

## FARNOOSH KHODAKARAMI

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### ***EMPLOYMENT***

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#### **Assistant Professor**

Eli Broad College of Business, Michigan State University

August 2016- present

#### **Research Assistant**

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

2011- 2016

Monieson's Knowledge Management Center, Queen's University

2009-2011

### ***EDUCATION***

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#### **PhD in Business Administration, Major: Marketing**

2011- 2016

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

#### **MSc in Management, Major: MIS**

2009- 2010

Queen's University, Smith School of Business, Canada

#### **Master of Business Administration (MBA)**

2007- 2009

Sharif University, Graduate School of Management and Economics, Iran

#### **BSc, Industrial Engineering**

2003- 2007

Sharif University, School of Industrial Engineering, Iran

### ***RESEARCH***

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#### **Research Interests**

*Substantive:* Customer Relationship Management (CRM), Customer Loyalty, Non-profit Marketing, Online Advertising.

*Methodological:* Econometric Analysis of Panel Data, Time Series Analysis, and Field Studies

#### **Publications**

- Khodakarami, Farnoosh, J. Andrew Petersen, and Rajkumar Venkatesan (2015), "Developing Donor Relationships: The Role of the Breadth of Giving," *Journal of Marketing*, 79(4), 77-93.
- Khodakarami, Farnoosh, and Yolande E. Chan (2014), "Exploring the Role of Customer Relationship Management (CRM) Systems in Customer Knowledge Creation," *Information & Management*, 51(1), 27-42.

- Khodakarami, Farnoosh, and Yolande E. Chan (2013), "An Investigation of Factors Affecting Marketing Information Systems' Use," *Journal of Marketing Development and Competitiveness*, 7(2), 115-121.

### **Papers under Review and Working Papers**

- “Designing and Effectively Managing Customer-Centric Loyalty Programs”, with Andrew Petersen, and Rajkumar Venkatesan, “Handbook on Customer Centricity: Strategies for Building a Customer-Centric Organization”, edited by Robert Palmatier, Christine Moorman, and Ju-Yeon Lee  
Status: To be published in March 2019
- “Fox or Hedgehog: Customer Redemption and Purchase Decisions in a Multi-Goal, Multi-Firm Loyalty Program Context”, with Andrew Petersen, and Rajkumar Venkatesan  
Status: Revising for 2<sup>nd</sup> round of review at Journal of Marketing
- “How Rewarding is Your Rewards Program? The Differential Effects of Experiential and Material Rewards”, with Ayala Ruvio, and Clay Voorhees  
Status: Manuscript available upon request, additional lab studies in progress, to be submitted to Journal of Consumer Research
- “Going Native: Investigating the Drivers of Native Advertising Effectiveness”, with Alex Labrecque, and Clay Voorhees  
Status: Manuscript available upon request, field study in progress, to be submitted to Journal of Marketing
- “How Do Customers React to Changes in Loyalty Programs?”, with Clay Voorhees  
Status: Data analysis in progress
- “The Unintended Negative Consequences of Loyalty Programs for Vice Goods”, with Anita Pansari, Clay Voorhees, and Xiaoyun Zheng  
Status: Data analysis in progress
- “Brand Safety in Online Advertising Context”, with Clay Voorhees  
Status: lab studies in progress

### ***HONORS AND AWARDS***

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- M. Wayne DeLozier Fellowship Award for Outstanding PhD Student, Kenan-Flagler Business School (2015)
- AMA Sheth Foundation Doctoral Consortium Fellow (2015)
- Marketing Science Doctoral Consortium Fellow (2015)
- Research Fund (\$3,500), Kenan-Flagler Business School (2014)
- Winner of Monieson’s Center Research Grant, Queen’s University (2010)
- Queen’s School of Business Scholarship, Queen’s University (2009)
- Graduate Awards, Queen’s University (2009)

## ***TEACHING EXPERIENCE***

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### ***Instructor, Michigan State University***

- Digital Marketing (formerly Technology & Marketing Analytics) (MKT 412), Undergraduate Spring 2017 (2 sections), Fall 2017 (1 section), Spring 2018 (1 section), Fall 2018 (1 section)
- Digital Marketing (formerly Technology & Marketing Analytics) (MKT 829), MBA Spring 2017 (1 section), Spring 2018 (1 section)
- Experiential Learning Digital Marketing (MKT 839), MBA Spring 2018 (1 section), Spring 2019 (1 section)

### ***Instructor, University of North Carolina at Chapel Hill***

- Principles of Marketing (BUSI 406), Undergraduate Spring 2014 (1 section), Spring 2016 (1 section)

### ***Teaching Assistant, Queen's University***

- Marketing Ethics ■ Business and Corporate Strategy ■ Managing Across Cultures, all at Undergraduate Level

## ***CONFERENCE PRESENTATIONS***

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“Going Native: Investigating the Drivers of Native Advertising Effectiveness”, with Alex Labrecque and Clay Voorhees

- Theory + Practice in Marketing (TPM) Conference, May 2019, New York, New York

“How Rewarding is Your Reward Program? Differential Impact of Experiential vs. Material Rewards” with Ayala Ruvio and Clay Voorhees

- Association for Consumer Research (ACR) Conference, October 2018, Dallas, Texas
- AMA Summer Marketing Educators' Conference, August 2018, Boston, Massachusetts

“Consumer Search, Purchase, and Reward Redemption Behavior across Loyalty Programs” with Andrew Petersen and Rajkumar Venkatesan

- Marketing Academic Research Colloquium (MARC), Penn State University, May 2018
- Theory + Practice in Marketing (TPM) Conference, May 2017, Charlottesville, Virginia
- AMA Winter Marketing Educators' Conference, February 2017, Orlando, Florida
- Marketing Science Conference, June 2015, Baltimore, Maryland

“Antecedents and Consequences of Supporting Multiple Non-profit Initiatives”, with Andrew Petersen and Rajkumar Venkatesan

- AMA Winter Marketing Educators' Conference 2014, Orlando, Florida
- Marketing Dynamics Conference 2013, Chapel Hill, North Carolina

”Evaluating the Effectiveness of Customer Relationship Management (CRM) Systems” with Yolande E. Chan

- International Conference on Information Management and Evaluation (ICIME) 2011, Toronto, Canada

“Trust and Knowledge Sharing in Teams: A Meta-Analysis”

- Administrative Sciences Association of Canada (ASAC) Annual Conference 2010, Regina, Canada

## ***SERVICE***

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- Ad-hoc Reviewer for Journal of Marketing
- Committee Member, Marketing Department Undergraduate Committee, Broad College of Business, 2016 to present
- Associate Editor, AMA Winter Marketing Educators’ Conference, February 2019
  - Complexity of Firm-Customer Relationship Track
- Session chair
  - INFORMS Marketing Science Conference, Baltimore, June 2015
  - AMA Summer Marketing Educators’ Conference, August 2018, Boston, Massachusetts