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**Arezoo Davari, Ph.D.**  
**Assistant Professor**  
**Finance and Marketing**  
**College of Business**  
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## **Academic Background**

Ph.D. University of North Texas, Denton, Texas, Marketing (Merchandising Emphasis), 2016.

M.Sc. University of Tehran, Tehran, Iran, Executive Management (EMBA), 2011.

B.S. Shahid Behshti University, Tehran, Iran, Business Economics, 2007.

## **Memberships**

American Marketing Association, 2010-Present

Mu Kappa Tau, 2010-Present

Society of Marketing Advances, 2010-Present

## **Work Experience**

### **Academic Experience**

Assistant Professor of Marketing, Eastern Washington University (September, 2016 - Present), Spokane, Washington.

Instructor, University of North Texas (September, 2013 - August, 2016), Denton, Texas.

Teaching Assistant, University of North Texas (2012 - 2015), Denton, Texas.

Teaching Assistant, Mehrpouyan Higher Education Institute, MBA Department (June, 2009 - December, 2009), Tehran, Iran.

Education Advisor, Mahan Higher education Institute (2009), Tehran, Iran.

### **Non-Academic Experience**

#### **International**

Foreign Correspondence Expert, Emami Trading Company (2011 - 2012), Tehran, Iran.

Accounting Assistant, Emami Trading Company (2005 - 2007), Tehran, Iran.

### **Courses Taught**

**Courses from the Teaching Schedule:** Directed Study, E-Commerce, Global Marketing Management, Global Marketing Management, Marketing Analysis, Principles of Marketing

**Courses taught, but not in the Schedule:**

Applied marketing Problems (Combined Course), Marketing Management (MBA course both online and face-to-face), Foundations of marketing Practice (Undergraduate course), Global marketing (face-to-face), Strategic Brand Management (face-to-face), Strategic Brand management (face-to-face) Marketing Research and Information Technology (face-to-face), Electronic Retailing and Promotion Strategies (online)

### **Intellectual Contributions:**

### **Refereed Articles**

- Iyer, P., Davari, A., & Mukherjee, A. (2018). Investigating the effectiveness of retailers' mobile applications in determining customer satisfaction and repatronage intentions: A congruency perspective. *Journal of Retailing and Customer Service*, 44, 235-243, doi: <https://doi.org/10.1016/j.jretconser.2018.07.017>.
- Iyer, P., Davari, A., & Paswan, A. (2018). Determinants of Brand Performance: The Role of Internal Branding. *Journal of Brand Management*, 25 (3), 202-216.
- Martin, W. C., & Davari, A. (2018). Examining Financial Risk Tolerance via Mental Accounting and the Behavioral Life-Cycle Hypothesis. *Academy of Marketing Studies Journal*, 22 (4).
- Iyer, P., Davari, A., Zolfagharian, M., & Paswan, A. (2018). Market orientation, positioning strategy and brand performance. *Industrial Marketing Management*.
- Davari, A., Iyer, P., & Guzman, F. (2017). Determinants of brand resurrection movements: why consumers want dead brands back? *European Journal of Marketing (Gold)*, 51 (11/12), 1896-1917.
- Davari, A., Iyer, P., & Strutton, D. (2017). Investigating Moral Links Between Religiosity, Altruism, and Green Consumption. *Journal of Non-profit and Public Sector Marketing*, 1-30.
- Iyer, P., Davari, A., & Paswan, A. K. (2016). Green Products: Altruism, Economics, Price Fairness and Purchase Intention. *Journal of Social Business*, 6 (1), 39-64.
- Davari, A., Iyer, P., & Rokonuzzaman, M. (2016). Identifying the determinants of online retail patronage: A perceived-risk perspective. *Journal of Retailing and Customer Service*, 33, 186–193.
- Iyer, P., Paswan, A., & Davari, A. (2016). Brands, Love, and Family. *Journal of Product and Brand Management*, 25 (1), 69-83.
- Davari, A., Iyer, P., & Strutton, D. (2016). Religion and Green Consumption - More than What Meets the Eye. *Journal of Non-profit and Public Sector Marketing*.
- Nguyen, T., Charlene, D., Davari, A., & Francisco, G. (2015). Intellectual Capital Through the Eyes of the Consumer. *Journal of Product and Brand Management*, 24 (6), 554-566.

## Refereed Proceedings

### Full Paper

- Davari, A., & Iyer, P. (in press, 2016). Investigating the Determinants of Store Brand Image for Online Retailers. Society for Marketing Advances Conference, Brand and Product Management Track.
- Davari, A. (2015). Marketing Strategy Typology Anchored in Consumer-Value. Winter AMA Annual Educator's Conference Proceedings.
- Iyer, P., Davari, A., & Abdullah, A. (2015). A Capability Based View of Brand Management. AMS Annual Conference.
- Alhidari, A., Iyer, P., & Davari, A. (2015). Entertech Era: the Effects of Level of Engagement on Consumer's Attitude towards Ads, Brand, and Purchase Intention. SMA Annual Conference.
- Iyer, P., & Davari, A. (2015). Managing Luxury Brands in Recessions. SMA Annual Conference.
- Iyer, P., & Davari, A. (2015). The Impact of Green Brand Positioning on Brand Equity. SMA Annual Conference.

### Abstract Only

- Martin, W., & Davari, A. (in press, 2017). Examining Financial Risk Tolerance via the Hierarchy of Retirement Needs. Society for Marketing Advances (SMA) Annual Conference.
- Iyer, P., & Davari, A. (2017). Investigating the Determinants of Brand Performance: The Key Role of Internal Branding. American Marketing Association (AMA) Educator's Conference.

## Book

- Strutton, D., Thompson, K., & Davari, A. (Ed.). (2015). *Marketing from Scratch*. Dubuque, IA: Kendall and Hunt.

## Presentation of Refereed Papers

### National

- Iyer, P. & Davari, A. (2017). Investigating the Determinants of Brand Performance: The Key Role of Internal Branding. American Marketing Association (AMA) Educator's Conference, Orlando, Florida.
- Davari, A. & Iyer, P. (2016, November). Investigating the Determinants of Store Brand Image for Online

Retailers. Society for Marketing Advances (SMA) Annual Conference, Atlanta, Georgia.

Alhidari, A., Davari, A., & Iyer, P. (2015). Entertech Era: The effects of level of engagement on consumer's attitude towards ads, brand, and purchase intention. Society for Marketing Advances (SMA) Annual Conference, San Antonio, Texas.

Blankson, C., Iyer, P., & Davari, A. (2015). Influence of culture on positioning strategies in sub-Saharan Africa. AMA Winter Educators' Conference, San Antonio, Texas.

Davari, A. & Iyer, P. (2015). The impact of green brand positioning on brand equity. Society for Marketing Advances (SMA) Annual Conference, San Antonio, Texas.

Iyer, P., Davari, A., & Alhidari, A. (2015). A capability based view of brand management. Academy of Marketing Science, Denver, Colorado.

Iyer, P., Davari, A., & Alhidari, A. (2015). Managing luxury brands in recessions. Society for Marketing Advances (SMA) Annual Conference, San Antonio, Texas.

Paswan, A., Iyer, P., & Davari, A. (2015). Marketing strategy typology anchored in consumer-value. AMA Winter Educators' Conference, San Antonio, Texas.

## **Working Papers**

Davari, A. & Strutton, D. (2018). "Identifying the Antecedents of Brand Deletion Strategy," targeted for Business Horizons (Bronze).

Paswan, A., Iyer, P., & Davari, A. (2018). "Marketing Strategy Typology Anchored in Consumer-Value," targeted for Journal of Marketing.

Iyer, P., Davari, A., & Guzman, F. (2018). "Economic Downturns and Luxury Brand Consumption: A Cross Cultural Perspective," targeted for Journal of International Marketing.

## **Service:**

### **Service to the University**

#### **College Assignments**

##### **Member:**

2018-2019 – 2019-2020: Faculty Development Committee-FDC

2018-2019: Search Committee- Associate Dean

2017-2018: Teaching Excellence Team (CBPA)

2017-2018: Research Excellence Team (CBPA)

2017-2018: MBA Curriculum Committee

#### **University Assignments**

##### **Member:**

2017-2018: Course and Program Approval Committee (CPAC)

### **Service to the Profession**

#### **Reviewer: Ad Hoc Reviewer for a Journal**

2015 – 2016: Journal of Product and Brand Management.

2015: Journal of Strategic Marketing.

#### **Reviewer: Conference Paper**

2015 – 2016: Society for Marketing Advances (SMA) Annual Conference.

2015: Thinking and Re-Thinking Africa Research Symposium- University of North Texas.

2015: Academy of Marketing Science (AMS)-World Marketing Conference.

### **Honors-Awards-Grants**

#### **Award**

2016: Best Paper in Product and Brand Management Track, Society for Marketing Advances (SMA) Annual Conference.

**Honor**

2015: Doctoral Consortium Nominee, SMA.

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