

Hadi Eslami | Curriculum Vitae

Assistant Professor of Marketing

Sobey School of Business - Saint Mary's University

Cell: (+1) 289-689-1405 Office: (+1) 902-496-8109 Email: hadi.eslami@smu.ca

Canadian Citizen

Academic Experience

Assistant Professor of Marketing - Tenure Track

Halifax, CAN

- *The Sobey School of Business, Saint Mary's University*

Jan. 2023 – present

Assistant Professor of Marketing - Tenure Track

Saint John, CAN

- *Faculty of Business, University of New Brunswick*

Jun. 2018 – Dec.2022

Brief Summary

Research Articles and Grants Since 2020:

- ⇒ 1 A*, 2 A, and 1B articles
- ⇒ 4 Completed/Under rev.; 7 conferences & Presentations
- ⇒ 5 Working Papers as of Jan 2023
- ⇒ External Grants (\$132,394)
 - SSHRC IG 2021 (four years, 2022 – 2026)
 - NBIF COVID-19 Research Fund - Provincial
 - MITACS - Federal
- ⇒ Internal Grants (\$15,348)
 - Harrison McCain Foundation Young Scholars Awards 2022
 - UNB University Research Fund (*URF Explorer*)
 - Faculty Support Fund

Experiential Learning, Course Development & Teaching Recognitions:

- ⇒ Courses:
 - Taught: MBA7305, BA2303, BA3304, BA3305, BA3328, BA3371
 - Redeveloped/Revamped: Digital Marketing; Marketing Management, Principles of Marketing
 - Developed: Marketing Analytics (To be offered in 2023)
- ⇒ Experiential Learning Funds (\$8,900)
 - \$5,400 from Office of Experiential Education
 - \$3,500 from CEWIL (Co-operative Education and Work-Integrated Learning) Canada
- ⇒ Recognitions
 - 2022 Allan P. Stuart Award Nomination for Excellence in Teaching

- 2021 Allan P. Stuart Award Nomination for Excellence in Teaching
- 2021 UNB SRC Nomination for Excellence in Teaching Award

Service, Committee & Community Work:

- Area Coordinator [Marketing, 2019 - 2021]
- Fellow, Urban and Community Studies Institute [2020 -2022]
- Supervising over 50 Experiential projects with local businesses
- Curriculum Committee [2018-2021]
- Undergraduate Scholarship Committee [2018-2022]
- Annual FoB Undergrad Case Competition Member [2017-2022]

University Lecturer

Saint John, CAN

- *Faculty of Business, University of New Brunswick*
⇒ Courses: BA2303, BA3304, BA3305

Jul. 2017 – May 2018

University Lecturer [Sessional]

Hamilton, CAN

- *DeGroote School of Business, McMaster University*
⇒ Courses: Introductory Marketing

Apr. 2015 – Jun. 2015

Education

Ph.D. in Marketing [GPA: A]

Hamilton, CAN

- *DeGroote School of Business, McMaster University.*

Sep. 2012–May. 2018

MBA (Major in Multimedia Marketing) [GPA: 3.81/4]

Cyberjaya, MY

- *Faculty of Management, Multimedia University*

Mar. 2009–Apr. 2011

B.Sc. in Electrical Engineering [GPA: 16.03/20]

Yazd, IRI

- *Electrical Engineering Department, Yazd Azad University*

Sep. 2001–Aug. 2005

Teaching Experience & Interests

Teaching portfolio

Saint John, CAN

- *Faculty of Business, University of New Brunswick*
 - BA1501: How Business Works – Team taught (marketing part)
 - BA2303: Principles of Marketing – Revamped
 - BA3304: Marketing Management – Redesigned & Revamped
 - BA3305: Marketing on the Internet – Redesigned & Revamped
 - BA3328: Consumer Behaviour
 - BA3371: Marketing of Services
 - MBA7305: International Marketing

Jul. 2018 - Present

Other Teaching Interests

- Marketing Analytics

- Innovation and New Product Development (NPD)

Teaching Recognition

Allan P. Stuart Award for Excellence in Teaching – Awaiting decision.	Saint John, CAN
• UNB Saint John, Senates Teaching Awards Committee	Feb. 2022
Allan P. Stuart Award for Excellence in Teaching (Nominee)	Saint John, CAN
• UNB Saint John, Senates Teaching Awards Committee	Jul. 2021
Excellence in Teaching (Nominee)	Saint John, CAN
• UNB Saint John SRC Excellence in Teaching Award	Apr. 2021
Graduate Excellence (Nominee)	Hamilton, CAN
• McMaster University Excellence in Teaching Assistance	Aug. 2016
Graduate Excellence (Winner)	Hamilton, CAN
• McMaster University Excellence in Teaching Assistance	Aug. 2015

Research Portfolio & Interests

Active B2B Research: *New Product Development (NPD) & Interorganizational Research*

- R&D Alliance Management and Open Innovation in the Biopharmaceutical industry
- Consequences of Premature Alliance Termination & Project Termination
- Marketing Channels Conflicts; Franchise Contract Design

Active B2C Research: *Marketing and Communication Strategies*

- Effective Marketing Communication
- Customer Aggression and Incivility

Other Interests: *Regional Development and CSR*

- Poverty Reduction & Regional Development
- Green Tourism

Publications Since 2020

Jan. 2020 – Dec 2022

- Eslami, H., Eshghi, K., & Sadeh, F. (2023).** The Impact of Premature R&D Alliance Termination on Shareholder Returns. *Journal of Product Innovation Management*. [ABDC list of journals: A* level – forthcoming]
- Purdy, L., Eslami, H., Eshghi, K., & Rod, M. (2023, in press).** Technology Sourcing: The Dark Side of Open Innovation. *Technovation*. [ABDC list of journals: A level]
- Eslami, H., Kacker, M., & Hibbard, J. (2020).** Antecedents of Locus of Causality Attributions for Destructive Acts in Marketing Channels. *Journal of Business Research*, 107, 302-314. [ABDC list of journals: A level]

Pira, M., **Eslami, H.**, & Fleet, G. (2021). Investigating the Effectiveness of Poverty-Reduction Projects for a Small-Sized City in Canada. *Journal of Poverty*. [ABDC equivalent: B level]

Completed Working Papers Since 2020

Jan. 2020 – Dec 2022

- Eslami, H.**, Sadeh, F., & Eshghi, K. (Completed working paper). Project Termination: Alliance Portfolio Characteristics and NPD Project Performance. [Target journal – 1st attempt: Journal of Operations Management | FT50]
- Eslami, H.**, Pujari, D., & Wu, R. (Completed working paper) Codevelopment Alliance Timing: Small Firms' Management of Radical Innovation. [Target journal – 1st attempt: The Journal of Academy of Marketing Science (JAMS) | FT50]
- Eshghi, K., **Eslami, H.**, Sadeh, F., & Shahriari, H. (Completed working paper). Sports Sponsorship Termination and Value of the Firm. [Target journal – 1st attempt: JAMS | FT50]
- Sadeh, F., Eshghi, K., & **Eslami, H.** (Completed working paper). Contract Design and Maintaining Sales Leadership: Evidence from Franchise Systems. [Target journal – 1st attempt: Journal of Business Research | A]

Working Papers

Present

- “Fighting for Satisfaction: Pathways to Customer Incivility in Service Encounters” with R. Chiu (Redeemer), S. Sharih (PhD graduate of Wilfrid), and A. Schat (McMaster). [Tentative target: Journal of Services Marketing | A]
- “NPD announcements and firm performance: Meta-analysis of event studies” With K. Eshghi (Laurentian) [Tentative target: JAMS | FT50]
- “Perceived risk and compliance to the public health recommendations: Effective communication during pandemics” With A. Little, M. Rod, and L. Hoang (UNB) [Tentative target: Journal of Communication | A]
- “Source credibility and trust in government during pandemics: Perceived media preference and reliability” With L. Hoang, A. Little, and M. Rod (UNB). [Target: Journal of Business Research | A]
- “Dynamic alliance portfolio evolution and firm innovativeness outcome” with L. Purdy and M. Rod (UNB). [Target: TBD]

Refereed Conference Papers & Presentations

Jan. 2020 – Dec 2022

- Eshghi, K., **Eslami, H.**, Sadeh, F., & Shahriari, H. (2022). Sports Sponsorship Termination and Value of the Firm, In *AMA Winter Academic Conference. Virtual, Feb 10 – 12, 2022*.
- Sadeh, F., Eshghi, K., & **Eslami, H.** (2022). Contract Design and Maintaining Sales Leadership: Evidence from Franchise Systems, In *International Society of Franchising 2022 Annual Conference, McMaster University, Hamilton, Canada, June 2 – 4, 2022*.
- Purdy, L., & **Eslami, H.** (2021). Leveraging Familiarity Experience: Technology Sourcing and R&D Project Performance, In *PDMA JPIM Research Forum, Baltimore, November 13-16, 2022*.

Eslami, H., Sadeh, F., & Eshghi, K. (2021). Project Termination: Alliance Portfolio Characteristics and NPD Project Performance, In *AMA Summer Academic Conference. Virtual, Aug 4 – 6, 2021.*

Eslami, H., Eshghi, K., & Sadeh, F. (2021). Alliance Termination and Shareholder Value: Evidence from the Biopharmaceutical Industry, In *AMA Winter Academic Conference. Virtual, Feb 17 – 19, 2021.*

Publications, Conference Papers, and Presentations Before 2020

Eslami, H. (2014). An Investigation on Green Attitudes and Demographics: Understanding the Intention of International Tourists in Malaysia to Pay a Premium for Green Hotels. *European Journal of Tourism Research*, 7(1), 92-108.

Eslami, H. (2014, May). Understanding the Readiness of Hotel Customers to Go Green: An Investigation of Green Attitudes and Intentions of Foreign Hotel Guests to Malaysia. *Administrative Science Association of Canada, Muskoka, Ontario, 9-13 May, Volume 35, No. 2, 2014* (pp. 15-56). **[Best Student Paper Award]**

Eslami, H., Salimi, M., Ibragimov, G., Amini, M. (2013). An Evasion Game Model for Duopoly Competition. *Journal of Social Science & Humanities*, 21(3), 1083-1091.

Eslami, H. (2019). The Timing and Type of Alliance Partnerships in the New Product Development, In *R&D Management Conference 2019. Ecole Polytechnique, Paris, June 19 – 21, 2019.*

Chiu, R., Sharih, S., **Eslami, H.,** & Schat, A. (2019). Fighting for Satisfaction: Pathways to Customer Incivility in Service Encounters, In *Administrative Science Association of Canada (ASAC) 2019 Conference. St. Catharines, Ontario, March 2019.*

Eslami, H. (2017). The Timing and Type of Alliances in the New Product Development, In *PDMA-UNH Innovation Doctoral Consortium, Durham-New Hampshire, United States.*

Eslami, H., Pujari, A., & Wu, R. (2016). Locus of Innovation in Codevelopment Alliances with Large Firms: Roles of Small Firms' Internal Knowledge and Alliance Governance, In *Empirical and Theoretical Symposium in Marketing Strategy, Banff, Canada, May 19, 2016.*

Eslami, H., Pujari, A., & Wu, R. (2016). R&D Alliance Portfolios and Firm Innovation: A Combined Perspective, In *Lazaridis Marketing Research Symposium, April 21, 2016.*

Eslami, H., & Pujari, A. (2015). Product Portfolio Management through Alliance Portfolio: A Combined Perspective, In *Empirical and Theoretical Symposium in Marketing Strategy, Rotman School of Management, Toronto, Canada, June 05, 2015.*

Eslami, H., Kacker, M., & Hibbard, J. (2014). Attributions of Causality for Destructive Acts in Distribution Channels. In *2014 Summer Marketing Educators' Conference: Leveraging New Technologies to Create Value for Customers and Firms, San Francisco, California, USA.*

Eslami, H., Kacker, M., & Hibbard, J. (2014). Attributions of Causality for Destructive Acts in Distribution Channels. In *ISBM Academic Conference 2014: Advances in Business-to-Business Marketing Conference Schedule, San Francisco, California, USA.*

Eslami, H. (2014). Understanding the Readiness of Hotel Customers to Go Green: An investigation of Green Attitudes and intentions of Foreign Hotel Guests to Malaysia, In *ASAC 42nd Annual Conference.*

Administrative Services

Member, Annual FOB Simulation Competition

Saint John, CAN

- *Faculty of Business, University of New Brunswick* Mar. 2018 – Present
 - 2019: Judge, 2020: Team Coach, 2021: Planning Committee Member
 - Coordinated and executed the annual event in virtual format,
 - Secured sponsors, vetted simulation platforms
 - Provided ongoing student and donor support on the day of the event

Fellow, Urban and Community Studies Institute – UNB

Saint John, CAN

- *University of New Brunswick* Jul. 2020 – Present
 - Meetings and liaise to build relationships with community members
 - Represent UNB Saint John and UCSI at workshops/bi-annual meetings

Area coordinator, Marketing – Faculty of Business, UNB Saint John

Saint John, CAN

- *Faculty of Business, University of New Brunswick Saint John* Jul. 2019 – Jun. 2021
 - Course and external transfer credit
 - Curriculum coordination and administration,
 - Appeal management, timetabling
 - Coordinate with other area leads

Member, Senate Undergrad Scholarship Committee – UNB

Saint John, CAN

- *Faculty of Business, University of New Brunswick* Sep. 2019 – Apr. 2021
 - Assessing scholarship eligibility for current/incoming students

Member, Curriculum Committee – UNB

Saint John, CAN

- *Faculty of Business, University of New Brunswick* Sep. 2019 – Apr. 2021
 - Audit curriculum flow and assess course development needs

Business Faculty Representative, University Budget Committee

Saint John, CAN

- *University of New Brunswick* Sep. 2017 – Apr. 2021
 - Assess and optimize yearly costs
 - Identify campus needs and allocate the budget accordingly

PhD Candidate at McMaster University

Hamilton, CAN

- *DeGroot School of Business* Sep. 2012 – Apr. 2017
 - Guided first-year business students as an advisor
 - Faculty Representative, McMaster University Graduate Student Association (GSA)

Refereeing Service

- Ad-hoc reviewer for Journal of Business Research (JBR)
- Ad-hoc reviewer for Industrial Marketing Management (IMM)

- American Marketing Association (AMA) – Member since 2020
- Product Development and Management Association (PDMA) – Member since 2020
- Administrative Science Association of Canada (ASAC)

Research Grants and Awards

- | | |
|-------------------------------------------------------------------------------|----------------------------|
| SSHRC IG 2021 (Principal Investigator - PI) (\$53,684) | Saint John, CAN |
| • <i>Social Sciences and Humanities Research Council</i> | <i>Jul. 2022–Jun. 2026</i> |
| Harrison McCain Foundation Young Scholars Award (PI) (\$9,380) | Saint John, CAN |
| • <i>[Internal] University of New Brunswick</i> | <i>May 2022</i> |
| COVID-19 Research Fund (PI) (\$33,710) | Saint John, CAN |
| • <i>[External] New Brunswick Innovation Foundation (NBIF).</i> | <i>Jun. 2020</i> |
| University Research Fund (NF Explore 2020) (PI) (\$6,048) | Saint John, CAN |
| • <i>[Internal] University of New Brunswick</i> | <i>May. 2020</i> |
| MITACS Entrepreneurship Grant (PI) (\$45,000) | Saint John, CAN |
| • <i>[External] Mathematics of Information Technology and Complex Systems</i> | <i>Nov. 2018</i> |

Other Recognitions and Awards

- | | |
|---------------------------------------------------------------------|----------------------------|
| SSHRC Doctoral Fellowship | Hamilton, CAN |
| • <i>Social Sciences and Humanities Research Council (\$20,000)</i> | <i>Sep. 2016–Aug. 2017</i> |
| Ontario Graduate Scholarship (OGS) | Hamilton, CAN |
| • <i>Government of Ontario (Value: \$10,000)</i> | <i>May 2015–Apr. 2016</i> |
| Graduate Student Travel Award | Banff, CAN |
| • <i>Canadian ET Symposium (Value: \$1,000)</i> | <i>May. 2016</i> |
| The Pioneer Petroleums OGS [Entrepreneurial Research] | Hamilton, CAN |
| • <i>Pioneer Petroleums (Value: \$5,000)</i> | <i>Apr. 2016</i> |
| International Excellence Award | Hamilton, CAN |
| • <i>McMaster University (Value: \$25,500)</i> | <i>Sep. 2012–Sep. 2015</i> |
| Best Student Paper Award | Muskoka, CAN |
| • <i>Administrative Sciences Association of Canada (ASAC)</i> | <i>Apr. 2014</i> |

Other Academic Work Experience

- | | |
|---------------------------|----------------------|
| Teaching Assistant | Hamilton, CAN |
|---------------------------|----------------------|

- *DeGroote School of Business, McMaster University* *Sep. 2012–Apr. 2017*
 - Applied Marketing [Tutoring students and supervising their final projects with local small businesses]
 - Marketing Research [including statistics lab on SPSS]
 - Sustainability and Corporate Social Responsibilities [providing feedback on MBA students' projects]
 - Consumer Motivation [providing feedback on students' hand-in case projects]
 - Marketing Concepts and Applications [providing input on MBA students' case solution projects]
 - Business Marketing [including marketing and communicating with students on a regular basis]

Summer Research Assistant

Hamilton, CAN

- *DeGroote School of Business, McMaster University* *May. 2013–Aug. 2015*
 - Ontario Research Fund-Research Excellence (ORF-RE): “Co-products from Second Generation Biofuel Industries for Production of New Industrial Bio-products”

Selected Graduate Coursework

PhD Courses

Hamilton, CAN

- *McMaster University* *Sep. 2012- Aug. 2014*
 - Interorganizational Research in Marketing
 - Marketing Foundations
 - Marketing Models
 - Special Topics in Marketing Strategy
 - Research Methods & Design
 - Applied Multivariate Statistics
 - Microeconomics I & II
 - Econometrics I & II

MBA Courses

Hamilton, CAN

- *McMaster University* *Sep. 2012-Dec. 2012*
 - Innovation and New Products

MBA Courses

Cyberjaya, MY

- *Multimedia University* *Mar. 2009-Apr. 2011*
 - Marketing Management
 - Marketing & Multimedia
 - Entrepreneurship
 - Strategic Management
 - Global Marketing
 - Quantitative Analysis
 - Research and Case Methodology