

## AIDIN NAMIN

Loyola Marymount University  
College of Business Administration  
Department of Marketing and Business Law  
One LMU Drive, MS 8395  
Los Angeles, California 90045

Office: (310) 338-4526  
E-mail: [aidin.namin@lmu.edu](mailto:aidin.namin@lmu.edu)

### ACADEMIC EMPLOYMENT

---

**Assistant Professor of Marketing (tenure-track)**, Loyola Marymount University, College of Business Administration, (August 2017- present)

**Assistant Professor of Marketing (tenure-track)**, The University of Idaho, College of Business and Economics, (August 2015- May 2017)

### EDUCATION

---

**Ph.D.** Management Science (Marketing), The University of Texas at Dallas, (2010- July 2015)

**MBA** Master of Business Administration, Graduate School of Management and Economics, Sharif University of Technology, (2008-2010)

**B.Sc.** Industrial Engineering, Sharif University of Technology, (2002-2006)

### DISSERTATION INFORMATION

---

**Title:** Essays on Price, Demand, and Choice in Fashion and Car Industries

### RESEARCH INTERESTS

---

**Substantive:** Pricing, Retailing, Seasonal Goods, Consumer Search, Digital Marketing.

**Methodology:** Modeling, Quantitative Marketing, Econometrics.

### PUBLICATIONS

---

**Namin, Aidin**, Ratchford B., Soysal G. (2017). An Empirical Analysis of Demand Variations and Markdown Policies for a Fashion Retailer, *Journal of Retailing and Consumer Services*, 38, 126-136.

**Namin, Aidin** (2017). Revisiting Customers' Perception of Service Quality in Fast Food Restaurants. *Journal of Retailing and Consumer Services*, 34, 70-81.

**Namin, Aidin** (2015). Do Consumer Demographics Affect Dynamic Price Markdowns of Seasonal Goods?. *Archives of Business Research*, 3(5).

Tajzadeh-Namin Ardeshir, Pilevary N., **Namin A.** (2012). Measuring Customer Satisfaction Using SERVQUAL Survey, *Management Science Letters*, 2, 933-938.

### REFEREED PAPERS IN CONFERENCE PROCEEDINGS

---

**Namin. Aidin**, Ratchford B. "An Investigation of Consumer Search and Choice Efficiency in the Automobile Industry", 2017 Marketing Educators' Winter Conference (Winter AMA), Orlando, FL, February 2017.

**Namin. Aidin**, "The Impact of Message Design on Online Advertising", 2016 Marketing Educators' Summer Conference (Summer AMA), Atlanta, GA, August 2016.

**Namin. Aidin**, “A Different Angle on Consumer Grocery Shopping Choice: An Empirical Investigation” Western Decision Sciences Institute Conference Proceedings, Las Vegas, NV, April 2016.

**Namin. Aidin**, “Making More: What Do Scanner Data Tell Us?” Academy of Business Research Conference Proceedings, Boca Raton, FL, November 2015.

Dehdashti, Y., N. Lotfi, **A. Namin**, and M Najmi, “Importance of Factors that Affect Consumers’ Perception of Fairness in Dynamic Pricing: An FCM Approach”, International Conference on Artificial Intelligence (ICAI) Proceedings, Las Vegas, NV, 2011.

### **WORKING PAPERS**

---

1. “A Mixed Method Approach on Brand Extension”, with David Stewart, Mitchell Hamilton, and Julian Saint Clair.
2. “An Empirical Study of Customer Involvement in Food Production Process.” with Mitchell Hamilton and Julian Saint Clair
3. “An Investigation of Consumer Search and Choice Efficiency in the Automobile Industry”, with Brian Ratchford.
4. “An Empirical Investigation of Fashion Goods’ Price Markdown Policies and Product Characteristics”, with Brian Ratchford and Gonca Soysal.
5. “Optimal Pricing under Third Degree Price Discrimination: An Empirical Investigation for Cruises”, with Dinesh Gauri.
6. “Drop-Shipping and Pricing Policies for a Fashion Retailer”, with Dinesh Gauri and Annibal Camara Sodero

### **INVITED TALKS AND CONFERENCE PRESENTATIONS**

---

- 2017 Marketing Educators’ Winter Conference (Winter AMA), Orlando, FL, February 2017.
- 2016 Marketing Educators’ Summer Conference (Summer AMA), Atlanta, GA, August 2016.
- CBE Pedagogic & Research Seminar Series, The University of Idaho, Moscow, ID, March 2016.
- 45<sup>th</sup> Western Decision Sciences Institute Annual Meeting, Las Vegas, NV, April 2016.
- Academy of Business Research, Boca Raton, FL, November 2015 (Presenter and Session Chair.)
- 37<sup>th</sup> INFORMS Marketing Science Conference, Johns Hopkins University, Baltimore, MD, June 2015.
- University of Cologne, December 2014.
- Syracuse University, October 2014.
- 36<sup>th</sup> INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June 2014.
- 31<sup>st</sup> Annual University of Houston Doctoral Symposium, Houston, TX, April 2013.

### **HONORS, AWARDS, AND GRANTS**

---

- Marquis Who’s Who biographical listee (through direct invitation from the publisher), August 2017.
- Gary Michael Idaho Power **Excellence Junior Faculty Fellowship Award** (\$5,000) for Established Record of Excellence in Research, Spring 2016.
- Winner of 2016 Western Decision Sciences Institute Annual Meeting **Junior Faculty Award**.
- Innovation, Impact, and Outreach **Grant for Analytics with Purpose** (\$2,500), College of Business and Economics, University of Idaho, October 2015.
- **Winner of the Teaching Award** as the Outstanding Ph.D. Student Teacher of the Year at UT Dallas for the 2014-2015 Academic Year.

- **Foster and Framing Excellence in Teaching** Think Tank, held by The Teaching & Advising Committee at the University of Idaho, October 2015.
- Twice nominated for Teaching Award at the University of Texas at Dallas.
- AMA–Sheth Foundation Doctoral Consortium Fellow, Northwestern University, 2014.
- ISMS Doctoral Consortium Fellow, Emory University, 2014.
- Quantitative Marketing and Economics Conference Fellow, University of Chicago, 2013.
- Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics Fellow, Duke University, 2013.
- UT Dallas full Ph.D. Scholarship Fall 2010-Spring 2015.
- Ranked in the top 0.04% percentile in Nationwide Graduate Entrance Exam, Iran, 2008.
- Ranked in the top 0.2% percentile in Nationwide Undergraduate Entrance Exam, Iran, 2002.

## **SERVICE**

---

- Search Committee Member, College of Business Administration, Loyola Marymount University, August 2017-present.
- Reviewer for the 2016 and 2017 *Summer AMA* Conferences.
- Reviewer for the *American Academy of Advertising* (AAA) 2016 and 2017 Annual Conferences.
- Ad-hoc Reviewer for the *Journal of Business Research*, 2016-present.
- Member of the *CBE Research and Scholarly Activity Committee*, The University of Idaho, August 2015- May 2017.
- Reviewer for the 2016 *University of Texas at Arlington Marketing Research PhD Conference*.
- Session Chair, *Academy of Business Research* Conference, Boca Raton, FL, Nov 10-12, 2015.
- Reviewer for the *Western Decision Sciences Institute* (WDSI) 2016 Annual Meeting.
- Close collaboration with *UT Dallas Career Management Center*, Spring 2015.

## **TEACHING**

---

### **Teaching Interests**

*Principles of Marketing, Marketing Analytics, and Marketing Research.*

### **Courses Taught**

- Loyola Marymount University (Fall 2017): *Principles of Marketing*.
- University of Idaho (Fall 2015, Spring 2016, Fall 2016, and Spring 2017): *Principles of Marketing, Marketing Analytics, Marketing Research*.
- The University of Texas at Dallas (Summer 2013, Fall 2014, Spring 2015, and Summer 2015): *Principles of Marketing*.

## **INDUSTRY EMPLOYMENT EXPERIENCES**

---

Kayson Company (KC)	2007-2010
<ul style="list-style-type: none"> <li>• <i>Data Analyst</i></li> <li>• <i>Recognized as a key employee in the organization by the management, Summer 2009</i></li> </ul>	
Peyvand Modiriyat Faragir Management Consulting Co.	2004-2005
<ul style="list-style-type: none"> <li>• <i>Market Researcher</i></li> </ul>	

## **COMPUTER LANGUAGES**

---

Fluent in SAS, GAUSS, R, STATA, MATLAB, SPSS, and LaTeX.  
High proficiency in Python and SQL.