

FARNOOSH KHODAKARAMI

Eli Broad College of Business
Michigan State University
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EMPLOYMENT

Eli Broad College of Business, Michigan State University

Assistant Professor

August 2016- present

EDUCATION

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

PhD in Marketing

2011- 2016

Queen's University, Smith School of Business

MSc in Management (MIS)

2009- 2010

Sharif University of Technology

MBA

2007- 2009

BSc in Industrial Engineering

2003- 2007

RESEARCH

Research Interests

Substantive: Customer Relationship Management (CRM), Customer Loyalty and Reward Programs, Digital Marketing, Non-profit Marketing

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

Publications

Google Scholar Citations (as of March 2020): 394; h-index: 4; i10-index

- Andrew Petersen, Rajkumar Venkatesan, and Farnoosh Khodakarami (2019), "Designing and Effectively Managing Customer-Centric Loyalty Programs, in the *"Handbook on Customer Centricity: Strategies for Building a Customer-Centric Organization"*, edited by Robert Palmatier, Christine Moorman, and Ju-Yeon Lee.
- 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. (Journal Impact Factor: 4.12)

- 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

- "Customer Behavior in Multi-goal, Multi-firm Loyalty Programs", with Andrew Petersen and Rajkumar Venkatesan; Revising for 3rd round of review at *Journal of Marketing*
- "Native Advertising Effectiveness: An Examination of the Interplays Between Content and Context", with Alex Labrecque, Clay Voorhees, and Paul Fombelle; Under review at *Journal of Marketing Research*
- "How Rewarding is Your Rewards Program? The Differential Effects of Experiential and Material Rewards", with Ayala Ruvio, and Clay Voorhees; Manuscript available upon request; to be submitted to *Journal of Consumer Research*
- "Protecting Brands Online: Assessing the Risks of Unsafe Brand Placements in Online Advertising Campaigns", with Clay Voorhees and Ross Johnson; Working paper
- "An Investigation of Customers' Response to Products Made by People with Disability", with Sriram Narayanan; Data collection and analysis in progress

HONORS AND AWARDS

- Faculty Fellow, Haring Symposium, Indiana University (2019)
- 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)
- Monieson's Center Research Grant, Queen's University (2010)
- Queen's School of Business Scholarship, Queen's University (2009)
- Graduate Award, Queen's University (2009)

TEACHING EXPERIENCE

Instructor, Michigan State University

- Digital Marketing (formerly Technology & Marketing Analytics) (MKT 412), 2017-Present
- Digital Marketing (formerly Technology & Marketing Analytics) (MKT 829), 2017-Present
- Experiential Learning in Digital Marketing (MKT 839), 2018-Present

Instructor, University of North Carolina at Chapel Hill

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

Teaching Assistant, Queen's University

2009-2011

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

CONFERENCE PRESENTATIONS

“Customer-based Execution and Strategy”, with V. Kumar, Andrew Petersen, Stavroula Spyropoulou, and Brianna JeeWon Paulich

- Thought Leadership Conference on Global Marketing Strategy, August 2020, Indian School of Business

“Protecting Brands Online: Assessing the Risks of Unsafe Brand Placements in Online Advertising Campaigns”, with Clay Voorhees and Ross Johnson

- AMA Summer Academic Conference, August 2020, San Francisco, California

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

- AMA Winter Academic Conference, February 2020, San Diego, California
- Theory + Practice in Marketing (TPM) Conference, May 2019, New York, New York
- Marketing Science Conference, June 2019, Rome, Italy

“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 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

Service to the Field

- Ad-hoc Reviewer for:
 - *Journal of Marketing*
 - *International Journal of Research in Marketing*
- Track Chair, Social Media Analytics Track, Decision Sciences Institute Annual Conference (2020)
- Associate Editor, Complexity of Firm-Customer Relationship Track, AMA Winter Academic Conference (2019)

Service to the Department and College

- **PhD Advising**
 - Co-chair, PhD Dissertation, Alex LaBrecque
 - Committee member, PhD Dissertation, Xiaoyun Zheng
- **Committee Membership**
 - Marketing Department Undergraduate Committee, Aug 2016- present
 - Departmental Advisory Committee, Aug 2019- present