

Saeed Janani

Daniels College of Business
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ACADEMIC POSITIONS

University of Denver <i>Assistant Professor of Marketing</i>	2023-Present
University of Houston Victoria <i>Assistant Professor of Marketing</i>	2020 - 2023

EDUCATION

Ph.D.	Marketing W. P. Carey School of Business, Arizona State University	2020
M.S.	Marketing Research Southern Illinois University	2014
MBA	Marketing Sharif University of Technology	2012
B.S.	Electrical Engineering University of Tehran	2008

RESEARCH INTERESTS

Marketing / Technology Interface, Innovation and Product Design
CSR and Societal Welfare Implications of Marketing

PUBLICATIONS

Wiles, Michael A., **Saeed Janani**, Darima Fotheringham, and Chadwick J. Miller (2023), "A Longitudinal Examination of the Relationship Between National-Level Per Capita Advertising Expenditure and National-Level Life Satisfaction Across 76 Countries," *Marketing Science*.

Janani, Saeed, Ranjit Christopher, Atanas Nik Nikolov, and Michael Wiles (2022), "Marketing Background of CEOs and Corporate Social Performance (CSP)," *Journal of the Academy of Marketing Science*, 50(3), 460-481.

Aghaie, Sina, Amir Javadinia, Hooman Mirahmad, and **Saeed Janani** (2022), "Incumbent's Response Strategy and a New Entrant's Market Exit: The Moderating Role of Relational Market-Based Assets," *Journal of Business Research*, 146, 251-263.

Janani, Saeed, Michael A. Wiles, and Saurabh Mishra, "Marketing Competence and Institutional Trust in Business," *Journal of International Marketing*, 30(3).

MANUSCRIPTS IN THE REVIEW PROCESS

Atefi, Yashar, Sebastian Hohenberg, and **Saeed Janani**, “The Growth Department and the Blurring Line between Sales and Marketing,” preparing for a 2nd round submission, *Journal of Marketing*.

Aghaie, Sina, **Saeed Janani**, Darima Fotheringham, and Mark Houston, “Examining the Impact of Common Ownership on Consumer Welfare: Empirical Evidence from the US Airline Industry,” Under 1st round review, *Journal of Marketing*.

Janani, Saeed, Michael Wiles, and Gaia Rubera, “Designed for Growth: The Interplay between Design Capability and Technological Market Conditions,” preparing for a 2nd round submission, *Journal of the Academy of Marketing Science*.

MANUSCRIPTS IN PREPARATION

Nickerson, Dionne Antoinette, Atanas Nik Nikolov, and **Saeed Janani**, “Corporate Social Responsibility and Financial Performance: Does the Chief Marketing Officer Matter?” Working paper, revising for a new submission following a Reject and Resubmit, *Journal of Marketing*.

Janani, Saeed, Michael Wiles, Gaia Rubera, and Saurabh Mishra, “Profiting from Technological Market Dynamics: The Impact and Interplay of Marketing and R&D Capabilities,” Working paper, preparing for submission, *Journal of the Academy of Marketing Science*.

SELECT RESEARCH IN PROGRESS

Janani, Saeed, Sina Aghaie, and Hooman Mirahmad (equal authorship), “Spillover Effect in Quality Perception of Customers: An Online Review Study.”

Janani, Saeed, Michael Wiles, Saurabh Mishra, and Sachin Modi, “Does CEO Background Affect How Firms Cope with Industry Regulations?”

Janani, Saeed, Michael Wiles, Gaia Rubera, and Saurabh Mishra, “Strategic Technological Orientation and Firm Performance: Moderating Role of Firm Capabilities.”

Janani, Saeed, and Kang Hsu, “The Effect of Design Patent Litigation on Firm Value.”

Janani, Saeed, “Green Innovation, Corporate Social Responsibility, and Financial Performance.”

Janani, Saeed, and Kang Hsu (equal authorship), “CEO Background and Firms Sustainable Operations.”

PRESENTATIONS (*Presenter)

Aghaie, Sina, Saeed Janani*, Darima Fotheringham, and Mark Houston, “Common Ownership and Marketing Mix Strategies: Empirical Evidence from the US Airline Industry,” Winter AMA conference, February 2024.

Janani, Saeed*, Ranjit Christopher, Atanas Nik Nikolov, and Michael Wiles, “Marketing Background of CEOs and Corporate Social Performance (CSP),” Winter AMA conference, February 2020.

Janani, Saeed*, Michael Wiles, and Gaia Rubera, “Designed for Growth: The Interplay between Design Capability and Technological Market Conditions,” The 37th Annual University of Houston Marketing Doctoral Symposium, April 2019 (invited).

Janani, Saeed, Ranjit Christopher, Atanas Nik Nikolov, and Michael Wiles*, “Functional Background of CEOs and Corporate Social Performance,” UA/ASU Research Symposium, April 2019 (invited).

Janani, Saeed*, Michael Wiles, and Gaia Rubera, “The Interplay between Firm Capabilities and Technological Environment: How Technological Turbulence, Uncertainty, and Acceleration Moderate the Worth of Marketing, R&D, and Design Capabilities,” Winter AMA conference, February 2019.

Janani, Saeed*, Michael Wiles, and Gaia Rubera, “Technological Dynamism and Janus-like Effects of Firm Capabilities,” Marketing Science conference, June 2018.

HONORS, AWARDS, AND GRANTS

Best Paper in Track, Winter AMA	2024
Finalist, JAMS Sheth Foundation Best Paper Award	2022
Student Government Association Faculty Member of the Year Award	2022
Best Paper in Track, Winter AMA	2020
Alfred Schmidt Memorial Scholarship	2016-2019
AMA Sheth Doctoral Consortium Fellow, NYU	2019
AMA Doctoral Fellowship	2019
Southwest Doctoral Consortium Award	2019
Marketing Strategy Consortium Fellow, Indiana University	2019
University of Houston Doctoral Symposium Attendee	2018, 2019
Graduate Research Support Grant, Arizona State University	2018
Rajiv K. Sinha Doctoral Scholarship	2018
Marketing Strategy Consortium Fellow, University of Missouri	2018
Marketing Science Doctoral Consortium Fellow, Temple University	2018
Graduate Research Support Grant, Arizona State University	2017
Coney Teaching Excellence Award	2017
ASU Graduate and Professional Student Association Leadership Scholarship	2016-2017

TEACHING INTEREST

Marketing / Business Analytics	New Product Development
Marketing Research	Marketing Strategy
Digital Marketing	

TEACHING

Instructor

University of Denver

Marketing Analytics

Winter 2024-Present

Introduction to Marketing

Fall 2023-Present

University of Houston Victoria

Principles of Marketing, Average Overall Evaluation 4.9/5

Fall 2020 – Spring 2023

Marketing Research, Average Overall Evaluation 4.6/5

Fall 2020 – Spring 2023

Arizona State University

Essentials of Services, Average Overall Evaluation 6.4/7

Summer 2016, 2018, 2019

Teaching Assistant

Marketing Analytics

Spring 2016

New Product and Service Development

Spring 2016

Data Mining I

Fall 2017

Customer Relationship Management

Summer 2014

Marketing Research

Spring 2014

UNIVERSITY SERVICE

College of Business Assessment Committee

2022 - 2023

College of Business Student Satisfaction Committee

2022 - 2023

Faculty Award Committee

2022 - 2023

Undergraduate Affairs Committee

2022 - 2023

Faculty Senator

2021-2022

Expert Commentary to Media (Marketing Strategies After the Pandemic; #BizBanter)

2020

Marketing Director at Graduate and Professional Student Association, Arizona State University

2016 - 2017

SELECT INDUSTRY EXPERIENCE

Marketing Research Expert, Mondelez International, USA

2013-2014

Marketing Manager, Somayeh Co., Iran

2011-2013

Product Manager, Kalleh Co., Iran

2009-2011

Marketing Expert, Taha Co., Iran

2008-2009