

Yashar Atefi

Curriculum Vita, December 2020

University of Denver
Daniels College of Business
2101 S. University Blvd., Ste. 486
Denver, CO 80208

Phone: (303) 871 5242
Email: Yashar.Atefi@du.edu

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

HONORS AND AWARDS

- 2020 Marketing Strategy Consortium Fellow, University of Texas, Austin
- 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 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 Teaching Excellence Award, University of Houston
- 2014 Department of Marketing Commendation Letter for Excellence in Teaching
- 2011–2013 Presidential Graduate Fellowship, University of Houston

RESEARCH INTERESTS

- *Area*: Sales force design, strategy, compensation, management, and effectiveness
- *Methods*: quantitative and statistical analysis of sales force data

PUBLICATIONS

- *bold*: FT50 journals.
1. Atefi, Y., Ahearne, M., Hohenberg, S., Hall, Z., & Zettelmeyer, F. (2020). Open negotiation: The backend benefits of salespeople's transparency in the frontend. *Journal of Marketing Research*, 57(6), 1076-1094.
 - o *Selected media coverage*: New York Times, Fortune, Yahoo Finance
 - o *Young Scholar Award, AMA OFR*
 2. Ahearne, M., Atefi, Y., Hall, Z., Hohenberg, S., and Zettelmeyer, F. (2019). Information disclosure in negotiating with informed customers. *Marketing Science Institute Working Paper Series*, report no. 19-129.
 3. Atefi, Y. & Pourmasoudi, M. (2019). Measuring peer effects in sales research: a review of challenges and remedies. *Journal of Personal Selling & Sales Management*, 39(3), 264-274.
 4. Atefi, Y., Ahearne, M., Maxham III, J. G., Donovan, D. T., & Carlson, B. D. (2018). Does selective sales force training work? *Journal of Marketing Research*, 55(5), 722-737.
 - o *Excellence in Research Award, AMA Selling and Sales Management SIG*
 - o *Winner, AMA Sales SIG/USCA Dissertation Proposal Competition*
 - o *Finalist, Mary Kay Dissertation Award*
 - o *Best Paper Award at Winter AMA Conference, CRM and Sales Track, 2015*
 5. 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).
 6. Patrick, V. M., Atefi, Y., & Hagtvedt, H. (2017). The allure of the hidden: How product unveiling confers value. *International Journal of Research in Marketing*, 34(2), 430-441.

CONFERENCE PRESENTATIONS

- “Academic Thought Leadership on The Sales Profession,” World at Work 2020: Spotlight on Sales Comp Virtual Conference and Exhibition, August 2020.
 - o *Keynote speaker*
- “Feedback-Giving to Frontline Employees in the Digital World,” JAMS Thought Leaders’ Conference, Kings College, UK, June 2020.
- “Value of Frontline Artificial Intelligence Applications: A Study of AI Startups,” 6th Annual

Organizational Frontlines Research Symposium, Winter AMA, San Diego, February 2020.

- “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 & Leadership, Marketing Strategy and Planning, The Power of Professional Selling

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