

Education

2018 – present	Grenoble Ecole de Management, France Ph.D. in Business Administration – Marketing (expected June 2023) <i>Dissertation Title: The role of consumers' identity in sustainable consumption</i>
2021 – present	IREGE, Savoie Mont Blanc University, France Doctorate in Management Science (expected October 2023)
2018 – 2020	Grenoble Ecole de Management, France MPhil in Business Administration
2012 – 2015	University of Tehran, Faculty of Management, Tehran, Iran EMBA (with specialization in marketing) <i>Admitted with the rank of 5 among 31000 applicants by the national exam</i>
2006 – 2010	Yazd University, Yazd, Iran. B.Eng. in Textile Engineering (with specialization in apparel)
1999 – 2006	National Organization for Development of Exceptional Talents, Iran NODET schools Diploma, Mathematics and Physics Discipline

Research

Peer-Reviewed Publications

- Meng Y., Gould S., Song L., Chang H., **Vaziri S.** 2022. Mental conversion: a customer service strategy impacting shopping experiences, *Journal of Services Marketing*, 37(4), 464-477. (ABS: 2 and FNEGE: 3)

Conference Papers

- Balbo L., Shaikh S., **Vaziri S.**, 2023. Is Vegan Meat Alternatives Gendered? Association Française Du Marketing, AFM Association Française de Marketing, Vannes, France.
- Balbo L., Shaikh S., **Vaziri S.** 2023. Males eat meat! Testing the vegan = less masculine intuition, an underlying mechanism and a marketing technique to reduce this effect, Association Française du Marketing, AFM Association Française de Marketing, Vannes, France.

- Balbo L., Shaikh S., **Vaziri S.** 2022. Real men eat meat: testing the vegan = less masculine lay belief among omnivorous consumers, Association Française du Marketing, AFM Association Française de Marketing, Tunis, Tunisie.
- Meng Y., Gould S., Song L., Chang H., **Vaziri S.** 2022. Mental conversion: a customer service strategy impacting shopping experiences, Proceedings of the European Marketing Academy, EMAC European Marketing Academy, Hungary.
- **Vaziri S.**, Meng Y., Werle C. 2021. The Impact of a salient vegetarian identity on sustainable consumption, European Marketing Academy conference, EMAC European Marketing Academy, Spain.
- **Vaziri S.**, Meng Y. 2020. The Impact of consumer self-concept clarity on heuristics, Proceedings of the European Marketing Academy, 49th, EMAC European Marketing Academy, Hungary.
- **Vaziri S.**, Ahmadi S., Khanlari, A. 2018. Message strategies and creative approaches in TV advertisements: application of Taylors' six segment message strategy wheel, Proceedings of IAC 2018, Vienna, Austria.
- **Vaziri S.**, Ahmadi S. 2015. Marketing strategy for each Customer segmentation regarding expected benefits (a case study of Asia insurance franchises in Orumieh city), International Conference on Management, Accounting, and Economics, Shiraz, Iran.
- **Vaziri S.**, Esfidani, M. R., Khanlari, A. 2015. Investigating advertising context effect on the self-activation effect of cosmetics products advertisements, Conference on Advertisement Management, University of Tehran, Iran. (Based on the Master thesis).

Work in progress

- **Vaziri S.**, Meng Y., Chan, E.Y. Unclear self and depth of thinking: do consumers low in self-concept clarity rely less on ease-of-retrieval?
- **Vaziri S.**, Meng Y., Mai. Reducing internet waste: the role of consumers' online and offline identities overlap.
- **Vaziri S.**, Meng Y., Werle, C. The impact of a salient vegetarian identity on sustainable consumption.
- Balbo L., Shaikh S., **Vaziri S.** Real men eat meat: testing the vegan = less masculine lay belief among omnivorous consumers. *Data collection stage. Target: Journal of Business Research*
- **Vaziri S.**, Meng Y. The influencer on the street: how does street fashion photography impact sustainable luxury brand?

Teaching experience

- Co-instructor of "Fundamentals of Marketing", 2022-23, *Programme Grande Ecole (PGE)* first year students, Grenoble Ecole de Management.
- Co-instructor of "Fundamentals of Marketing", 2021-22, to *Programme Grande Ecole (PGE)* first year students, Grenoble Ecole de Management.
- Co-instructor of "Principles of Marketing", 2020-21, to *Bachelor in International Business (BIB)* first year students, Grenoble Ecole de Management, informal teaching evaluation: 4.3/5

Work experience

- 2018 – present: Research and pedagogical assistant in Grenoble Ecole de Management
- 2015 – 2017: Market research and development expert, Hekmatsara Iranian Tooba Company, Iran.
- 2015: Content marketing developer, BHOWCO Company, Iran.
- 2014 – 2015: Market research and development expert, Barsan Modiriat Company, Iran.
- 2012 – 2013: Educational Consultant, the MBA department at Mahan Institute of Higher Education, Iran.
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Service

Academics

- Ad-Hoc Reviewer for the *Psychology & Marketing*
- *Conference reviewer for La Londe and EACR 2023 conferences*

Training

- Skills Development Workshop for young researchers, Grenoble Ecole de Management, 2023
- Interdisciplinary conference on Disability and Consumption (ICDC 2022), IREGE, 2022
- Political Ideology and Consumption virtual seminar, University of Cincinnati, Cincinnati, USA
- EMAC Doctoral Colloquium, 2021
- AMA Marketing and Public Policy virtual conference, 2021
- Better Marketing for a Better World webinar, 2021
- ACR virtual conference, Seattle, USA, 2021
- Tobii eye-tracker training, Grenoble Ecole de Management, 2020
- Advanced Measurement virtual workshop, Loyola Marymount University, 2020
- Academic Writing seminar, Grenoble Ecole de Management, 2019

Pedagogy trainings, Grenoble Ecole de Management, 2020

- Transforming the course online
- Using rubrics and evaluation guides in Moodle
- Evaluating with Turnitin
- Support Learning interaction
- Pedagogy training: Evaluate with Turnitin
- Dealing with student heterogeneity in the educational setting
- Getting familiar with Adobe Connect
- Getting familiar with Videos
- Getting acquainted with Moodle: discover the basics
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Graduate Coursework

PhD courses:

- Perspectives on Consumer Behavior, 2020-2021
- Advanced Seminar in Marketing, 2019-2020
- Pedagogy, 2019-2020
- Experimental Design and Analysis, 2019-2020
- Econometrics, 2019-2020
- Multivariate Statistics, 2019-2020
- Publishing and Reviewing Successfully, 2019-2020
- Introduction to Theories of Management, 2018-2019
- Questionnaire and Scale Development, 2018-2019
- Regression Analysis, 2018-2019
- Research Design, 2018-2019
- Qualitative Methods, 2018-2019
- Qualitative Analysis, 2018-2019
- Introduction to Quantitative Reasoning, 2018-2019
- Introduction to Qualitative Research, 2018-2019

Computer skills & Statistical and Managerial Software

- SPSS, Stata, R, G*Power, Qualtrics XM, Amazon Mechanical Turk, Tobii Eye Tracker, COMFAR
- Programming: MATLAB, C++

Languages

- English (full professional proficiency)
- French (intermediate proficiency)
- Persian (native proficiency)