengzhe Liu, Andrew Crecelius, **Amir Zahedi**, Shijie Lyu, "Impact of Revenue-Sharing Policy Changes on a Livestreaming Platform," (targeted submission to *Marketing Science*, Status: preparing manuscript for submission).
 - **Winner of the Best Paper Award in Track**, Marketing Strategy and Global Marketing, Winter AMA 2025
- 5- **Amir Zahedi**, Masoud Salehi, "Salesperson's Online Profile Cues and Sales Performance," (targeted submission to *Journal of Marketing Research*, Status: data analysis in progress).
- 6- Saeed Pakfard, **Amir Zahedi**, "Analysis of product size disclosure on product package" (targeted submission to *Journal of Marketing*, Status: data gathering in progress).

SCHOLARLY PRESENTATIONS

Conference/Symposium Presentations

- Marketing Strategy Consortium (Columbia, South Carolina), Invited as a Faculty Fellow, June 2025
 - **Presented** the paper "The Value of Marketing Analytics Innovations", Crecelius, A.T, Kanuri, V.
 - "Impact of Platform Revenue Sharing Policy Changes." Liu, C., Crecelius, A.T., Zahedi, A., & Lu, S.
- *American Marketing Association (AMA) Winter Academic Conference*, Feb. 2025
 - "Digital Platform Subscription Policy Change." Coauthors: Chengzhe Liu, Dr. Andrew Crecelius, Dr. Shijie Lyu
- *Organizational Frontlines Research (OFR) Symposium*, Phoenix, Arizona, Feb. 2025
 - "Frontlines of Digital Platforms." Coauthors: Chengzhe Liu, Dr. Andrew Crecelius, Dr. Shijie Lyu
- *American Marketing Association (AMA) Winter Academic Conference*, St. Pete Beach, Florida 2024
 - "Digital Platform Subscription Policy Change." Coauthors: Chengzhe Liu, Dr. Andrew Crecelius, Dr. Shijie Lyu
- *Organizational Frontlines Research (OFR) Symposium*, St. Pete Beach, Florida 2024.
 - "Frontlines of Digital Platforms." Coauthors: Chengzhe Liu, Dr. Andrew Crecelius, Dr. Shijie Lyu
- *Academy of Marketing Science (AMS) Academic Conference*, May 2023
 - **Presented** the paper "The Value of Marketing Analytics Innovations," in AI and Big Data Track, coauthors: Dr. Andrew Crecelius, Dr. Vamsi Kanuri
- *Mittelstaedt & Gentry Doctoral Symposium*, University of Nebraska, Apr. 2023
 - **Presented** the project "The Value of Marketing Analytics Innovations," coauthors: Dr. Andrew Crecelius, Dr. Vamsi Kanuri
- *American Marketing Association (AMA) Winter Academic Conference*, Feb. 2023

- **Co-Presented** the paper "How Can Entrepreneurial Salespeople Acquire New Customers? The Interplay of Networking and Marketing Communications", coauthors: Dr. Andrew Crecelius, Dr. Srinath Gopalakrishna

Invited Talks

- *Product Development and Management Association (PDMA) Academic Conference*, New Orleans, Sept. 2023
 - **Presented** the paper "The Value of Marketing Analytics Innovations," coauthors: Dr. Andrew Crecelius, Dr. Vamsi Kanuri
- University of Strathclyde, Scotland, Apr. 2024
 - **Presented** the paper "The Value of Marketing Analytics Innovations," coauthors: Dr. Andrew Crecelius, Dr. Vamsi Kanuri

TEACHING EXPERIENCE

Marketing Management, Fall 2025 (2 in-person sections, and 1 synchronous online section), University of Kentucky

MBA course:

- Instructor Score Average: **4.0/5.0**
- Course Score Average: **3.9/5.0**
- Student Voices and Opinions Heard, Valued and Mattered Average: **4.5/5.0**

Marketing Management, Fall 2024 (2 in-person sections, and 1 synchronous online section), University of Kentucky

MBA course:

- Instructor Score Average: **4.5/5.0**
 - Course Score Average: **4.3/5.0**
 - Student Voices and Opinions Heard, Valued and Mattered Average: **4.7/5.0**
- Advanced Undergrad: Used simulation tool Markstrat (Instructor Rating: **5.0/5**)

Strategic Marketing Management (Capstone course), Iowa State University, Spring 2024 (In-person)

Strategic Marketing Management (Capstone course), Iowa State University, Winter 2023 (Online)

Advanced Undergrad (Instructor Rating: **4.0/5**)

Marketing Principles, Iowa State University, Fall 2022 (In-person)

Undergrad (Instructor Rating: **4.8/5**)

Marketing Principles, Iowa State University, Summer 2022 (Online)

Undergrad (Instructor Rating: **4.6/5**)

AWARDS, HONORS, and GRANTS

Competitive Research and Teaching Awards

- Finalist AMS Mary Kay Dissertation Award, 2025
- Co-authored the paper by Chengzhe Liu, and Andrew Crecelius that was selected as the winner OFR-YSR Competition, 2025
- Winner of Best Paper Award in Marketing Strategy Track, Winter AMA, 2025
- Winner of Iowa State University's Ivy College of Business PhD Student Merit Award (\$10,000), 2024
- Winner of Iowa State University's Graduate College Research Excellence Award, 2024
- Winner of 1st place award (\$5000) PDMA Doctoral Dissertation Proposal Competition, 2023
- Winner of Marketing Strategy SIG Doctoral Student Research Award (\$750), 2023
- Winner of Best Paper Award in Sales Track, Winter AMA, 2023

- Finalist in the Institute for the Study of Business Markets (ISBM) Doctoral Support Award Competition, 2023
- Winner of Iowa State University's Graduate College Teaching Excellence Award, 2023

Honors & Grants

- Representative at the Academy of Marketing Science (AMS) Doctoral Consortium, 2023
- Representative at Marketing Strategy Consortium, Terry College of Business, 2023
- Doctoral Symposium Presenter, Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska, 2023
- Doctoral Fellow at the 2022 Society for Marketing Advances (SMA) Doctoral Consortium, Charlotte, NC, 2022
- Doctoral Symposium Discussant, Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska, 2022
- Winner of AMA DocSig's Winter AMA Registration Grant, 2023
- Recipient of doctoral dissertation grant \$4000, Iowa State University, 2024
- Recipient of research travel grant \$3000, Ivy College of Business, Iowa State University, 2023
- Recipient of research travel grant \$3000, Ivy College of Business, Iowa State University, 2022
- Recipient of research travel grant \$2000, Ivy College of Business, Iowa State University, 2021
- Recipient of research data grant \$1200, Ivy College of Business, Iowa State University, 2020
- Ranked 1st in class for master's degree GPA (3.96/4.0), University of Tehran, Iran, 2019
- Recipient of full tuition-waiver scholarship for master's degree due to top performance in the nationwide entrance exam, Iran, 2016-2019
- Recipient of full tuition-waiver scholarship for bachelor's degree due to top performance in the nationwide entrance exam, Iran, 2011-2016
- Ranked 4th place nationwide in National Chemistry Laboratory Scientific Olympiad, Iran, 2009

SERVICES

Services to the Profession

- Ad Hoc Reviewer, Journal of Product Innovation Management, (2025 - present)
- Ad Hoc Reviewer, Bill Bearden doctoral student award (2025)
- Ad Hoc Reviewer, Journal of Business Research, (2023 - present)
- Ad Hoc Reviewer, *American Marketing Association (AMA) Winter Academic Conference* (2023)
 - Marketing Strategy Track
- Vice-Chair of Web Communications, AMA TechSIG (2024 - present)

Institutional Services, University of Kentucky

- Doctoral First Year Paper Advisory Committee, Jiayu Tang (2025)
- MBA policy senate member (2025- present)
- Faculty hiring committee (spring 2025)
- Department distinguished speaker series committee (Aug 2024- present)

TECHNICAL AND PROGRAMMING SKILLS

STATA, R, SAS, SPSS, LIWC, MATLAB, MySQL, and Python

SELECTED PROFESSIONAL EXPERIENCE

Event Chair

2020–2021

Iranian Students and Scholars Association, Iowa State University, Ames, IA

- Planned and executed multiple social events with more than one hundred attendees; improvising in response to the COVID-19 pandemic by transitioning to engaging virtual events that successfully maintained high participant interaction.

Co-founder

2017–2019

Behkavan Dadeavid Pars Inc., Iran

- Led a B2B tech startup company. Our team developed several innovative electronic payment solutions for businesses and municipalities.

Market research analyst/ promoted to product manager

2015–2017

Novin Etick Inc., Iran

- Novin Etick is a tech company in which our team launched new products in a highly competitive B2B technology market.

OTHER ACHIEVEMENTS

- Multiple experiences in various roles with startup companies
- Mentored at several Startup Weekend events
- Solo-authored the leading article in Iran's most viewed economic newspaper on July 6th, 2017 (entitled “An Analysis on Iran’s Global Innovation Index”)
- Holder of US Green Card
- Alumnus of Iran’s National Organization for Development of Exceptional Talents (NODET)
- Former collegiate basketball player