

## **OMID KAMRAN DISFANI**

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### **EDUCATION**

**Ph.D.**, Marketing, *University of Missouri-Columbia*, 2019

**Graduate Certificate in Applied Statistics**, *University of Kentucky*, 2013

**Master of Arts**, Advertising and Marketing, *University of Leeds (United Kingdom)*, 2005

**Bachelor of Science**, Industrial Engineering, *Tehran Polytechnic University (Iran)*, 2004

### **RESEARCH INTERESTS**

Customer and Data Analytics, Marketing Strategy, Retailing, Behavioral Economics

### **TEACHING INTERESTS**

Data Analytics, Marketing Strategy, Retailing and Services Marketing

### **HONORS AND AWARDS**

2015-2019 Wharton Customer Analytics (WCAI) data grant

2018 Haring Symposium presenter, Indiana University

2017 AMS Doctoral Consortium Fellow

2017 Mittelstaedt Doctoral Symposium presenter, University of Nebraska-Lincoln

2016-2017 Raymond and Susan Chen International PhD Scholarship

2016 Outstanding Graduate Teaching Assistant Award (as primary instructor)

2016 AMA Sheth Consortium Fellow, University of Notre Dame

2014 Outstanding Graduate Research Assistant Award

## **PUBLICATIONS**

- Bloch, Peter and **Omid Kamran-Disfani** (*forthcoming*) “A framework for studying outdoor atmospherics in Retailing.” *Academy of Marketing Science Review (AMS Review)*
- **Kamran-Disfani, Omid**, Murali K. Mantrala, Alicia Izquierdo-Yusta, and María Pilar Martínez-Ruiz. "The impact of retail store format on the satisfaction-loyalty link: An empirical investigation." *Journal of Business Research* 77 (2017): 14-22.

## **BOOK CHAPTER**

- Murali K. Mantrala and **Omid Kamran-Disfani** (2018) "Category Management and Captains" in *Handbook of Research in Retailing* (eds: Katrijn Gielens and Els Gijsbrechts), Edward Elgar Publishing.

## **PAPERS IN FINAL STAGES**

- **Kamran-Disfani, Omid**, Murali K. Mantrala, and Vamsi Kanuri, “The impact of product-based Limited Time Offers on firm performance”  
*Status: Data obtained from Wharton Customer Analytics Initiative, final preparation of the manuscript in progress, to be submitted to Journal of Marketing*

## **CONFERENCE PRESENTATIONS**

- **Kamran-Disfani, Omid**, Murali K. Mantrala, and Vamsi K. Kanuri (2017), “Not Always on the Menu: The impact of Product-based Limited Time Offers on Sales” *Marketing Science Conference*, Los Angeles, California.
- Bloch, Peter and **Omid Kamran-Disfani** (2017), “A theoretical framework for studying outdoor atmospherics in Retailing”, *Mittelstaedt Doctoral Symposium, University of Nebraska -Lincoln*.
- **Kamran-Disfani, Omid**, Murali K. Mantrala, and Vamsi K. Kanuri (2017), ““An Empirical Investigation into the Effect of Loyalty Programs and Limited Time Offers on Customer Behavior and Firm Performance” *Wharton Customer Analytics Symposium*, Philadelphia, Pennsylvania.
- **Kamran-Disfani, Omid**, Murali K. Mantrala, Alicia Izquierdo Yusta, and Maria Del Pilar Martinez Ruiz (2014), “The Impact of Retail Store Format on the Shopper Satisfaction-Loyalty Relationship,” *Marketing Science Conference*, Atlanta, Georgia.

## **TEACHING EXPERIENCE**

### **Southern Illinois University-Carbondale**

**Brand Management** (MBA)

Fall 2019

**Marketing Strategy** (Undergraduate)

Fall 2019

### **University of Missouri-Columbia**

**Principles of Marketing** (Undergraduate, Hybrid online/offline)

Summer 2017, Summer 2016

**Marketing Research** (Undergraduate)

Spring 2018 (2 sections), Fall 2017, Spring 2017, Fall 2016, Spring 2016, Fall 2015

**Marketing Management** (Undergraduate)

Spring 2018, Fall 2017, Spring 2017 (2 sections)

### **Guest Speaker/Instructor**

Marketing Databases and SQL MBA Course, University of Missouri

Fall 2016

## **REVIEWER**

Journal of MacroMarketing

Frontiers in Psychology Journal (Organizational Psychology section)

AMA Winter Educators' Conference, 2016

AMA Summer Educators' Conference, 2015

AMA Winter Educators' Conference, 2015

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association

Wharton Customer Analytics Initiative, University of Pennsylvania

Academy of Marketing Science

Category Management Association

## **PROFESSIONAL EMPLOYEMNT**

**Vice President of Marketing and Contract Negotiations** 2009-2011

Disfani Holding Corporation, Toronto, Canada

**Business Development Consultant** 2007-2008

Disfani Holding Corporation, Toronto, Canada

**Advertising Consultant** 2005-2007

NT Graphics and Advertising, Tehran, Iran

## **REFERENCES**

Please email me.