

# SINA AGHAIE

Room 307  
W. Frank Barton School of Business  
Wichita State University  
1845 Fairmount St. Wichita, Kansas, 67260 USA

[sina.aghaie@wichita.edu](mailto:sina.aghaie@wichita.edu)

Phone: (803) 955-6817



## ACADEMIC APPOINTMENT

---

W. Frank Barton School of Business  
*August 2019 – present*

Wichita State University  
*Assistant Professor of Marketing*

Darla Moore School of Business  
*August 2014 – July 2019*

University of South Carolina  
*Graduate Research Assistant*

## EDUCATION

---

*University of South Carolina - Darla Moore School of Business, Columbia, SC, USA*

Ph.D. in Business Administration, 2019

Major Area: Marketing Strategy

*Sharif University of Technology, Tehran, Iran*

Master of Business Administration, 2011

*Sharif University of Technology, Tehran, Iran*

Bachelor of Science, Mechanical Engineering, 2008

## RESEARCH AND TEACHING INTERESTS

---

*Research:* Empirical Marketing Strategy; Market Entry and Exit; Social Media; Market-Based Assets; Operations Strategy, Competitive Dynamics

*Methodological:* Panel Data Econometrics, Hazard (Survival) Models, Multivariate Analysis

*Teaching:* Marketing Strategy; Marketing Research & Analytics; Pricing Strategy and Analytics; Services Marketing; Customer Relationship Management and Data Mining

## PUBLICATIONS IN ACADEMIC JOURNALS

---

[1] **Aghaie, S.**, Kamran-Disfani, O., Javadinia, A., Farhang, M., & Bhattarai, A., (2022). [Incumbent Defense Strategies and New Entrant Market Exit: The Moderating Role of Relational Market-Based Assets](#). *European Journal of Marketing*. ABDC List: A\*

[2] **Aghaie, S.**, Javadinia, A., Mirahmad, H., & Janani, S., (2022). [How incumbents' response strategy impacts rival's market exit timing?](#) *Journal of Business Research*. ABDC List: A

[3] **Aghaie, S.**, Javadinia, A., & Cockrell, S., (2022). [Price Reactions to a Rival's Market Exit: Evidence from the U.S. Airline Industry](#). *Journal of Marketing Theory and Practice*. ABDC List: B

## PAPERS UNDER REVIEW OR REVISION

---

- [1] “*Valuation Effect of Customer Satisfaction in M&As*” with Mehdi Nezami, Dinesh Puranam, and Shantanu Dutta (***Invited to Revise and Resubmit to Journal of Marketing***) ABDC List: A\*
- [2] “*Incumbent’s Deterrence Strategies and Potential Entrant’s Time-to-Entry: Evidence from the U.S. Airline Industry*” with Omid Kamran Disfani, and Mike Saljoughian. (***Under 2<sup>nd</sup> Round of Review at Journal of Business Research***) ABDC List: A
- [3] “*Focused vs. Combinative Operations Strategy and Market Performance: An Empirical Study of the U.S. Airline Industry*” with Ata Karbasi and Mark Hanna (***Under 1<sup>st</sup> Round of Review at International Journal of Operations & Production Management***) ABDC List: A
- [4] “*Credible vs. Deceptive Threat of Entry: Empirical Evidence from the US Airline Industry*”. (***Under 1<sup>st</sup> Round of Review at Long Range Planning Journal***) ABDC List: A

## RESEARCH IN PROGRESS (ADVANCED PROJECTS)

---

- [1] “*The Relationship between a Firm’s Pre-Recall Philanthropy and Sustainability Efforts, and Post-Recall Market Performance*” with Amir Javadinia and Satish Jayachandran. In preparation for submission to the ***International Journal of Research in Marketing***.
- [2] “*Type, Intensity, and Direction of Defensive Responses to the Rival’s Entry: A Meta-Analysis*,” with Omid Kamran Disfani, Kamran Eshghi. Data Collection Stage.
- [3] “*Common Ownership and Marketing Mix Strategies: Empirical Evidence from the U.S. Airline Industry*” with Hooman Mirahmad. Data Collection Stage, Targeting at the ***Journal of Business Research***.
- [4] “*Operational Response to Market Entry: Evidence from the U.S. Airline Industry*” with Ata Karbasi and Mark Hanna. Writing Completed, In preparation for submission to the ***Journal of Business Research***.
- [5] “*The Relationship between Product Recalls and Product Discontinuations*” with Amir Javadinia and Amirali Kani. Writing Completed, In preparation for submission to the ***Journal of Marketing Research***.
- [6] “*Recommender Systems Impact on Providers Positioning and Market Outcomes*” With Milad Darani. In preparation for submission to the ***Journal of Interactive Marketing***.

## TEACHING EXPERIENCES

---

### W. Frank Barton School of Business, Wichita State University, Wichita, KS

#### Fall 2019, 2020, & 2021

- Strategic Marketing Management & Intro to Marketing (Hybrid & Online)

### Spring 2020, 2021, & 2022

- Strategic Marketing Management & Intro to Marketing

### Darla Moore School of Business, University of South Carolina, Columbia, SC

### Spring 2019

- Principles of Marketing Research & Marketing Strategy and Planning

### Fall & Spring 2017 and 2018

- Principles of Marketing Research.

### SERVICES

---

#### [1] STUDENT ADVISING

- Doctoral Student Dissertation Committee, *Alok Dand*, Industrial engineering department 2019-2020
- Thesis Co-advisor, *Elisabeth Ann Beall* (South Carolina Honors College) - 2018.  
Thesis title: “TRENDS IN MERGERS AND ACQUISITIONS: REASONS FOR DOMESTIC DEAL FAILURE, 2014-2017”

[2] Wichita State University – W. Frank Barton School’s wellness and social taskforce member.

[3] Marketing Department’s Website Coordinator and Content Developer.

[4] Served as a judge for the Kansas BEST Robotics Competition, Nov. 2021.

### CONFERENCE PAPERS

---

[1] Karbasi, Ata, Mark Hanna, **Sina Aghaie** (2022) “*Operations Strategy and Market Survival, Empirical Evidence from The U.S. Airline Industry*”, Southeast Decision Science Institute (DSI) Annual Conference, Jacksonville, FL

[2] **Aghaie, Sina**, Mehdi Nezami, Dinesh Puranam, and Shantanu Dutta (2022), “*Valuation Effect of Customer Satisfaction in M&As*” Winter AMA Conference, February 2022

[3] **Aghaie, Sina**, Amirali Javadinia, and Seth Cockrell (2021), “*Price Reactions to a Rival’s Market Exit: Evidence from the U.S. Airline Industry*”, Summer AMA Conference, August 2021

[4] **Aghaie, Sina**, Omid Disfani, Amir Javadinia, Maryam Farhang, and Ashok Bhattarai (2021), “*Incumbent Defense Strategies and New Entrant Market Exit: The Moderating Role of Relational Market-Based Assets*”, Winter AMA Conference, February 2021

[5] Karbasi, Ata, Mark Hanna, **Sina Aghaie** (2020) “*Operations Strategy and Market Survival, Empirical Evidence from The U.S. Airline Industry*”, Decision Science Institute (DSI) Annual Conference, San Francisco, CA

- [6] Karbasi, Ata, Mark Hanna, **Sina Aghaie** (2020) “*Operational Capability Trade-offs and Market Survival*”, South East Decision Science Institute (DSI) Annual Conference, Charleston, SC
- [7] **Aghaie, Sina**, Amirali Javadinia (2020), “*The Relationship between Product Recalls and Product Discontinuations*”, Marketing Science Conference, June 2020
- [8] **Aghaie, Sina**, Carlos Lourenço and Charles H. Noble (2018), “*Repelling Invaders: The Effects of Incumbents’ Marketing Tactics on Low-Cost Entrants’ Market Exit over Time,*” Marketing Science Conference, Philadelphia, PA. June 2018
- [9] **Aghaie, Sina**, Carlos Lourenço and Charles H. Noble (2018), “*The New Kid on The Block: A Meta-Analysis of Incumbents’ Responses to Low-Cost Market Entrants,*” BI-JAMS thought leaders’ conference on generalizations in marketing: systematic reviews and meta-analyses, Oslo, Norway. June 2018
- [10] **Aghaie, Sina**, Carlos Lourenço and Charles H. Noble (2018), “*Repelling Invaders: The Effects of Incumbents’ Marketing Tactics on Low-Cost Entrants’ Market Exit over Time,*” ISBM Conference, Boston, MA. August 2018

## PROFESSIONAL EXPERIENCE

---

**Kalleh Dairy Company**  
*Product Manager*

Tehran, Iran  
 10/2011-5/2013

**Pars Peyman Toos**  
*Sales Engineer*

Tehran, Iran  
 10/2010-9/2011

## REFERENCES

---

### [Dr. Charles H. Noble](#)

Henry Professor of Business  
 Associate Dean for Research & Faculty  
 Haslam College of Business  
 University of Tennessee  
 ✉ [cnoble@utk.edu](mailto:cnoble@utk.edu)

### [Dr. Mehdi Nezami](#)

Assistant Professor of Marketing  
 Foster College of Business  
 Bradley University  
 ✉ [mnezami@bradley.edu](mailto:mnezami@bradley.edu)

### [Dr. Omid Kamran-Disfani](#)

Assistant Professor of Marketing  
 College of Business and Analytics  
 Southern Illinois University  
 ✉ [omid.kamrandisfani@business.siu.edu](mailto:omid.kamrandisfani@business.siu.edu)