

## CURRICULUM VITAE - 2023



### NOOSHIN L WARREN

Associate Professor of Marketing  
Eller Faculty Fellow  
Eller College of Management, University of Arizona  
(520) 909-6622 | [NWarren@arizona.edu](mailto:NWarren@arizona.edu)

---

<b>Education</b>	2016	Ph.D., Marketing, Texas A&M University Dissertation: New Perspectives on Assessing the Stock Market Value of Innovation ( <i>Advisor</i> : Dr. Alina Sorescu)
	2008	M.B.A. Sharif University of Technology
	2006	Bachelor of Science in Industrial Engineering (System Dynamics Analysis) Sharif University of Technology

---

<b>Employment</b>	2023-Present	Associate Professor of Marketing and Eller Faculty Fellow University of Arizona, Tucson, AZ
	2016 - 2023	Assistant Professor of Marketing University of Arizona, Tucson, AZ
	2011 - 2016	Graduate Research Assistant Mays Business School, Texas A&M University, TX
	2009 - 2011	Marketing Manager, Khosro Medisa Teb (KMT) [AstraZeneca's representative in Iran]
	2009 - 2011	Information and business service director Iran Mashhood Auditing, Financial & Management Services
	2006-2009	Public Relation Manager Sharif University of Technology Industrial Engineering Magazine

---

### Honors, Awards, and Grants

2023	Marketing Department Research Award
2022	Marketing Department Research Award

- 2021 Winner, AMA/MSI Paul Root Award Winner for Most Contribution of a Paper to Practice
- 2021 Finalist, Shelby D. Hunt/Harold H. Maynard Award for Most Contribution of a Paper to Theory
- 2021 Data Institute for Societal Sciences, University of Oklahoma Grant, \$10,000
- 2020 Eller College of Management Dean Research Award
- 2019 Undergraduate Marketing Faculty of The Year Award
- 2019 Selected alumni speakers for the Mays 50th Anniversary Research Camp, Texas A&M University
- 2018 Eller College Small Research Grant, \$1500
- 2018 Finalist for JAMS Sheth Foundation Best Paper of 2017
- 2017 Eller Marketing Department Grant, \$3000
- 2016 Mays Business School recipient of Outstanding Research Award
- 2015 Sheth AMA Doctoral Consortium Fellow, London Business School
- 2014 Mays Business School Merit Award
- 2019 Selected alumni speaker, Mays 50th Anniversary Research Camp, Texas A&M University
- 2014 EMAC Best Paper of the Conference Based on a Doctoral Dissertation
- 2014 Runner-up in the PDMA Consortium Speed Funding Dissertation Competition
- 2011-2016 Texas A&M University PhD Excellence Fellowship
- 2011-2016 Mays Business School Marketing Department Research Scholarship

## Academic Publications

Warren, Nooshin L., Matthew Farmero, Tianyu Guo, and Caleb Warren (2021) "Marketing Ideas: How to Write Research Articles that Readers Understand and Cite." *Journal of Marketing* 85(5), 42-57.

(all authors contributed equally)

- Invited for AMA-JM Webinars for Scholars – April 2021

Warren, N. L. (2021) "Boycott or Buycott: The Aftermath of Corporate Activism" *NIM Marketing Intelligence Review*, 13(2), 32-37

Bhagwat, Yashoda, Nooshin L. Warren, Joshua T. Beck, and George F. Watson IV (2020) “Corporate Sociopolitical Activism and Firm Value”, *Journal of Marketing*, 84(5), 1–21.

(first 2 authors have equal co-authorship)

- AMA/Marketing Science Institute/H. Paul Root Award Winner 2020 – the most contribution to practice
- Finalist for 2020 Shelby D. Hunt/Harold H. Maynard Award – the most contribution to theory
- Invited for AMA-JM Webinars for Managers – July 2020

Warren, Nooshin L. and Alina Sorescu (2017) “When 1+1>2: How Investors React to New Product Releases Announced Concurrently with other Corporate News,” *Journal of Marketing*, 81(2), 64-82.

- Republished as “Blast from the Past- Editors’ Pick” in 2019

Warren, Nooshin L. and Alina Sorescu (2017) “Interpreting the Stock Returns to New Product Announcements: How the Past Shapes Investors’ Expectations of Firms’ Innovative Output,” *Journal of Marketing Research*, 54(5), 799-815.

Sorescu, Alina, Nooshin L. Warren and Larisa Kovalenkov (Ertekin) (2017) “Event Study Methodology in the Marketing Literature: An Overview,” *Journal of the Academy of Marketing Science*, 45(2), 186-207.

- Finalist for JAMS Sheth Foundation Best Paper Award 2017

---

## **Business & Media Presence**

- 09/18/23 The New York Times  
Some businesses make ‘woke free’ a selling point
- 08/23/23 ABCNews  
Companies increasingly using politics in marketing, but there are risks: Expert
- 09/13/23 National Public Radio (NPR), The Middle Show  
Panelist
- 05/03/23 Wisconsin Public Radio, Central Time Show  
Panelist
- 05/18/23 Global News National Radio (Canada), Roy Green show
- 06/09/21 The New York Times  
How public letters became companies’ favorite form of activism
- 04/10/21 Yahoo! News  
5 ironclad truths about the new Georgia voting law and business

- 02/11/21 Attorney General Alliance, State of Hawaii  
Panelist: Cause Marketing, Social Justice and Consumer Protection
- 09/23/20 Forbes  
What your company needs to know before taking a political stand
- 08/22/19 TEDxUofA  
Boycott vs. Buycott: The aftermath of corporate activism
- 

## Select Working Papers/Research In Progress

Tran, Chi, Nooshin L. Warren, and Joshua Beck “Shifting Frames: How #MeToo Shaped Consumers’ Movie-Going Decisions” (preparing for the 2<sup>nd</sup> round review at the Journal of Marketing)

Warren, Nooshin L., Yashoda Bhagwat, and Pankhuri Malhotra “Does Timing of the Firms’ Activism Matter, in the Wake of a Salient Controversial Sociopolitical Event?: Evidence form Twitter at the Time of the Murder of George Floyd”

- Winner of \$10,000 grant from Data Institute For Societal Sciences at University of Oklahoma

Warren, Nooshin L. and Yashoda Bhagwat “Consumers’ Response to Sociopolitical Rebranding”

Warren, Nooshin L., Tyler Basara, and Yashoda Bhagwat “Do Firms Political Culture Affect their Use of Governmental Subsidies?”

Warren Nooshin L. and Nathan Warren “ The Effect Of Two Dimensional Political Ideology on Customers’ Reaction To Market Globalizations”

Bhagwat, Yashoda, Nooshin L., Warren, and Sydni Fomas Do “Does Corporate Sociopolitical Activism Increase Political Polarization among Consumers?”

---

## Service

*Service to the Academic Field (National, International)*

Review Board Member:

- Journal of Marketing [2020 -present]
- Journal of Academy of Marketing Science [2018-present]

Invited Reviewer:

- Journal of Marketing Research (JMR),
- Marketing Science,
- International Journal of Research in Marketing (IJRM),

- Journal of Product Innovation Management (JPIM),
- Journal of Public Policy and Marketing (JPPM),
- Marketing Letters,
- Journal of Industrial Marketing Management (IMM)

#### Conference Track Chair

- American Marketing Association Summer Conference 2024
- American Marketing Association Winter Conference 2023
- American Marketing Association Winter Conference 2022

Reviewer and Judge: MSI's Alden G. Clayton Doctoral Dissertation Proposal, [2020-2023]

#### Faculty Fellow

- Marketing Strategy Consortium [2019 –present]
- PDMA (Product Innovation and Management Association) [2019, 2021, 2022]

#### *Service to the University of Arizona and Eller College of Management*

University of Arizona and Eller College of Management Faculty Governance on Diversity, Equity, and Inclusion: Committee Member [2021-2022]

Eller Diversity and Inclusion Task Force 2019, 2020

Eller Diversity and Inclusion Committee 2017, 2018

#### *Service to the Department of Marketing*

Department Head Selection Committee Member, 2023 and 2019

Academic Program External Review Committee for Marketing Department 2022-23

Lisle and Roslyn Payne Research Symposium Organizer 2022-23

Weiland Speaker Series Organizer 2017-2022

Academic Program External Review Committee Member for Marketing Department 2022-23

Undergraduate Curriculum Committee Member 2019-20

Marketing Department Recruiting Committee 2018

UofA/ASU Research Camp, Co-Chair and Organizer, 2017, 2018

#### *Service to the Community*

Educational Mentor/Volunteer at Refugee Youth Mentorship Program Lutheran Social Services of the Southwest 2021-22

Volunteer at Iskashitaa Refugee Network Tucson 2021-22

## Conferences/ Scholarly Presentations

### *Invited Presentations*

- 2023 Marketing Science Institute (MSI) Summit, UCLA, CA
- 2022 AMA Journal of Marketing Workshop for Scholars
- 2022 PDMA Doctoral Consortium, Knoxville, TN
- 2022 Marketing Strategy Consortium, Texas A&M University, TX
- 2021 AMA-JM Webinars for Scholars
- 2021 McIntire School of Commerce, University of Virginia, Charlottesville, VA
- 2021 AMA Journal of Marketing Award Winner Panel
- 2021 Questrom School of Business, Boston University, Boston, MA
- 2021 Lunquist College of Business, University of Oregon, OR
- 2021 IvyExec Faculty Guest Webinar, University of Arizona, AZ
- 2021 AMA Journal of Marketing Webinar for Scholars
- 2021 NOVA School of Business and Economics, Lisbon, Portugal
- 2021 ACR Conference, Knowledge Forum
- 2020 AMA Journal of Marketing Webinar for Managers
- 2019 Marketing Strategy Consortium, Indiana University, Bloomington, IN
- 2019 Mays Business School 50th Anniversary Research Camp, Texas A&M University, TX
- 2018 Lunquist College of Business, University of Oregon, OR
- 2018 Product and Service Innovation Conference, University of Utah, UT
- 2016 Marketing Department, Goethe University Frankfurt, Germany
- 2015 Marketing Department, College of Business Administration, San Diego State University, CA
- 2015 Marketing Department, AB Freeman School of Business, Tulane University, LA
- 2015 Marketing Department, Eller College of Management, University of Arizona, AZ
- 2015 Marketing Department, Kelley School of Business, Indiana University, IN
- 2015 Marketing Department, Katz Graduate School of Business, University of Pittsburgh, PA
- 2014 Fred Rhodewalt Social Psychology Winter Conference, University of Utah

### *Peer reviewed/ competitive:*

- 2023 Is silence complicity? Investors' Reaction to Firms that Stay Silent in the Wake of Competitors' Sociopolitical Activism

- American Marketing Association Winter Conference, Knoxville, TN
- 2023 Should Market Dominant Firms Engage in Sociopolitical Activism? The Effect of Bottom-Up and Top-Down Institutional Legitimacy on Activism Performance  
American Marketing Association Winter Conference, Knoxville, TN
- 2023 Shifting Frames: How #MeToo Shaped Consumers' Movie-Going Decisions  
UofA/ASU Annual Symposium
- 2022 Shifting Frames: How #MeToo Shaped Consumers' Movie-Going Decisions  
Theory + Practice in Marketing, Emory, GA
- 2022 Should Market Dominant Firms Engage in Sociopolitical Activism? The Effect of Bottom-Up and Top-Down Institutional Legitimacy on Activism Performance  
Theory + Practice in Marketing, Emory, GA
- 2021 Activism in the Music Industry: Consequences for Product Management and Consumption  
American Marketing Association Winter Conference, San Diego, CA
- 2019 The View from the Top: How CEOs Functional Background Impact Firms' Innovation  
Marketing Strategy Meets Wall Street Conference, INSEAD, France,
- 2019 Corporate Socio-Political Activism and Firm Value  
American Marketing Association Winter Conference, Austin, TX
- 2019 Corporate Socio-Political Activism and Firm Value  
Theory + Practice in Marketing, UCLA, CA
- 2018 Corporate Socio-Political and Firm Value  
ISBM, Boston, MA
- 2018 The View from the Top: How CEOs Functional Background Impact Firms' Innovation  
Product and Service Innovation Conference, University of Utah
- 2018 The View from the Top: How CEOs Functional Background Impact Firms' Innovation  
Lisle & Roslyn Payne UA/ASU Research Symposium, University of Arizona
- 2016 When  $1+1>2$ : How Investors React to New Product Releases Announced Concurrently with other Corporate News  
Theory + Practice in Marketing, Texas A&M University, Houston, TX
- 2016 When  $1+1>2$ : How Investors React to New Product Releases Announced Concurrently with other Corporate News  
American Marketing Association Winter Conference, Las Vegas, NV
- 2015 Interpreting the Stock Returns to New Product Announcements: How the Past Shapes Investors' Expectations of Firms' Innovative Output  
Theory + Practice in Marketing, Georgia State University, Atlanta, GA
- 2015 Interpreting the Stock Returns to New Product Announcements: How the Past Shapes Investors' Expectations of Firms' Innovative Output

- American Marketing Association Winter Conference, San Antonio, TX
- 2014 Interpreting the Stock Returns to New Product Announcements: How the Past Shapes Investors' Expectations of Firms' Innovative Output  
ISMS Marketing Science Conference, Emory University, Atlanta, GA
- 2014 Interpreting the Stock Returns to New Product Announcements: How the Past Shapes Investors' Expectations of Firms' Innovative Output  
EMAC Conference, Valencia, Spain
- 

## Teaching

MKTG440: Marketing Research for Decision Making  
MKTG555E: Special Topics in Regression for Business Analytics  
MKTG525: Advanced Regression Models in Marketing Research  
EvMBA510: Marketing Management  
MKTG696: Doctoral Seminar-Marketing Strategy

---

## Advising

Danny Martinez, Doctoral Dissertation Co-Chair, University of Arizona  
Placement: University of Texas-Arlington

Chi Tran, External Committee Member of Doctoral Dissertation,  
University of Oregon  
Placement: Texas Christian University (TCU)

Doctoral Students, U of A: Tianyu Gu, Sue Youn Kim, Qing Yuan, Tyler Basara, Liuyi Wang

Doctoral Students, external: Andrew Edelblum (U of Oregon)

Undergraduate Honors Thesis Advisor: Hannah Kitkowski (2019),  
Katelyn Ellyson (2022)

Undergraduate Honors Contract: Lucy Mattson (2021), Victoria McCabe,  
(2017), Caitlin Barner (2017)

---

## Advising

### *Internal*

- Yong Liu
- Caleb Warren
- Daniel Martinez



- Tianyu Gu
- Matthew Farmer
- Tyler Basara

*External*

- Alina Sorescu, *Texas A&M University*
- Shuba Srinivasan, Boston University
- Yashoda Bhagwat, TCU
- Chi Tran, TCU
- Pankhuri Malhotra, University of Oklahoma
- Joshua Beck, University of Oregon
- George Watson, Portland State University
- Larisa Kovalenkov, Boston College
- Andrew Edelblum, University of Oregon