

Yashar Atefi

Curriculum Vita, September 2019

University of Denver
Daniels College of Business
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ACADEMIC POSITIONS

- 2019 – present University of Denver, Daniels College of Business
- *Assistant Professor of Marketing*
 - *Director – Sales Leadership Center*
- 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

AWARDS AND HONORS

- 2019 Excellence in Research Award, AMA Selling and Sales Management SIG
- 2019 Young Scholar Award, AMA Organizational Frontlines Research
- 2018 Marketing Strategy Consortium Fellow, 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 Winner, Best Paper Award, the Winter AMA Conference-Sales & CRM Track
- 2015 Sheth Foundation Grant
- 2015 University of Houston Teaching Excellence Award
- 2014 Department of Marketing Commendation Letter for Excellence in Teaching
- 2011–2013 University of Houston – Presidential Graduate Fellowship

RESEARCH INTERESTS

Sales force effectiveness, Quantitative marketing

PUBLICATIONS

**bold: FT50 journals.*

Atefi, Y., & Pourmasoudi, M. (2019). Measuring peer effects in sales research: a review of challenges and remedies. *Journal of Personal Selling & Sales Management*, (forthcoming).

Atefi, Y., Ahearne, M., Maxham III, J. G., Donavan, D. T., & Carlson, B. D. (2018). Does Selective Sales Force Training Work? *Journal of Marketing Research*, 55(5), 722-737.

- 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

Hayati, B., Atefi, Y., & Ahearne, M. (2018). Sales force leadership during strategy implementation: a social network perspective. *Journal of the Academy of Marketing Science*, 46(4), 612-631 (equal contribution).

Patrick, V. M., Atefi, Y., & Hagtvædt, H. (2017). The allure of the hidden: How product unveiling confers value. *International Journal of Research in Marketing*, 34(2), 430-441.

SELECTED WORK UNDER REVIEW

“Title withheld for anonymous reviewing,” with Ahearne, Zettlemeyer, Hohenberg, and Hall (Under 2nd round of review at *Journal of Marketing Research*)

- Featured in the Marketing Science Institute Working Paper Series
- Young Scholar Award, AMA OFR

CONFERENCE PRESENTATIONS

- “The Aftermarket Benefits of Frontline Employees’ Transparency,” 5th Annual Organizational Frontlines Research Symposium, Winter AMA, Austin, February 2019.
- “Selling in the Digital Age,” Inaugural LSU Sales Symposium, Baton Rouge, November 2018.
- “Selective Sales Force Training: A Field Experiment,” The 6th Biennial Enhancing Sales Force Productivity Conference, Columbia, MO, March 2018.
- “Does Selective Sales Force Training Work? A Field Experiment,” Academy of Marketing

Science Annual Conference, Mary Kay Dissertation Awards Session, Coronado, May 2017.

- “Training Spillover among Competing Salespeople,” The 5th Biennial Enhancing Sales Force Productivity Conference, Atlanta, GA, June 2015.
- “Training Spillover among Competing Salespeople,” AMA Winter Educators’ Conference, San Antonio, February 2015.
 - Best Paper Award, CRM and Sales Track
 - Sheth Foundation Grant
- “Cross-Selling Behavior of the Sales Force: The Effect of Salesperson-Owned Loyalty,” INFORMS Marketing Science Conference, Boston, MA, June 2012.
- “Housing Affordability: A Study of Real Estate Market in Iran,” International System Dynamics Conference, Seoul, South Korea, July, 2010.

TEACHING

Teaching Interest:

Sales Force Management/Professional Selling, Marketing Strategy, Marketing Analytics

Most Recent Courses Taught:

Sales Management, Marketing Strategy and Planning

Teaching Awards and Recognitions:

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

PROFESSIONAL SERVICE

Service to the field of Marketing:

Reviewing:

International Journal of Research in Marketing

2017 Outstanding reviewer

2017 Recognized reviewer

Journal of Personal Selling and Sales Management

American Marketing Association Conference (Winter and Summer AMA)

Academy of Marketing Science Annual Conference

Service to Universities:

University of Denver

Sales Leadership Center (SLC):

2019-present Founding Director

Louisiana State University

Professional Sales Institute (PSI):

2016-2019 Research director

2016-2019 Faculty advisory board member

2018 Organizer, Inaugural LSU Sales Symposium

E. J. Ourso College of Business:

2018-2019 Dean's Representative in doctoral dissertation defense:

2018 Grace Arnold (Economics)

2019 Max Magaña (Political Science)

2016-2019 Member, Informational Resources Committee

University of Houston

2013&2014 Organizer, University of Houston Marketing Symposium