

SIAVASH RASHIDI-SABET

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EDUCATION

Texas Tech University, Rawls College of Business, Lubbock, TX, USA	2019-present
PhD: Business Administration	
Major: Marketing Minor: Research Methods	
University of Sheffield, Sheffield, UK	2013-2014
Master of Science: Economics	
Concentration: Econometrics, Time Series, and Quantitative Modeling	
Iran University of Science and Technology, Tehran, Iran	2008-2012
Bachelor of Science: Mathematics	

RESEARCH INTERESTS

- Substantive: Marketing Strategy, Marketing Theory, Social Dilemmas, Corporate Social Responsibility, Sustainability, Capability Building.
- Methodological: Quantitative Marketing, Econometric Models, Statistical Modelling, Structural Equation Modeling.

TEACHING INTERESTS

- MKT: Marketing Strategy, Marketing Research, Marketing Analytics.
- SCM: Supply Chain Decision Making Models, Supply Chain Risk Management.

PUBLICATIONS

- Rashidi-Sabet, Siavash, Sreedhar Madhavaram, and Atul Parvatiyar (2022), "Strategic Solutions for the Climate Change Social Dilemma: An Integrative Taxonomy, a Systematic Review, and Research Agenda," *Journal of Business Research*, 146(July), 619-635.
- Rashidi-Sabet, Siavash, and Sreedhar Madhavaram (2022), "A Strategic Marketing Framework for Emerging Out of the Climate Change Social Trap: The Case of the Fashion Industry," *Journal of Macromarketing*, 42(2), 267-291.
- Rashidi-Sabet, Siavash, (2020), "Debate on Purchasing Power Parity: Comparison of Developed and Developing Countries," *European Journal of Economics, Finance and Administrative Sciences*, 103, 41-50.

PAPERS IN THE REVIEW PROCESS

- Sreedhar Madhavaram, Kerry T. Manis, Siavash Rashidi-Sabet, & Daniel Taylor (2022), "Building, Creating, Developing, and Maintaining Capabilities for Effective Supply Chain Management: An Integrative Framework and Research Agenda," *Journal of Business Logistics*. (Under 2nd Review)
- Rashidi-Sabet, Siavash, and Sreedhar Madhavaram (2022), "Strategic Marketing Solutions toward Resolving Social Dilemmas," *AMS Review*. (Revising for 3rd Review)
 - Winner 2021 Sheth-Foundation Conceptual Articles (Proposals) Award
- Rashidi-Sabet, Siavash, Sreedhar Madhavaram, and Kerry T. Manis (2022), "The Five Solution Framework for Assessing, Developing, and/or Improving Strategic Effectiveness in Tackling Sustainability," *MIT Sloan Management Review*. (Under Review)

SELECTED WORKS IN PROGRESS

- Rashidi-Sabet, Siavash, and Sreedhar Madhavaram (2022), “The Role of Corporate Social Responsibility in Resolving the Firm’s Social Dilemma.”
Target: *Journal of Marketing*, Working Paper, Texas Tech University. (Status: To be submitted by May 2022)
- Anand, Ankit, Siavash Rashidi-Sabet, and Sreedhar Madhavaram (2022), “Exploring the Influence of Organizational Shareholders’ Concerns on Resolving the DEI Social Dilemma.”
Target: *Journal of the Academy of Marketing Science*, Working Paper, Texas Tech University.
- Rashidi-Sabet, Siavash, Sreedhar Madhavaram, Ankit Anand, and Mayukh Dass (2022), “Toward Resolving Social Dilemmas Through Marketing Strategy.”
Target: *Journal of Marketing Research*, Working Paper, Texas Tech University.
- Madhavaram, Sreedhar, Kerry T. Manis, Siavash Rashidi-Sabet, Hunter Hatfield (2022), “Building Marketing Capabilities: A Systematic Review, An Organizing Frame work, and Research Agenda.”
Target: *Journal of Marketing*, Working Paper, Texas Tech University.
- Rashidi-Sabet, Siavash, and Sreedhar Madhavaram (2022), “Viewing Social Media from a Social Trap Perspective: Issues and Implications for Management Strategy.”
Target: *International Journal of Information Management*, Working Paper, Texas Tech University.
- Rashidi-Sabet, Siavash, and Sreedhar Madhavaram (2022), “Toward a Theory of *Social Dilemma Resolving Firm*.”
Target: *Journal of Management Studies*, Working Paper, Texas Tech University.

CONFERENCE PROCEEDINGS

- Rashidi-Sabet, Siavash, and Sreedhar Madhavaram, (2022), “Toward resolving the firm social dilemma: ESG efforts create tangible benefits,” *Marketing Strategy Meets Wall Street* in conjunction with *American Marketing Association Summer Academic Conference*. (Under Review)
- Rashidi-Sabet, Siavash, and Sreedhar Madhavaram, (2022), “Resolving the Climate Change Social Dilemma and Brand Value: Conceptualizing a Framework Involving Social Responsibility Practices and Public Policy,” *American Marketing Association Winter Academic Conference*.
- Rashidi-Sabet, Siavash, and Sreedhar Madhavaram, (2022), “Strategic Marketing Solutions for the Climate Change Social Dilemma,” *Academy of Marketing Science Annual Conference*.
- Rashidi-Sabet, Siavash, and Sreedhar Madhavaram, (2021), “Marketing Solutions for Social Dilemmas: A Systematic Review, Taxonomy of Marketing Solutions, and Research Agenda,” *Academy of Marketing Science Annual Conference*.
- Rashidi-Sabet, Siavash, and Sreedhar Madhavaram, (2021), “Climate Change, Social Traps, and Marketing Strategy: An Exploration of Leading Firms in the Fashion Industry,” *American Marketing Association Winter Academic Conference*.
- Rashidi-Sabet, Siavash, (2018), “Debate on the Purchasing Power Parity Puzzle: Evidence on the Six Most-Traded Currencies,” *Missouri Valley Economic Association*.

HONORS/ AWARDS/ GRANTS/ RECOGNITION

- 2022 AMA-Sheth Foundation Doctoral Consortium Fellow, American Marketing Association.
- 2022 Rawls College of Business Doctoral Student Excellence in Research Awards.
- 2022 Marketing & Public Policy Doctoral Research Workshop and Symposium Travel Grant, American Marketing Association, Baylor University.
- 2021 Rawls College of Business Administration Research Grant Proposal Award.
- 2021 CARMA (Consortium for the Advancement of Research Methods and Analysis) Scholarship, Rawls College of Business.
- 2021 AMS Doctoral Consortium Fellow, Academy of Marketing Science.
- 2021 ADCCA (AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles) Award.
- 2021 Student Government Association Award, Texas Tech University.
- 2020 Study Abroad Competitive Scholarship, Texas Tech University.
- 2020 Institute for Marketing Studies Scholarship, Rawls College of Business.
- 2019 Rawls Graduate Scholarship, Rawls College of Business.
- Graduate Fellowship, University of Sheffield. UK, 2013.
- Ranked top 0.5% among more than half million applicants in the national universities entrance exam. Iran, 2008.

ACADEMIC EXPERIENCE

Graduate Instructor, Rawls College of Business, Texas Tech University:

- *MKT 4385: Marketing Strategy.* Spring 2022
 - Spring 2022 Evaluation (43 students): TBD.
- *MKT 3356: Marketing Research and Analysis.* Summer 2022
 - Summer 2022 Evaluation (39 students): TBD.

Doctoral Teaching Fellow, Consortium for the Advancement of Research Methods and Analysis, Texas Tech University:

- *Research Methods.* 2021-present

Teaching Assistant, Rawls College of Business, Texas Tech University:

- *MKT 5360: Marketing Concepts and Strategies.* Fall 2021
- *MKT 4352: Sales Analytics & Data Driven Sales Strategies.* Fall 2021
- *MKT 5360: Marketing Concepts and Strategies.* Summer 2021
- *MKT 5360: Marketing Concepts and Strategies.* Spring 2021
- *SCM 3351: Business Process Improvement.* Spring 2021
- *SCM 4373: Supply Chain Strategy.* Spring 2021
- *SCM 4371: Transportation and Distribution Management.* Spring 2021

- *MKT 5360: Marketing Concepts and Strategies.* Fall 2020
- *MKT 5360: Marketing Concepts and Strategies.* Summer 2020
- *MKT 4385: Marketing Strategy.* Spring 2020
- *MKT 4385: Marketing Strategy.* Fall 2019

Teaching Assistant, Northern Illinois University:

- *ECON 260: Principles of Microeconomics.* Spring 2019
- *ECON 661: Macroeconomic Theory I.* Fall 2018
- *ECON 261: Principles of Macroeconomics.* Spring 2018
- *ECON 390A: Basic Econometrics Laboratory.* Fall 2017

PROFESSIONAL EXPERIENCE

- **Data and Financial Analyst**, Ramadah Department, Baadraan Company. 06/2015-07/2017
 - Designed customized investment solutions for the clients based on the type of risk aversion.
 - Provided investment advice and portfolio management for working capital and bond proceeds, and helped clients structure reliable and fundamentally sound asset management.
 - Conducted data querying, manipulated, and analyzed of large datasets. Generated, revised, updated and provided customer specific forecasting templates.
- **Data Analyst**, Marketing Department, Panacom Company. 08/2012-03/2013
 - Applied statistical analysis and predictive modeling to help the marketing teams acquire and retain customers.
 - Built marketing mix models to optimize marketing activities and developed automated systems to analyze, measure and predict marketing performance.
 - Identified, analyzed, and executed new and potential products, services, markets, and advertising opportunities.

TECHNICAL SKILLS

- **Programming Language/ Statistical Software:** L^AT_EX, SAS, SPSS, Stata, and R
- **Operating Systems:** MacOS, Windows

SERVICES

Reviewer

- 2022 American Marketing Association Summer Academic Conference
- 2022 American Marketing Association Winter Academic Conference
- 2022 Academy of Marketing Science Annual Academic Conference

Conference Organization

- Session chair, 2018 Missouri Valley Economic Association

Affiliations

- American Marketing Association
- Academy of Marketing Science
- Consortium for the Advancement of Research Methods and Analysis

REFERENCES

- Prof. Sreedhar Madhavaram

Area Coordinator and Alumni Professor of Marketing,
Texas Tech University.

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