

Koushyar Rajavi

Scheller College of Business
Georgia Institute of Technology
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EDUCATION

Kenan-Flagler Business School, University of North Carolina at Chapel Hill

Doctor of Philosophy, Marketing 2018

Master of Science, Marketing 2017

School of Electrical and Computer Engineering, University of Tehran

Bachelor of Science, Information Technology Engineering 2012

EMPLOYMENT

Scheller College of Business, Georgia Institute of Technology

Assistant Professor, Marketing 2018 – present

RESEARCH INTERESTS

- *Substantive*: Quantitative Marketing Strategy, Brand Perceptions, Brand Equity, Piracy.
- *Methodological*: Applied Econometrics, Causal Inference, Synthetic Control, Difference-in-Differences, Causal Forest.

PUBLICATIONS

- Koushyar Rajavi, Sina Golara, and Sajad Modaresi (2024), “Impact of Inventory Levels and Product Variety on Consumers’ Perceptions of Brands”, *Production and Operations Management*, 33 (9), 1855-74.
- Koushyar Rajavi, Brett Danaher, and Jesse Newby (2024), “Price, Piracy, and Search: Which Pirates Respond to Changes in Legal Price?”, (equal authorship), *MIS Quarterly*, 48 (4), 1537-58.
 - Media Coverage: [TorrentFreak.com](https://www.torrentfreak.com), [Gigazine.net](https://www.gigazine.net)
- Mansur Khamitov, Koushyar Rajavi, Der-Wei Huang, and Yuly Hong (2024) “Consumer Trust: Meta-analysis of 50 Years of Empirical Research”, (equal authorship), *Journal of Consumer Research*, 51 (1), 7-18.
 - Media Coverage: [Psychology Today](https://www.psychologytoday.com)

- Koushyar Rajavi, Donald Lehmann, Kevin Keller, Alireza Golmohammadi (2023), “Ad Expenditures and Perceived Quality: A Replication and Extension”, *Marketing Letters*, 34 (1), 161-9.
- Koushyar Rajavi, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp (2023), “Brand Equity in Good and Bad Times: What Distinguishes Winners from Losers in CPG Industries?”, *Journal of Marketing*, 87 (3), 472-89.
 - Media Coverage: [The Brand Project](#), [The JM Buzz Podcast](#), [Newswise](#), [Europanel](#)
- Koushyar Rajavi, Donald Lehmann, Kevin Keller, Alireza Golmohammadi (2022), “How Advertising Expenditures Affect Consumers’ Perceptions of Quality”, *Journal of Advertising Research*, 62 (4), 321-35.
 - Winner of JAR Best Paper award, 2022.
- Shijie Lu, Koushyar Rajavi, and Isaac Dinner (2021), “The Effect of Over-The-Top Media Services on Piracy Search: Evidence from a Natural Experiment”, *Marketing Science*, 40 (3), 548-68.
 - Media Coverage: *TorrentFreak.com* ([2020](#), [2022](#)), [Bauer Business Minds](#), [AMA ServSig](#), [TV Tech](#)
- Koushyar Rajavi, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp (2019), “In Brands We Trust? A Multi-Country, Multi-Category Study into the Role of Marketing Mix Activities as Drivers of Brand Trust in Consumer Packaged Goods Industry”, *Journal of Consumer Research*, 46 (4), 651-70.
 - Media Coverage: *JCR Author Interviews*, [AdShaker](#), [Medium.com](#).
- Kalaignanam, Kartik, Tarun Kushwaha, and Koushyar Rajavi (2018), “How Does Web Personalization Create Value for Online Retailers? Lower Cash Flow Volatility or Enhanced Cash Flows”, *Journal of Retailing*, 94 (3), 265-79.

WORKING PAPERS

- Koushyar Rajavi, Shijie Lu, Sina Golara, and D.J. Wu, “The Effect of Portability Regulation on Piracy: Evidence from a Natural Experiment,” Under Review at *Management Science*.
- Koushyar Rajavi, Farnoosh Khodakarami, and Mansur Khamitov, “The Effect of External Events and Conditions on Consumers’ Responses to Market Research Surveys”, (equal authorship), Under Review at *Journal of Retailing*.
- Koushyar Rajavi, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp, “Recovering from Product-Harm Crisis: How Risk Factors Impact Effectiveness of Price Promotions?”, to be submitted to the *Journal of International Business Studies*.

WORK IN PROGRESS

- *Daylight Savings Time and Consumption Patterns*, Data Analysis Stage, with Kristopher Keller, Adithya Pattabhiramaiah.
- *Impact of Carvana's Ban on Auto Market*, Data Analysis Stage, with Sina Golara, SK Jeong, Zac Rogers.
- *Air Pollution and Digital Consumption Patterns*, Data Analysis State, with Nan Zhao, Xi Lin, and Shijie Lu.

OTHER PAPERS

- Mohammad R Basirati, Marko Ostasevic, Koushyar Rajavi, Markus Böhm, and Helmut Krcmar (2020), "Understanding the Relationship of Conflict and Success in Software Development Projects," *Information and Software Technology*, 126 (Oct), 106331.

GRANTS, HONORS, AND AWARDS

- ISMS Early-Career Scholars Camp Fellow, Duke University, 2022.
- Winner of *Journal of Advertising Research* Best Paper Award, 2022.
- Brady Family Award for Faculty Teaching Excellence, Scheller College of Business (\$3,000).
- Student Recognition of Excellence in Teaching: Class of 1934 CIO Honor Roll; Fall 2021, Summer 2021, Fall 2020.
- Amazon Research Awards for research on *Advertising Diversification* (\$47,650), 2021.
- University-level CTL/BP Junior Faculty Teaching Excellence Award (\$3,000), 2021.
- Mary Kay Dissertation Award Finalist, 2019.
- Latané Outstanding Student Award, PhD Program at Kenan-Flagler Business School, 2018.
- Research Proposal Accepted and Data Granted by AiMark; 2014, 2016, 2018.
- Marketing Science Doctoral Consortium Fellow, 2017.

TEACHING

Scheller College of Business, Georgia Institute of Technology

- Management Analytics – MBA core course (MGT 6500)
 - Fall 2023, 2 full-time MBA sections (n=71)
 - *Instructor's Overall Effectiveness*: 4.6/5
 - Fall 2022, 2 full-time MBA sections (n=76)
 - *Instructor's Overall Effectiveness*: 4.8/5
 - Fall 2021, 2 full-time MBA sections (n=79)
 - *Instructor's Overall Effectiveness*: 4.9/5
 - Fall 2020, 1 full-time MBA section, hybrid format (n=66)
 - *Instructor's Overall Effectiveness*: 4.8/5

- Fall 2019, 2 full-time MBA sections (n=85)
 - *Instructor's Overall Effectiveness: 4.9/5*
- Fall 2018, 2 full-time & 2 evening MBA sections (n=178)
 - *Instructor's Overall Effectiveness: 4.2/5*
- Management Statistics – Undergraduate core course (MGT 2250)
 - Fall 2024, 2 sections, hybrid format (n=145)
 - *Instructor's Overall Effectiveness: 4.5/5*
 - Fall 2023, 2 sections, hybrid format (n=130)
 - *Instructor's Overall Effectiveness: 4.7/5*
 - Fall 2022, 2 sections, hybrid format (n=139)
 - *Instructor's Overall Effectiveness: 4.7/5*
 - Fall 2021, 2 sections, hybrid format (n=127)
 - *Instructor's Overall Effectiveness: 4.7/5*
 - Summer 2021, 1 section, remote format (n=35)
 - *Instructor's Overall Effectiveness: 4.9/5*
 - Fall 2020, 2 sections, hybrid format (n=114)
 - *Instructor's Overall Effectiveness: 4.9/5*
 - Fall 2019, 2 sections (n=80)
 - *Instructor's Overall Effectiveness: 4.7/5*

Kenan-Flagler Business School, University of North Carolina

- Principles of Marketing (BUSI 406)
 - Summer 2016, one undergraduate section (n=8)
 - *Instructor's Overall Effectiveness: 4.8/5*

SERVICE

Professional Service

- ERB member: *Journal of Retailing*
- Ad-hoc Reviewer: *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *MIS Quarterly*, *Marketing Letters*, Winter/Summer AMA

PhD Supervision

- Yuly Hong (committee member); NEOMA Business School (2023)
- Na Kyong (Kimberly) Hyon (committee member); University of Cincinnati (2023)
- Merve Uzunogullari (committee member); expected 2024 graduation
- Sarah Motallebi (advisor); expected 2028 graduation

Institutional Service

- Co-organizer of marketing guest speaker seminar series, Scheller CoB, 2018-present.
- Member of faculty annual evaluation rubrics design committee, Scheller CoB, 2022.
- Member of marketing undergraduate curriculum revision committee, Scheller CoB, 2020.
- Member of Center for Teaching and Learning (CTL) awards committee, Georgia Tech, 2022.
- Member of IT committee, Scheller CoB, 2019-present.

CONFERENCE PRESENTATIONS

“Role of Trust in Product-Harm Crises: A Cross-Category and Cross-Country Perspective”

Co-authors: Tarun Kushwaha and Jan-Benedict E.M. Steenkamp

- Winter AMA 2016, Las Vegas, NV.
- Marketing Science 2017, Los Angeles, CA (*Session Chair*).

“In Brands We Trust? A Multi-Country, Multi-Category Study into the Role of Marketing Mix Activities as Drivers of Brand Trust in Consumer Packaged Goods Industry”

Co-authors: Tarun Kushwaha and Jan-Benedict E.M. Steenkamp

- Winter AMA 2017, Orlando, FL.
- Theory & Practice in Marketing 2017, Charlottesville, VA.
- Winter AMA 2018, New Orleans, LA (presented by Jan-Benedict Steenkamp).

“Impact of Economic Business Cycles on Evolution of Brand Equity”

Co-authors: Tarun Kushwaha and Jan-Benedict E.M. Steenkamp

- Winter AMA 2019, Austin, TX.
- Georgia Research Symposium 2019, Georgia Tech, GA.
- Summer AMA 2019, Chicago, IL (presented by Tarun Kushwaha).

“The Effect of Over-The-Top Media Services on Piracy Search”

Co-authors: Shijie Lu and Isaac Dinner

- TPM 2019, New York, NY (presented by Isaac Dinner).
- Marketing Dynamics 2019, University of Maryland, MD (presented by Isaac Dinner).

“Examining the Effect of a Policy Change on eBook Piracy”

Co-authors: Brett Danaher and Jesse Newby.

- SCECR 2022, Madrid (presented by Brett Danaher)
- WISE 2022, Copenhagen (presented by Brett Danaher)

“Advertising Diversification and Its Impact on Consumer Mindset Metrics”

Co-authors: Maarten Gijsenberg, Maren Becker, Filippo Dall’Olio

- EMAC 2022, Budapest (presented by Filippo Dall’Olio)

Last Update: Mar 2025