

Yasamin Vahdati

Department of Operations and Business Analytics
Lundquist College of Business
Lillis, University of Oregon
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EDUCATION

PhD in Business Administration, Oklahoma State University, 2019
MBA, Mazandaran University of Science and Technology, Iran, 2013
BSc, Computer Engineering, Azad University, Iran, 2009

ACADEMIC EMPLOYMENT

University of Oregon, Lundquist College of Business, Department of Operations and Business Analytics

- Associate Teaching Professor of Operations and Business Analytics, 2025-present
- Instructor of Operations and Business Analytics, 2019-2025

RESEARCH INTERESTS

The interface of Operations Management and Marketing, Empirical Strategy, CEO and CMO Activism

TEACHING INTERESTS

Business Analytics, Python Data Analytics, Operations Analytics, Business Statistics

TEACHING EXPERIENCE

University of Oregon, Lundquist College of Business

- *Business Analytics I*, Winter 2020 to Present
- *Python Data Analytics*, Fall 2025
- *Business Analytics II*, Winter 2023
- *Marketing Management*, Fall 2020, Spring 2021

Oklahoma State University, Spears School of Business

- *Marketing Research*, Fall 2017

PEER-REVIEWED PUBLICATIONS

Vahdati, Y. and Voss, K.E. (2019), "Brand identification, cause-brand alliances, and perceived cause controversy," *Journal of Product & Brand Management*, Vol. 28 No. 7, pp. 880-892.

CONFERENCE PRESENTATIONS

- Vahdati, Y. and Voss, K.E. (2018), "Does a Cause-Brand Alliance Build Customer-Brand Identification" paper presented at *Mittelstaedt Doctoral Symposium*, Lincoln, Nebraska.
- Vahdati, Y. and Voss, K.E. (2017), "Building Brand Identification Through Cause-Brand Alliances: The Role of Perceived Cause Controversy," paper presented at annual *Academy of Marketing Science Conference*, Coronado Island, CA.
- Vahdati, Y. and Zolfagharian, M., (2016), "Antecedents and Consequences of Customer-to-Customer Interaction at Self-Service Technology Environments," paper presented at annual *American Marketing Association's Winter Educators Conference*, Las Vegas, NV.

HONORS AND AWARDS

- Outstanding Graduate Teaching Associate, Oklahoma State University, 2018
- Philips Doctoral Dissertation Fellowship Award, Oklahoma State University, 2018
- Institute for the Study of Free Enterprise Doctoral Student Scholarship, 2018
- Mittelstaedt Doctoral Symposium Presenter, Lincoln, Nebraska, 2018
- AMA-Sheth Doctoral Consortium Fellow, Iowa City, IA, 2017
- Pappas Professional Development Fund Award, Oklahoma State University, 2017
- 2nd place winner of Three Minutes Thesis Competition (3MT), Spears School of Business, 2017
- 2nd place winner, 2nd Health Innovation Weekend, Oklahoma State University, 2016
- 3rd place winner of Three Minutes Thesis (3MT), Spears School of Business, 2016
- Oklahoma State University Graduate College Top Tier Fellowship, 2015

SERVICE

University of Oregon

- University Senate, 2024- 2026
- Oversight and Shared Governance committee member, 2024-2025

Lundquist College of Business

- Inclusion Council Member, 2024-2026

Operations and Business Analytics Department

- OBA 311 Course Coordinator, 2021-2023

Professional

- Ad Hoc Reviewer
 - Academy of Marketing Science Annual Conference
 - Journal of Marketing Theory and Practice
 - Academy of Marketing Science public policy track
 - European Journal of Marketing
 - American Marketing Association Winter Educators Conference

PROFESSIONAL AFFILIATIONS

- Institute for Operations Research and the Management Sciences (INFORMS)
- American Marketing Association (AMA)

PROFESSIONAL EXPERIENCE

- Business Analyst, Jaddeh Abrisham Co. Ltd, Iran, 2011-2012
- English as a Second Language (ESL) Instructor, Safir Language Academy, Iran, 2007-2014