

NOOSHIN L. WARREN

Assistant Professor of Marketing
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Academic Employment:

Assistant Professor of Marketing Eller College of Management, University of Arizona (Scheduled time for promotion to associate professor: 2023)	2016-present
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Education:

Ph.D. in Marketing, Texas A&M University	2011-2016
Master of Business Administration (MBA), Sharif University of Technology	2008-2011
Bachelor of Science in Industrial Engineering (System Dynamics Analysis), Sharif University of Technology	2002-2006

Research Interests:

- Corporate Sociopolitical Activism, Corporate Political Culture, Purpose-driven Marketing
- Firm/stock Market Communication Strategies
- Financial Consequences of Marketing Actions and Assets

Publications:

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

Warren, Nooshin L.*, Matthew Farmer, Tianyu Gu, and Caleb Warren, "Marketing Ideas: How to Write Research Articles that Readers Understand and Cite," Journal of Marketing.

DOI: <https://doi.org/10.1177/0022242920937000>

(all authors contributed equally)

- Invited for AMA-JM Webinars for Scholars – April 2021
- Selected for JM Insight-for-classrooms

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.

- 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

* (the first 2 authors have equal co-authorship)

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.

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 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

Working Papers:

Daniel Martinez, Yong Liu, and **Nooshin L. Warren**, “Should Celebrities Take Sides? The Impact of Sociopolitical Activism on Spotify Music Streaming”

Warren, Nooshin L., Yashoda Bhagwat, and Pankhuri Malhotra “Is silence complicity? Investors’ Reaction to Firms that Stay Silent in the Wake of Competitors’ Sociopolitical Activism”

Works in Progress:

Joshua Beck, Andrew Edelblum and **Nooshin L. Warren**, “Should Market Dominant Firms Engage in Sociopolitical Activism? The effect of bottom-up and top-down institutional legitimacy on activism performance”

Chi Tran, Joshua Beck, and **Nooshin L. Warren** “Prorating men as oppressor or oppressed after the rise of #MeToo: how do consumers response”

Nathan Warren and **Nooshin L. Warren**, “The Multidimensional Sociopolitical Underpinning of Customer Satisfaction”

Warren, Nooshin L., Yashoda Bhagwat, and Pankhuri Malhotra “Consumers’ response to sociopolitical brand name/logo changes”

Warren, Nooshin L., Yashoda Bhagwat and Beth Fossen, “Purpose Driven Marketing and Firm Value”

Awards, Grants and Honors:

2020	AMA/Marketing Science Institute/H. Paul Root Award Winner
2020	Finalist for Shelby D. Hunt/Harold H. Maynard Award
2020	Eller College of Management Dean Research Award
2020	Marketing Strategy Consortium Young Faculty Fellow, UT Austin
2019	Eller College of Management Research Grant (\$3500)
2019	Eller Undergraduate Marketing Faculty of the Year Teaching Award
2019	Marketing Strategy Consortium Young Faculty Fellow, Indiana University
2019	Selected alumni-speaker for Mays 50 th Anniversary Research Camp, Texas A&M University
2018	Eller College of Management Research Grant (\$1500)
2018	Finalist for JAMS Sheth Foundation Best Paper of 2017
2017	Eller Marketing Department Small Grant (\$3000)
2016	Mays Business School recipient of Outstanding Research Award
2015	Sheth AMA Doctoral Consortium Fellow, London Business School
2015	University of Houston Doctoral Symposium Participant
2014	Mays Business School Merit Award
2014	EMAC Best Paper of the Conference Based on a Doctoral Dissertation
2014	Runner-up in the PDMA Consortium Speed Funding Dissertation Competition
2014	Runner-up in the PDMA Team Research Competition Workshop
2014	ISMS INFORMS Doctoral Consortium Fellow
2014	PDMA Doctoral Consortium Fellow
2011-2016	Texas A&M University PhD Excellence Fellowship

Presentations

November 2021	Lisle & Roslyn Paine Research Symposium, Eller College of Management, University of Arizona, Tucson, AZ
November 2021	Chest Wall Injury Society*
October 2021	McIntire School of Commerce, University of Virginia, Charlottesville, VA*
August 2021	Summer AMA Journal of Marketing Award Winner Panel*
June 2021	Questorm School of Business, Boston University, Boston, MA*
May 2021	Marketing Department PhD Seminars, Lunquist College of Business, University of Oregon*
May 2021	IvyExec Faculty Guest Webinar, University of Arizona, AZ*
April 2021	AMA Journal of Marketing Webinar for Scholars*
February 2021	Attorney General Alliance Panel for Cause Marketing, Social Justice and Consumer Protection*
February 2021	NOVA School of Business and Economics, Lisbon, Portugal*
October 2020	ACR Conference, Knowledge Forum
July 2020	AMA Journal of Marketing Webinar for Managers*
February 2020	AMA Winter Conference, San Diego, CA
November 2019	MIS Department, University of Arizona, AZ*
June 2019	Marketing Strategy Meets Wall Street Conference, INSEAD, France
March 2019	TEDx of UofA Speaker 2019
March 2019	Marketing Strategy Consortium, Indiana University*

February 2019	AMA Winter Conference, Austin, TX
February 2019	Mays Business School 50 th Anniversary Research Camp, TX*
August 2018	ISBM Academic Conference, Boston, MA
May 2018	Marketing Department, Lunquist College of Business, University of Oregon*
May 2018	Theory + Practice in Marketing, UCLA, CA
February 2018	Product and Service Innovation Conference, University of Utah, UT*
April 2017	Lisle & Roslyn Payne UA/ASU Research Symposium, University of Arizona
February 2017	AMA Winter Conference, Orlando, FL
December 2016	MIS Department, University of Arizona*
October 2016	Marketing Department, Goethe University Frankfurt, Germany*
May 2016	Theory + Practice in Marketing, Texas A&M University, Houston, TX
February 2016	AMA Winter Conference, Las Vegas, NV
October 2015	Marketing Department, College of Business Administration, San Diego State University*
October 2015	Marketing Department, AB Freeman School of Business, Tulane University*
September 2015	Marketing Department, Eller College of Management, University of Arizona*
September 2015	Marketing Department, Kelley School of Business, Indiana University*
September 2015	Marketing Department, Katz Graduate School of Business, University of Pittsburgh*
June 2015	Theory + Practice in Marketing, Georgia State University, Atlanta, GA
February 2015	AMA Winter Conference, University of Texas at San Antonio, TX
January 2015	Fred Rhodewalt Social Psychology Winter Conference, University of Utah, UT*
June 2014	ISMS Marketing Science Conference, Emory University, Atlanta, GA
June 2014	EMAC Conference, Valencia, Spain
May 2014	AMA/ECMI/EMAC Marketing & Innovation Symposium, Rotterdam, Netherland**

* *Invited presentations*

Media Coverage of Research:

Attorney General Alliances, New York Times, Forbes, Yahoo News!, Yahoo! Finance, The Conversation, Medium, Futurity, ScienceNews, Euroasia News, Eureka, NewsWise

Teaching:

- Advanced Regression for Business Analytics / MKTG 525
- Special Topics in Regression for Business Analytics / MKTG555E
- Marketing research / MKTG 440

Teaching Experience:

▪ <i>Advanced Regression for Business Analytics (MKTG 525)</i>	2021-
▪ <i>Special Topics in Regression for Business Analytics (MKTG555E)</i>	2019-2021
▪ <i>Marketing Research (MKTG440)</i>	2017-
present	

University of Arizona

- ***Innovation and Product Management (MKTG 442)***
Texas A&M University 2015
- ***Marketing Management***, (Undergraduate -Teaching Assistant),
Texas A&M University 2011/ 2012

Professional Services:

University of Arizona Eller College Faculty Governance Committee on Diversity, Equity, and Inclusion

Lisle & Roslyn Payne U of A/ASU Research Symposium Committee

Weiland Speaker Series Committee

Marketing Department Recruiting Committee 2018

Invited fellow: Product Development and Management Association (2017-2021)

Invited fellow: AMA Marketing Strategy Consortium (2019-2020)

Special Session Chair for Political Marketing at Winter AMA Conference 2020, San Diego, CA

Program committee member for the 2020 ACR Conference

Co-Captain of Sheth Doctoral Consortium Fellows / class of 2015 (With Alix Barasch)

Review Board Member:

Journal of Marketing

Journal of Academy of Marketing Science

Ad Hoc Reviewer:

Journal of Marketing Research

International Journal of Research in Marketing

Journal of Product Innovation Management

Journal of Public Policy and Marketing

Marketing Letters

Industrial Marketing Management

Winter and Summer AMA Conferences 2016-present

Professional Affiliations:

American Marketing Association

Association of Consumer Research

Professional Experience:

Research:

- ***Graduate Research Assistant***
Mays Business School, Texas A&M University 2011 – 2016
- ***Research Assistant***
Department of Entrepreneurship, University of Tehran 2008 – 2009
- ***Press Editor***
Division of Science, Andishehsazan Press 2000 – 2003

Business:

- ***Marketing Manager***
Khosro Medisa Teb (KMT) [AstraZeneca's representative in Iran] 2009 – 2011
- ***MBA Advisor***
Mahan Institute of Science 2008 – 2009
- ***Information and business service director***
Iran Mashhood Auditing, Financial & Management Services 2006 – 2007
- ***Public Relations Manager*** 2004 –
2006 Industrial Engineering Magazine, Department of Industrial Engineering, Sharif University of Technology