

MAHDI NIKNEJAD MOGHADAM

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Education

University of Texas at Austin

Ph.D. in Marketing, McCombs School of Business	(Expected) 2024
M.S. in Marketing, McCombs School of Business	2020

Sharif University of Technology

Master of Business Administration (MBA), Graduate School of Management and Economics	2018
B.Sc. in Industrial Engineering, Department of Industrial Engineering	2015

Research Interests

- Substantive: Digital Marketing, Platforms and Intermediaries, Innovation Management, Marketing Strategy
 - Methods: Econometrics, Causal Inference, Unstructured Data Analytics, Machine Learning
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Teaching Interests

- Principles of Marketing, Marketing Core, Digital and Social Media Marketing, Marketing & Data Analytics, Database Marketing, Brand Management
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Ph.D. Dissertation

- **Dissertation Title**
 - Essays on Influencer Marketing and New Product Leakages
 - **Dissertation Committee**
 - Vijay Mahajan (chair), Raghunath Rao, Sebastian Hohenberg, Ty Henderson, Ashish Agarwal (information systems)
 - **Dissertation Date**
 - May 30, 2024 (expected)
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Peer-Reviewed Publications

- **Building Brand Identity in The Age of Social Media: Emerging Research and Opportunities**
Ekhlassi, A., **Niknejad, M.** and Adibi, A., 2018, ISBN: 978-1522551430, IGI Global Publications

Work Under Review

- **The Power of Leaks: The Impact of New Product Information Leakages on Firm Value***
Niknejad, M., Mahajan, V., and Kashmiri, S. (*Revise & Resubmit at Journal of Marketing*)

Working Papers

- **To Swear or Not to Swear: Exploring the Impact of Profanity on Influencer Marketing and the Role of Auditory and Visual Features**
Niknejad, M. and Mahajan, V. (*Job Market Paper*)
- **Does Sanctioned Platformization of Digital Video Games Improve Their Market Performance?**
Niknejad, M. and Mahajan, V. (*Preparing for Submission in Fall 2023*)

The Power of Unseen Connections: How Firms' Latent Relationships with Influencers Impact Product Reviews and Consumer Sentiment
Niknejad, M. and Mahajan, V. (*Preparing for Submission in Spring 2024*)

Research Presentations

- **The Power of Leaks: The Impact of New Product Information Leakages on Firm Value**
44th INFORMS Marketing Science Conference, Virtual June 2022
 - **Does Sanctioned Platformization of Digital Video Games Improve Their Market Performance?**
6th Annual McCombs Ph.D. Conference November 2022
 - **The Power of Leaks: The Impact of New Product Information Leakages on Firm Value**
Haring Symposium April 2023
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* The abstracts for the research papers are available on the last page.

Teaching Experience

Course Instructor

- Principles of Marketing, Undergraduate Spring 2021
 - Overall Instructor Rating: 4.7/5

Teaching Assistant at the University of Texas at Austin

- Marketing Analytics, MBA (*Vijay Mahajan*)
- CRM and Database Marketing, MBA (*Rex Du*)
- Brand Management, MBA (*Steven Brister*)
- Marketing Analytics, Undergraduate (*Vijay Mahajan*)
- Principles of Marketing, Undergraduate (*Steven Brister*)

Teaching Assistant at Sharif University of Technology

- Digital Marketing (MIS 2), MBA
- Marketing Management, MBA
- Operations Management, MBA
- Strategic Planning, MBA
- Project Management, Undergraduate
- Computer Information Systems, Undergraduate
- Technical English in Industrial Engineering, Undergraduate

Industry Experience

- Digital Marketing and Strategy Consultant 2015-2017

Honors and Awards

- Marketing Strategy Doctoral Consortium Fellow, University of Georgia 2023
- Haring Symposium Fellow, Indiana University 2023
- ISMS Doctoral Consortium Fellow, Virtual 2022
- William W. and Ruth F. Cooper Endowed Presidential Fellowship in Business 2022
- David Bruton Jr. Graduate School Fellowship 2022
- Inba-Eugene & Dora Bonham Memorial Scholarship 2019-2022
- Marketing Strategy Doctoral Consortium Fellow, Indiana University 2023
- University of Texas Graduate School Provost Fellowship 2018-2022
- University of Texas Recruitment Graduate School College Fellowship 2018-2020
- McCombs Fellowship Award 2018-2022
- McCombs Provost Matching Award 2018-2021
- McCombs School of Business Recruitment Fellowship 2018-2019
- Honorary Graduate Award as the Top Student of the Graduate School of Management and Economics, Sharif University of Technology 2018

- Honorary Top Student of MBA Class of 2018, Graduate School of Management and Economics, Sharif University of Technology 2018
 - Ranked 35th in the Iranian University Entrance Exam for Graduate Degree 2016
 - *Among More than 10,000 Applicants*
 - Ranked 185th in the Iranian University Entrance Exam (Konkour) for Undergraduate Degree in Science and Engineering 2009
 - *Among More than 400,000 Applicants*
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Relevant Coursework

Marketing Seminars

- Marketing Models 1 Ty Henderson
- Marketing Models 2 Jason Duan
- Behavioral Decision Making Raj Raghunathan
- Marketing Management and Strategy Raji Srinivasan
- Marketing Research Methods Leigh McAlister

Econometrics and Statistics Coursework

- Econometrics 1 Stephen Donald
 - Econometrics 2 Brendan Kline
 - Mathematics Statistics for Applications Thomas Sager
 - Dynamic Models and Longitudinal Data Analysis Daniel Powers
 - Research Methods in Management Melissa Graebner
 - Statistical Methods 2 Matthew Hersh
 - Longitudinal Analysis of Organizations (*Audited*) Andrew Henderson
 - Empirical Methods in Corporate Finance (*Audited*) Cesare Fracassi
 - Statistical Machine Learning (*Audited*) Haris Vikalo
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Professional Affiliations

- American Marketing Association- DocSig Member
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Skills

- Software: Stata, R, Python, Excel, Qualtrics
 - Language: English (Fluent), Farsi (Native)
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References

- Vijay Mahajan
John P. Harbin Centennial Chair of Marketing
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- Sebastian Hohenberg
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Abstracts

Title: To Swear or Not to Swear: Exploring the Impact of Profanity on Influencer Marketing and the Role of Auditory and Visual Features (Job Market Paper)

Abstract: Influencers play a crucial role in promoting products and services on digital platforms. Thus, understanding the impact of influencers' linguistic choices, including their use of profanity, is important for marketers to effectively engage with their target audience. This study investigates the impact of influencers' profanity usage on user engagement. To conduct their studies, the authors collect 43,982 videos from 200 gaming influencers on YouTube and extract auditory, visual, and verbal features using a number of machine-learning tools. Their results suggest that profanity has a negative impact on user engagement. The authors also find that the deleterious effects of influencers' profanity may be alleviated if the influencers experience more stress, express greater energy, and can be visually identified in their videos. However, the adverse impact of swearing is compounded when firms sponsor influencers' content. The authors also evaluate the impact of a recent YouTube policy update that altered the rules governing the use of profanity in videos. They find that influencers who employed profanity subsequent to the update experienced a reduction in the number of viewers. These findings have important implications for marketers and influencers who rely on social media platforms to reach consumers.

Title: The Power of Leaks: The Impact of New Product Information Leakages on Firm Value

Abstract: New Product information leakages (NPLs) have become more common in recent years, forcing firms to create new practices to prevent them. However, little is known about the impact of these leakages on firm value. This study is an examination of stock market reactions to new product leakages using a unique dataset in consumer technology markets. The results suggest that on average, investors react positively to new product leakages. The authors also find that the official announcements from the firms in their sample about the products that were not leaked before their official announcements significantly affect firm value, while announcements of leaked products fail to achieve that objective, suggesting that leakages might have nullified part of announcements' influence on the stock market returns. Moreover, firms can enhance the abnormal returns from leakages if they have higher competitor orientation or a chief human resource officer in their top management team. In addition, the attributes of the leakage influence firm value. Abnormal returns are higher when the leaker is more reputable and more confident about his leakage. Furthermore, the authenticity of the evidence included in the leakages positively affects the abnormal returns associated with them. These findings offer novel insights for researchers and managers.

Title: Does Sanctioned Platformization of Digital Video Games Improve Their Market Performance?

Abstract: While Platformization of software products have become more common in recent years, many software developers do not authorize complementors to create extensions for their products. However, complementors who have enough skills could still modify software products even without the developers' official support. The authors propose the concept of sanctioned platformization based on the notion of developers' approval of the platformization process and investigate its impact on the market performance of software products in the context of digital video games. They hypothesize that sanctioned platformization positively influences the market performance of digital video games. Moreover, the authors posit that the performance benefit of sanctioned platformization is enhanced by game age and game quality and mitigated by social features and post-launch support. The authors employ a unique dataset based on 1200 digital games launched in the period of 2012 to 2017 on Steam, the leading digital store on personal computers, to test their hypotheses. Their results support all the hypotheses, offering novel insights into the platformization of software products for researchers and developers.



MCCOMBS SCHOOL OF BUSINESS

Department of Marketing

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August 30, 2023

Dear Marketing Faculty Search Committee:

I am writing to express my strong interest in the Assistant Professor of Marketing position, starting Fall 2024, at the University of Texas at Tyler. I am a Ph.D. candidate in Marketing at the McCombs School of Business, University of Texas at Austin, under the supervision of Dr. Vijay Mahajan. I employ a variety of empirical methodologies, including econometric models and machine learning tools, to investigate novel research questions. I expect to receive my doctoral degree by May 2024.

I am highly enthusiastic about the opportunity to join the University of Texas at Tyler as an Assistant Professor, as I believe my research and teaching philosophy closely aligns with the core values of your institution. Soules College of Business is an excellent fit for my desire to do research and teach at a top-tier business school.

My primary research focus is on examining how emerging market actors such as leakers, influencers, and app developers operate on digital platforms. I am particularly interested in investigating how firms can optimize their interactions with these actors to leverage their potential benefits and mitigate potential risks. In my job market paper, I examine the impact of influencers' swearing on user engagement on video-sharing platforms, employing various machine learning tools to explore the role of auditory and visual features. In a separate paper, which has received a revise and resubmit decision at the *Journal of Marketing*, I study how leakers can affect firm value when they publish information about new products. I am also working on several other projects which I plan to submit to top-tier marketing journals, including the *Journal of Marketing* and the *Journal of Marketing Research*.

I have gained great experiences as an educator by teaching Principles of Marketing at the undergraduate level (with a rating of 4.7/5.0) and serving as a teaching assistant for several advanced marketing analytics courses at both undergraduate and MBA levels. I am very excited to teach different marketing courses, particularly contemporary and relevant topics such as marketing analytics and digital marketing. However, I am confident that my teaching skills and experience can be applied effectively to marketing courses across a variety of topics.

In conclusion, I believe my developing research portfolio and teaching proficiency make me a strong candidate for the Assistant Professor position at the University of Texas at Tyler. I look forward to hearing from you and welcome the opportunity to discuss my research and learn more about the Department of Management and Marketing at Soules College of Business. Please feel free to contact me should you require any further information or have any questions.

Sincerely,

Mahdi Niknejad Moghadam

Ph.D. Candidate, Department of Marketing

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References

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Please note that I am using the Interfolio Dossier Delivery. Please use the email addresses below for letter of recommendation requests, or if you have questions for my letter writers, you can contact them directly via their official emails mentioned above.

Interfolio Dossier Delivery Unique Email Addresses:

- Vijay Mahajan: send.Mahajan.44E3F5CF14@interfoliodossier.com
- Raghunath S. Rao: send.Rao.2CF8F4F958@interfoliodossier.com
- Sebastian Hohenberg: send.Hohenberg.9675BECCEA@interfoliodossier.com