

MAHDI NIKNEJAD
Assistant Professor of Marketing
University of Texas at Tyler

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Education

University of Texas at Austin

Ph.D. in Marketing, McCombs School of Business 2024

M.S. in Marketing, McCombs School of Business 2020

Sharif University of Technology

Master of Business Administration (MBA), Graduate School of Management and Economics 2018

B.Sc. in Industrial Engineering, Department of Industrial Engineering 2015

Research Interests

- Substantive: Digital Marketing, Platforms and Intermediaries, Innovation Management, Marketing Strategy
 - Methods: Econometrics, Causal Inference, Unstructured Data Analytics, Machine Learning
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Teaching Interests

- Principles of Marketing, Marketing Core, Digital and Social Media Marketing, Marketing & Data Analytics, Database Marketing, Brand Management
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Peer-Reviewed Publications

- **Building Brand Identity in The Age of Social Media: Emerging Research and Opportunities**
Ekhlassi, A., **Niknejad, M.** and Adibi, A., 2018, ISBN: 978-1522551430, IGI Global Publications

Work Under Review

- **The Power of Leaks: The Impact of New Product Information Leakages on Firm Value***
Niknejad, M., Mahajan, V., and Kashmiri, S. (*Revise & Resubmit at Journal of Marketing*)

Working Papers

- **To Swear or Not to Swear: Exploring the Impact of Profanity on Influencer Marketing and the Role of Auditory and Visual Features**
Niknejad, M. and Mahajan, V. (*Job Market Paper*)
- **Does Sanctioned Platformization of Digital Video Games Improve Their Market Performance?**
Niknejad, M. and Mahajan, V. (*Preparing for Submission in Spring 2024*)

The Power of Unseen Connections: How Firms' Latent Relationships with Influencers Impact Product Reviews and Consumer Sentiment
Niknejad, M. and Mahajan, V. (*Preparing for Submission in Fall 2024*)

Research Presentations

- **The Power of Leaks: The Impact of New Product Information Leakages on Firm Value**
44th INFORMS Marketing Science Conference, Virtual June 2022
- **Does Sanctioned Platformization of Digital Video Games Improve Their Market Performance?**
6th Annual McCombs Ph.D. Conference November 2022
- **The Power of Leaks: The Impact of New Product Information Leakages on Firm Value**
Haring Symposium April 2023

Teaching Experience

Course Instructor

- Principles of Marketing, Undergraduate, UT Tyler Fall 2024
- Principles of Marketing, Undergraduate, UT Austin Spring 2021
 - Overall Instructor Rating: 4.7/5

* The abstracts for the research papers are available on the last page.

Teaching Assistant at the University of Texas at Austin

- Marketing Analytics, MBA (*Vijay Mahajan*)
- CRM and Database Marketing, MBA (*Rex Du*)
- Brand Management, MBA (*Steven Brister*)
- Marketing Analytics, Undergraduate (*Vijay Mahajan*)
- Principles of Marketing, Undergraduate (*Steven Brister*)

Teaching Assistant at Sharif University of Technology

- Digital Marketing (MIS 2), MBA
- Marketing Management, MBA
- Operations Management, MBA
- Strategic Planning, MBA
- Project Management, Undergraduate
- Computer Information Systems, Undergraduate
- Technical English in Industrial Engineering, Undergraduate

Industry Experience

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| - Digital Marketing and Strategy Consultant | 2015-2017 |
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Honors and Awards

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| - Marketing Strategy Doctoral Consortium Fellow, University of Georgia | 2023 |
| - Haring Symposium Fellow, Indiana University | 2023 |
| - ISMS Doctoral Consortium Fellow, Virtual | 2022 |
| - William W. and Ruth F. Cooper Endowed Presidential Fellowship in Business | 2022 |
| - David Bruton Jr. Graduate School Fellowship | 2022 |
| - Inba-Eugene & Dora Bonham Memorial Scholarship | 2019-2022 |
| - Marketing Strategy Doctoral Consortium Fellow, Indiana University | 2023 |
| - University of Texas Graduate School Provost Fellowship | 2018-2022 |
| - University of Texas Recruitment Graduate School College Fellowship | 2018-2020 |
| - McCombs Fellowship Award | 2018-2022 |
| - McCombs Provost Matching Award | 2018-2021 |
| - McCombs School of Business Recruitment Fellowship | 2018-2019 |
| - Honorary Graduate Award as the Top Student of the Graduate School of Management and Economics, Sharif University of Technology | 2018 |
| - Honorary Top Student of MBA Class of 2018, Graduate School of Management and Economics, Sharif University of Technology | 2018 |

Professional Affiliations

- American Marketing Association

Skills

- Software: Stata, R, Python, Excel, Qualtrics
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