

# Vahid Yousefi

Department of Marketing  
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## EDUCATION

Ph.D. Marketing, University of Massachusetts Amherst, 2027 (Expected)  
M.S. Business Administration, Tehran University, 2018  
B.A. Electrical Engineering, Shiraz University of Technology, 2015

## RESEARCH AREAS

Substantive: Sales, B2B, Employee Wellbeing, Consumer Behavior  
Methodological: Text Analysis, Structural Models, Field Experiments, Empirical Modeling, Machine Learning

## SELECTED WORK IN PROGRESS

1. Vahid Yousefi, and Thomas Brashear. "Leader-member Exchange and Relationship Quality: Impacts on Sales Performance and Turnover Intention."
2. Vahid Yousefi, Samira Yaabdollahi, and Thomas Brashear. "A Meta-analytical Assessment of the Push-Pull-Mooring Theory."

## CONFERENCE PRESENTATIONS (\*= CO-AUTHOR PRESENTED)

2024 AMA Winter Academic Conference, St. Pete's Beach, FL  
2023 Society for Marketing Advances (SMA), Fort Worth, TX\*

## AWARDS AND HONORS

Full Scholarship 2022 Doctoral Program, university of Massachusetts Amherst  
Doctoral Fellowship 2022 Isenberg School of Management, UMass Amherst

## **COURSEWORK**

### **Marketing**

Interpretive Analysis of Consumption, Markets, and Culture  
Behavioral and Social Science in Marketing  
Experimental Design  
Marketing Management  
MSI Marketing Strategy Class 2023

Dr. Matthew Godfrey  
Dr. Yanfen You  
Dr. Matthew Thomson  
Dr. George Milne  
Various Presenters

### **Methods**

Multivariate Statistics  
Research Methods I  
Research Methods II  
Econometrics I  
Topics in Advanced Econometrics  
Text-as-Data  
Data Science and Machine Learning

Dr. Lisa Keller  
Dr. George Milne  
Dr. George Milne  
Dr. David Keiser  
Dr. Matt Woerman  
Dr. Rosemary Pang  
Dr. Irem Onder

Updated December 2023