

MAHDI NIKNEJAD

2110 Speedway Stop B6700 CBA 7.202
Austin, TX 78712
Mahdi.niknejad@mcombs.utexas.edu

Education

University of Texas at Austin

Ph.D. in Marketing, McCombs School of Business	Expected 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, New Product Development, Innovation Management, Marketing Strategy
 - Modeling: Causal Inference, Text Analysis, Machine Learning, Event Study
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Peer-Reviewed Publications

Published

- Ekhlassi, A., Niknejad, M. and Adibi, A., 2018. *Building Brand Identity In The Age Of Social Media*. IGI Global Publications.

In Progress

- Niknejad, M. and Mahajan, V., *Future is Bright: The Influence of Marketing Experienced Board Members on Top Management Team Composition and Long-term Firm Performance*, Target Journal: Journal of Marketing.
- Niknejad, M. and Mahajan, V, *Are Leaks Malevolent? The Impact of Source and Content Attributes of New Product Information Leakages on Firm Value*, Target Journal: Journal of Marketing
- Niknejad, M. and Mahajan, V, UX vs. UI: The Impact of Mobile App Redesign on User Satisfaction, Data Collection Stage
- Niknejad, M. and Mahajan, V, The Impact of Sanctioned Platformization of Digital Products on User Engagement, Data Collection Stage

Research Presentations

“Future is Bright: The Influence of Marketing Experienced Board Members on Top Management Team Composition and Long-term Firm Performance”, Presented at University of Texas at Austin, McCombs School of Business

“Are Leaks Malevolent? The Impact of Source and Content Attributes of New Product Information Leakages on Firm Value”, Presented at University of Texas at Austin, McCombs School of Business

“Are Leaks Malevolent? The Impact of Source and Content Attributes of New Product Information Leakages on Firm Value”, Presented at Marketing Strategy Doctoral Consortium, University of Texas at Austin, McCombs School of Business

Honors and Awards

- Honorary Graduate Award as the Top Student of 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
- University of Texas Recruitment Graduate School College Fellowship 2018-2020
- University of Texas Graduate School Provost Fellowship 2018-2022
- Fellow, Marketing Strategy Doctoral Consortium, University of Texas, Austin 2020
- Fellow, Marketing Strategy Doctoral Consortium, Indiana University, Bloomington 2019
- Inba-Eugene & Dora Bonham Memorial Scholarship 2019-2020

Teaching Experience

Course Instructor:

- Principles of Marketing, Spring 2021

Teaching Assistant:

- Marketing Analytics, Spring 2020 - Spring 2021
- Brand Management, Fall 2020
- Principles of Marketing, Fall 2018 - Spring 2019 - Fall 2019
- Marketing Management, Spring 2018
- Operations Management, Fall 2017
- Management Information Systems 2, Spring 2017
- Strategic Planning, Spring 2017
- Organization Theory and Design, Fall 2016
- Project Management, Spring 2013
- Computer Information Systems, Spring 2013
- Technical English of Industrial Engineering, Fall 2012

Professional Affiliations

- American Marketing Association- DocSig Member