

AMIRHOSEIN ZAHEDI

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EDUCATION

- PhD Student in Marketing Jan. 2020- Present
Iowa State University
- *Master of Science in IT-based Entrepreneurship* 2016-2019
Faculty of Entrepreneurship, University of Tehran
 - *Thesis: "Impact of demographic variables on perceived benefit from individual gamification elements: A cognitive neuroscience approach"*
- *Bachelor of Science, Industrial Engineering* 2011-2016
Faculty of Engineering, Ferdowsi University of Mashhad

RESEARCH INTERESTS

- Marketing and Innovation Interface
- Marketing Strategies for Start-ups
- Marketing Communications and Sales in B2B context
- Text Mining Applications in Marketing

RESEARCH EXPERIENCE

Peer-Reviewed Published Paper:

- Ekhlassi, A., & Zahedi, A. (2018). A Unique Method of Constructing Brand Perceptual Maps by the Text Mining of Multimedia Consumer Reviews. *International Journal of Mobile Computing and Multimedia Communications (IJMCMC)*, 9(3), 1-22. doi:10.4018/IJMCMC.2018070101

Working Projects:

- "Marketing Technology Innovation, Antecedents and Consequences"
joint work Professor Sophia Feng
- Review of Marketing of New Ventures
- "Exploring the Interaction between Salesperson Networking Behaviors and Marketing Communications,"
joint work with "Professor Andrew Crecelius, Professor Srinath Gopalakrishna,"