

SINA AGHAIE

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EDUCATION

University of South Carolina - Darla Moore School of Business, Columbia, SC, USA
Ph.D. Candidate, Business Administration - Marketing, expected May 2019
Major Area: Marketing, Cognate Area: Strategy

Sharif University of Technology, Tehran, Iran
Master of Business Administration, 2011

Sharif University of Technology, Tehran, Iran
Bachelor of Science, Mechanical Engineering, 2008

RESEARCH AND TEACHING INTERESTS

Substantive: Empirical Marketing Strategy; Market Threat, Entry and Exit; Competitive Dynamics; Decision Making under Uncertainty; Multi-Market Competition

Methodological: Panel Data Econometrics; Survival Models; Hierarchical Linear Modeling (HLM); Systematic Review and Meta-Analysis

Teaching: Marketing Research; Marketing Analytics; Marketing Strategy; Business to Business Marketing; Competitive Analysis; Customer Relationship Management and Data Mining

DISSERTATION

“Essays on Market Entry and Exit: A Multi-Method Assessment”
(Proposal successfully defended: May 2018; Expected date of completion: May 2019)

Committee Members: Dr. Rafael Becerril Arreola (Chair) and Dr. Carlos J.S. Lourenço (Co-Chair), Dr. Satish Jayachandran, Dr. Charles H. Noble, and Dr. Chen Zhou

RESEARCH

Under Review

[1] *“Repelling Invaders: The Relationship Between Price and Quality Tactics of Incumbents and Low-Cost Entrants’ Market Exit Over Time,”* Dissertation Essay 1, with Carlos Lourenço and Charles H. Noble. *Under Review at Journal of Marketing Research* – [\[Download\]](#)

Work in Progress

[2] “*The New Kid on The Block: A Meta-Analysis of Incumbents’ Responses to Low-Cost Market Entrants*,” Dissertation Essay 2 with Carlos Lourenço and Charles H. Noble. Writing stage. *Preliminary data analysis (Targeted to Journal of Academy of Marketing Science)* -- [\[Download the abstract\]](#)

[3] “*Bluff or Real? Helping Incumbents Recognize How a Really Threatening Firm Looks Like*” with Carlos Lourenço, Charles H. Noble, and Rafael Becerril Arreola. *Preliminary Data Analysis (Targeted to Strategic Management Journal)* -- [\[Download the abstract\]](#)

[4] “*Sooner or Later: New Product Pre-Announcement Timing and Shareholders’ Judgement*.” *Literature Review Completed, one study conducted (Targeted to Journal of Marketing)* -- [\[Download the abstract\]](#)

- Accepted for poster presentation at SCP and AMA winter conference

Early Stage Ideas

[5] “*Disentangling Value Created by Intertemporal and Intratemporal Economies of Scope: Evidence from US Airline Industry*,” with Ghahhar Zavosh. *Data Collection Stage*

[6] “*Footholds or Feints? When Incumbents Should React to the Rival’s Market Entry*.” *Literature Review Stage*.

HONORS AND AWARDS

[1] Marketing Science Doctoral Consortium Fellow, Temple University, Philadelphia, 2018

[2] Marketing Strategy Doctoral Consortium Fellow, Missouri University, Columbia, 2018

[3] Finalist - ISBM Doctoral Dissertation Award Competition (2017)

[4] Doctoral Student Scholarship, Darla Moore School of Business, University of South Carolina, 2014-current

[5] Ranked 41st among more than 30,000 participants, Iranian National University Entrance Exam (*Konkour*) for graduate programs, 2008

[6] Ranked 255th among more than 500,000 participants, Iranian National University Entrance Exam (*Konkour*) for undergraduate programs, 2003

CONFERENCE PAPERS, POSTERS AND PRESENTATIONS (* Denotes presenter)

[1] Aghaie, Sina*, Carlos Lourenço and Charles H. Noble (2018), “*Repelling Invaders: The Effects of Incumbents’ Marketing Tactics on Low-Cost Entrants’ Market Exit over Time*,” Darla Moore School of Business, Columbia, SC. May 2018

[2] Aghaie, Sina*, Carlos Lourenço and Charles H. Noble (2018), “*Repelling Invaders: The Effects of Incumbents’ Marketing Tactics on Low-Cost Entrants’ Market Exit over Time*,” Marketing Science Conference, Philadelphia, PA. June 2018

[3] Aghaie, Sina, Carlos Lourenço and Charles H. Noble* (2018), “*The New Kid on The Block: A Meta-Analysis of Incumbents’ Responses to Low-Cost Market Entrants*,” BI-JAMS thought leaders' conference on generalizations in marketing: systematic reviews and meta-analyses, Oslo, Norway. June 2018

[4] Aghaie, Sina*, Carlos Lourenço and Charles H. Noble (2018), “*Repelling Invaders: The Effects of Incumbents’ Marketing Tactics on Low-Cost Entrants’ Market Exit over Time*,” ISBM Conference, Boston, MA. August 2018

[5] Aghaie, Sina*, Carlos Lourenço and Charles H. Noble (2017), “*Repelling Invaders: The Effects of Incumbents’ Marketing Tactics on Low-Cost Entrants’ Market Exit over Time*,” South-East Marketing Symposium, Lexington, KY. April 2017

Note: The paper “*Repelling Invaders: The Effects of Incumbents’ Marketing Tactics on Low-Cost Entrants’ Market Exit over Time*,” was reviewed and accepted for presentation at (1) EMAC 2018, Glasgow, Scotland, June 2018 and (2) Competitive Dynamics conference, Queen's University, Kingston, Canada. June 2018. They were not presented due to the travel ban.

TEACHING EXPERIENCES

Darla Moore School of Business, University of South Carolina, Columbia, SC

[\[Download course syllabus from here\]](#)

[1] **Instructor**, Principles of Marketing Research, Core undergraduate course (Spring 2018)

- Enrollment: 35 students, Evaluation: Overall **4.53/5.0** & Instructor Performance **4.68/5** -- **86%** Response Rate – [\[Download evaluation report from here\]](#)
- **Responsibilities:**
 - Implementing **active learning** techniques in the class
 - Applying guest speakers support learning by inviting speakers from industry and academia
 - Developing and presenting lectures [\[Download sample lectures from here\]](#); creating class curriculum, administering homework, quizzes, and exams
 - Teaching **SPSS** and **EXCEL** for basic data analysis
 - Grading students’ works; holding office hours, review sessions

[2] **Instructor**, Principles of Marketing Research, Core undergraduate course (Spring 2017)

- Enrollment: 20 students, Evaluation: Overall **4.68/5.0** & Instructor Performance **4.75/5** -- **60%** Response Rate – [\[Download evaluation report from here\]](#)
- **Responsibilities:**
 - Developing and presenting lectures; creating class curriculum, administering homework, quizzes, and exams
 - Teaching **SPSS** and **EXCEL** for basic data analysis
 - Grading students’ works; holding office hours, review sessions

[3] **Teaching Assistant**, Customer Relationship Management and Data Mining, Core course for Business Analytics program (Spring 2017)

- **Responsibilities:**
 - Help with preparing course contents, created class activities, homework & assignments (Using SAS software)
 - Helping students with their final projects, grading students' exams, holding office hours
- Enrollment: 85 MBA students with Dr. Ram Janakiraman

[4] **Teaching Assistant**, Principles of Marketing Research, Core undergraduate course

- Responsibilities:
 - Grading, and providing assistance to students during lab sessions
- Fall 2014 – Enrollment: 120 Undergraduate Students with Dr. Chen Zhou
- Fall 2015 – Enrollment: 140 Undergraduate Students with Dr. Chen Zhou

[5] **Teaching Assistant**, Marketing Spreadsheet Modeling

- Fall 2017 –MBA students with Dr. Rafael Becerril Arreola

RELEVANT COURSEWORK

Econometrics and Statistics

Econometrics I	McKinley L. Blackburn
Econometrics II	Orgul D. Ozturk
Data Analysis	Timothy Hanson
Introduction to Bayesian Statistics	Xiaoyan Lin
Hierarchical Linear Models	Xiaofeng Liu
Longitudinal Data Analysis	Lianming Wang
Statistics and Econometrics	Lionel Nesta

Marketing

Seminar in Marketing Strategy I	Satish Jayachandran
Seminar in Marketing Strategy II	Kartik Kalaignanam
Seminar in Marketing Models	Ramkumar Janakiraman
Seminar in Consumer Behavior I	Priyali Rajagopal
Seminar in Consumer Behavior II	Anastasiya Pocheptsova
Research Methodology and Philosophy in Marketing	Randall Rose
Marketing Spreadsheet Modeling (MBA level-Audit)	Rafael Becerril Arreola

Management and Economics

Seminar in Strategic Management	Pierre-Xavier Meschi
Game Theory	Farshad Fatemi
Game Theory	Alexander Matros
Microeconomics	Zakaria Babutsidze
Seminar in Theory of the Firm	Pierre Garrouste
Seminar in Retailing (Audit)	Olga Perdikaki

SERVICES

[1] STUDENT ADVISING

Thesis Co-advisor, *Elisabeth Ann Beall* (South Carolina Honors College) -April 2018.
Dissertation title "TRENDS IN MERGERS AND ACQUISITIONS: REASONS FOR DOMESTIC DEAL FAILURE, 2014-2017"

[2] MARKETING EXPERIMENTAL LAB (Behavioral Lab Coordinator: Dr. Elise Chandon Ince)

Responsibilities: Assisted with preparation for and conducting of experiments (2017-2018)

Completed the following CITI Program courses:

- Social and Behavioral Responsible Conduct of Research
- Human Research
- Social & Behavioral Researchers

[3] MEMBER OF DARLA MOORE DOCTORAL STUDENT ASSOCIATION (2015-Current)

[4] SESSION CHAIR

Marketing Science Conference, Philadelphia, PA. June 2018

[5] Volunteer at Columbia Council for Internationals (CCFI), Columbia, SC (2017 – Current)

[6] An active member of Students Union in Sharif University of Technology (2009-2011)

[7] Member of advertising and public relation team "2nd National Industrial Ventilation and Hygiene Conference", Sharif University of Technology, 1-3 March 2011.

[8] Administrative Member of "1st National Industrial Ventilation and Hygiene Conference", Sharif University of Technology, 24-25 Feb. 2010.

COMPUTER SKILLS

SPSS, SAS, STATA, Python

PROFESSIONAL EXPERIENCE

Kalleh Dairy Company
Product Manager

Tehran, Iran
10/2011-5/2013

Pars Peyman Toos
Sales Engineer

Tehran, Iran
10/2010-9/2011

REFERENCES

[Dr. Rafael Becerril Arreola](#)

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