Fereshteh Zihagh, Ph.D.

Texas State University
McCoy College of Business Administration
Department of Marketing
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Academic Positions

2019_2020	Assistant Professor of Business Analytics The University of New Haven, College of Business

Education

2014-2019	Ph.D. in Management Science (Marketing) The University of Texas at Dallas, Naveen Jindal School of Management
2011-2014	Master of Business Administration (MBA) Sharif University of Technology
2006-2011	B.Sc. in Industrial Engineering Iran University of Science and Technology

Research Interests

Substantive	Social Networks, User Engagement, Behavioral Pricing, Digital Marketing, Online Personalization and Targeting
Methods	Econometrics, Matching, Machine Learning, Field Experiments

Publications

Moradi, M., Zihagh, F. (2019). Moderating Effects of Contextual and Individual Factors on the Relationship between Cultural Precedents and Marketing-Related Norms. Business Ethics and Leadership, 3(3), 39-46.

Working Papers

Zihagh, F., Ratchford, B. T., & Li, X. "Structural Embeddedness and Business Partner Selection: A Network Perspective," To be submitted to *Journal of the Academy of Marketing Science (JAMS).*

Zihagh, F., Ratchford, B. T., & Rasouli, A. "The Effect of Promotions and Tariff Structure on Revenue and Churn: Evidence from an Online Field Experiment," To be submitted to *Journal of Marketing.*

Zihagh, F., Ratchford, B. T., & Moradi, M. "The Role of Motivations and Emotional Tone in Message Virality: Evidence from Twitter," Data analysis stage. Target journal: *Journal of the Academy of Marketing Science (JAMS)*

Moradi, Masoud, and Fereshteh Zihagh, "Ethical Decision Making of Marketing Managers: An Investigation into the Precedents and Consequences of Marketing Norms Acceptance," Target journal: *Journal of Business Ethics.*

Moradi, M., Zihagh, F., Dass, M. "Effects of Brand Compatibility and Narrative Features on Funding Level of Crowdfunding Projects." *Theoretical Model Developed, Data Analysis Stage.*

Zihagh, F. "Sales Dynamics for an Online Service Provider: The Role of Product Involvement and Purchase Timing." *Writing Stage.*

Zihagh, F., Moradi, M., & Ram C. Rao. "Users' Fundraising Behavior on Online Platforms: The Role of Popularity Information." *Data Analysis Stage.*

Zihagh, F., Ratchford, B. T. "When and Why Too Many Service Features Backfire: Evidence from an Online Service Provider." *Data Analysis Stage.*

Selected Presentations

Zihagh, F. "Digital Content Analysis."
Business Analytics Workshop Series, UNH — November 2019

Zihagh, F., Ratchford, B. T., & Li, X. "Structural Embeddedness and Business Partner Selection: A Network Perspective."
40th ISMS Marketing Science Conference, Temple University — June 2018
Marketing Seminar, Northwestern University — October 2018

Zihagh, F., Ratchford, B. T. "The Effect of Promotions and Tariff Structure on Revenue and Churn: Evidence from an Online Field Experiment."
39th ISMS Marketing Science Conference, USC — June 2017

Awards & Honors

2017	ISMS Doctoral Consortium Fellow, University of Southern California
2017	Quantitative Marketing and Structural Economics Workshop Fellow, Olin Business School
2017	UH Marketing Doctoral Consortium Fellow
2016	Graduate Fellowship, University of Texas at Dallas
2014-2019	Current Ph.D. Scholarship, University of Texas at Dallas
2011	Ranked 20th among more than 80,000 participants, Iranian National University Entrance Exam for graduate programs
2006	Ranked in top 0.1% among more than 1 million participants, Iranian National University Entrance Exam for undergraduate programs
2000-2006	Qualified to attend NODET (National Organization for Development of Exceptional Talents)

Teaching Interests

Undergraduate & *Graduate*:

- Business Analytics
- Business Statistics
- Data Visualization
- Marketing Analytics
- Database Management
- Social Media Marketing Analytics

Teaching Experience

Instructor

- Data Visualization (R, Tableau), Spring 2020
- Intro to Business Analytics using R(4 sections), Spring 2020, Fall 2019
- Business Analytics using R (MBA), Fall 2019
- Principles of Marketing (2 sections), Spring 2019, Fall 2017

Service

Fall 2019

- Member: UNH External Funding and Research Committee

2019-Present

- Ad-hoc Reviewer: Academy of Marketing Science

Programming Skills

Proficient in:

- R, SAS, MATLAB, MySQL

Working knowledge of:

- Python, STATA, Maple, SPSS, phpMyAdmin