

**Hoorsana Damavandi**  
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**Academic Position**

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2024	Assistant Professor of Marketing, Haslam College of Business, University of Tennessee at Knoxville
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**Education**

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2024	Ph.D. in Marketing, Ivey Business School at Western University
2019	Master of Business Administration (First in class), Alzahra University, Tehran, Iran
2014	Bachelor of Science, Geomatics Engineering, University of Tehran, Tehran, Iran

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**Research Interests**

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Topics	Price Increases, Product Quality Failures, Location-based Marketing
Methodology	Econometrics, Spatial and Network Analysis, Machine Learning, Field Experiments

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**Publications**

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Astvansh, Vivek, Anshu Suri, and Hoorsana Damavandi (2024), “Brand Warmth Elicits Feedback, Not Complaint,” *Journal of the Academy of Marketing Science*.

Media coverage: Featured in [Financial Times Business Insider](#), [ResourceResponse.com](#), [The Conversation US](#), [University of Tennessee Knoxville News](#), and [University College Dublin News and Opinion](#)

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**Manuscripts Under Review & Working Papers (titles changed to honor the review process)**

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Damavandi, Hoorsana, and Vivek Astvansh, “Uncovering Safety Regulators’ Investigative Process,” submitted to second round at *Manufacturing & Service Operations Management*.

Damavandi, Hoorsana, Feng Mai, and Vivek Astvansh, “Mining Earnings Call Transcripts,” under review at *Journal of the Academy of Marketing Science*.

Damavandi, Hoorsana, and Vivek Astvansh, “Safety Incidents and Supply Chain Trade Credit Provision,” under review at *Manufacturing & Service Operations Management*.

Damavandi, Hoorsana, Kersi D. Antia, and Praveen Kopalle, “Cushioning the Blow: Justifying a Price Increase,” expected submission to *Journal of Marketing*, August 2024.

Damavandi, Hoorsana, Vivek Astvansh, Kersi D. Antia, and Stefan Wuyts, “Safety Incidents in Buyer-supplier Networks,” expected submission to *Journal of Marketing*, April 2024.

### **Selected Work in Progress**

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“Communicating Price Increases: Lessons Learned Over the Last Year,” with Kersi D. Antia and Praveen Kopalle

“The Role of Vocal and Verbal Characteristics in Customer Complaint Resolution,” with Pouria Khansari and Kersi D. Antia

### **Conference Presentations**

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“Cushioning the Blow: Justifying Price Increases”, with Kersi D. Antia and Praveen Kopalle, *Theory and Practice in Marketing*, May 2023, Lausanne, Switzerland.

“The Spillover Effect of Product Quality Failures in Multitier Buyer-supplier Networks”, with Vivek Astvansh, Kersi D. Antia, and Stefan Wuyts, *EMAC Annual Conference*, May 2023, Odense, Denmark.

“Cushioning the Blow: Justifying Price Increases”, with Kersi D. Antia and Praveen Kopalle, *EMAC Doctoral Colloquium*, May 2023, Odense, Denmark.

“Cushioning the Blow: Justifying Price Increases in a Subscription Services Context”, with Kersi D. Antia and Praveen Kopalle, *EMAC Annual Conference*, May 2022, Budapest, Hungary.

“The Spillover Effect of Product Defects in Buyer-supplier Networks”, with Vivek Astvansh, Kersi D. Antia, and Stefan Wuyts, *INFORMS Marketing Science Conference*, Jun 2022, virtual.

“The Spillover Effect of Product Defects in Buyer-supplier Networks”, with Vivek Astvansh, Kersi D. Antia, and Stefan Wuyts, *AMA Winter Academic Conference*, Feb 2022, virtual.

“Negative Turning Points in Manufacturer-supplier Relationships: Direct and Spillover Effect”, with Vivek Astvansh and Kersi D. Antia, *INFORMS Marketing Science Conference*, Jun 2021, virtual.

“The Effect of Supplier Product Defects on Manufacturer-Supplier Relationship: A Power-Dependence View”, with Vivek Astvansh and Kersi D. Antia, *AMA Winter Academic Conference*, Feb 2021, virtual.

### **Teaching Experience**

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#### *Degree programs*

Social Media Analytics – MSc elective, Ivey Business School, September 2022 (Student rating: 6.75/7)

#### *Executive education*

AI in Business – Ivey Academy, March 2023, March 2024

### **Case Studies**

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Damavandi, Hoorsana and Kersi D. Antia, *McCain Foods UK: Anticipating and Mitigating the Impact of Inflation* (case and teaching note), February 2023

Damavandi, Hoorsana, Rajesh Chandy and Kersi D. Antia, *iMerit: Positioning your Brand for Various Stakeholders* (case and teaching note), under preparation

**Honors and Awards**

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2021 - 2023	John F. Rankin Doctoral Scholarship for academic excellence
2019 - 2023	Brock Scholarship for outstanding research potential
2019 - 2023	Plan for Excellence Doctoral Fellowship
2016 - 2019	Alzahra University full scholarship
2009 - 2014	The University of Tehran full scholarship

**Academic Service**

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Ad hoc reviewer, American Marketing Association Winter Academic Conference, 2022  
VP Academic, Ivey Business School Ph.D. Association, 2021  
VP Orientation, Ivey Business School Ph.D. Association, 2020

**Professional Experience**

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2016 - 2018	Director of Business Development – Namira (e-commerce startup)
2012 - 2013	Geomatics Engineer – Behro Engineering Consulting Company
2008 - 2010	Arithmetic Teacher – Jamiat Defa' (Free education center for working immigrants)