Roozbeh Irani-Kermani

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EDUCATION

- **Ph.D. Agricultural Economics**
  Pennsylvania State University, University Park, PA 2014-2018.
  Dissertation: "Three Essays on Structural State-Dependent Marketing Variables"

- **MBA, Graduate School of Management and Economics,**
  Shahid Beheshti University of Tehran, Tehran, Iran.
  Master Thesis: Designing a 3D model for retail market segmentation based on customers life cycle and Loyalty. Advisor: Nasrin Jazani.

- **B.Sc. Engineering,**
  Polytechnic university of Tehran, Tehran, Iran.

RESEARCH AREAS

- **Primary:** Agribusiness and Food Marketing, Applied Industrial Organization, Food Policy, Food and Health Economics, Food Retailing Landscape
- **Secondary:** International Trade, Development Economics

PROFESSIONAL EXPERIENCE

2018-Present **Assistant Professor of Agribusiness**

Sam Houston State University

2014-2018 **Research Assistant,**

Pennsylvania State University, University Park, PA
- Modified the Brand Choice models to capture new features of heterogeneity among particular commodity types. Managed Nielsen Home-scan panel data with size over 135GB using SAS/SQL. Developed a set of brand loyalty and variety seeking indices. Performed nonlinear structural parametric regressions using Stata and Matlab.
- Applied Reject Sampling, Importance Sampling and Metropolis-Hastings Sampling using R to simulate accurate samples from user-provided or hierarchical stochastic models. Reported project summaries including sample visualizations to the project director.
- Solved economic problems using Matlab which involved large Linear/Nonlinear System, Constraint/Unconstrained Optimizations, and Uni/Multivariate Integrations. Reported the numerical results as well as the numerical options chosen to the project director.
- Experience with statistical data analysis such as linear models, multivariate analysis, stochastic models, and sampling methods.
- Held lead responsibilities for the following research duties: familiarizing myself with micro-level scanner data, including extensive data mining and data resolution; developing and constructing demand models for certain healthy and nonhealthy market basket items using the

household scanner data; analyzing primary data collected from store intercept surveys, including generating store reports to noneconomists and community leaders; and, preparing manuscripts for conference and journal submissions.

2009-2013   Managing director

Hanza Office Supplies, Tehran, Iran

Hanza is an office supply distributing company based in Iran
- o Summary:
Planned, executed and controlled the whole company's process.
Managed critical negotiations with governmental departments (like ministry of economic affairs and finance or Ministry of labor and social welfare), suppliers and customers.
Coordinated the hiring process for all the key positions from the first to the last step. (Advertisement, resume collecting, reviewing, interviewing and hiring)
- o Achievements:
Increased the revenue over 500% during my 4 years of being the managing director.
Increased the average margin for the sales from 9% to 25% not only by changing the suppliers and customer segmentations but also by changing the products portfolio.
Converted Hanza from a local distribution company to a nationwide distribution company.

2007-2009   Marketing Manager

Hanza Office Supplies, Tehran, Iran
- o Designed monthly & yearly marketing, advertising and sales plans
- o Designed and executed budgeting proposals for marketing, advertising and sales plans.

TEACHING EXPERIENCES

Fall 2018   Assistant Professor, Sam Houston University

AGBU 4363   Sales and Consulting

AGBU 4375   Advanced Agribusiness Management

AGBU 4386   Agriculture and Food Policy

Spring 2018   Instructor, Penn State University, University Park

Course: AGBM 338, Agribusiness in the Global Economy

Managing agribusinesses in the global food industry, international food product marketing, key public institution and policies affecting food trade.

Fall 2017   Instructor, Penn State University, University Park

Course: CED 450, International Development, Renewable Resources, and the Environment

The key economic concepts and theories used to analyze agricultural and economic development in developing countries, with particular attention to interactions between development, natural resources, and the environment.

Summer 2017 Instructor, Penn State University, World Campus
Course: AGBM101, Economic Principles of Agribusiness Decision Making

Introduction to economic principles and their application to real world examples of agribusiness management issues.

Spring 2017 **Instructor, Penn State University, University Park**
Course: AGBM101, Economic Principles of Agribusiness Decision Making

Spring 2017 **Graduate Student Teaching Certificate, Penn State University, World Campus**

Fall 2016 **Teaching Assistant, Penn State University, University Park**
Course: AGBM101, Economic Principles of Agribusiness Decision Making

TEACHING INTERESTS

Food marketing & Food systems, Agribusiness economics & strategy, Microeconomics, Applied Econometrics, Agricultural and Food policy.

MANUSCRIPTS IN PREPARATION

- **Accommodating Heterogeneity in Brand Loyalty Estimation: Application to the U.S. Beer Retail Market**
  Roozbeh Irani-Kermani
- **Generalizing Variety Seeking Measurement from Brand Space to Product Attribute Space.**
  Roozbeh Irani-Kermani
- **Investigating the effects of changes in market structure on household state dependence**
  Roozbeh Irani-Kermani, Edward Jaenicke.
- **A Comparison between Effective Factors of Overbidding. An Experiment on Japanese Auction Properties**
  Roozbeh Irani-Kermani

CONFERENCES AND PRESENTATIONS

2018 **Annual ISMS Marketing Science Conference (June 2018, Philadelphia, PA)**
SELECTED PRESENTATION: Generalizing Variety Seeking Measurement from Brand Space to Product Attribute Space.

2018 **AAEA Annual Meeting (August 2018, Washington DC).**
SELECTED PAPER: Introducing a Variety Seeking Index Based on Product Attribute Space.

2018 **NAREA Annual Meeting (June 2018, Washington, D.C.)**
SELECTED PRESENTATION: Modeling Variety Seeking in Household Brand Choices

2017 **AAEA Annual Meeting (August 2017, Chicago, IL).**
SELECTED PAPER: Accommodating Heterogeneity in Brand Loyalty Estimation: Application to the U.S. Beer Retail Market

2017 **NAREA Annual Meeting (June 2017, Washington, D.C.)**
SELECTED PRESENTATION: Modeling Heterogeneity in Household Brand Choices

2017 **Annual ISMS Marketing Science Conference (June 2017, Los Angeles, CA)**

SELECTED PRESENTATION: Generating Dynamic Nonlinear Parameters For Brand Loyalty Estimation: Application To The Us Beer Retail Market

HONORS and AWARDS

2017   AAEA Trust Travel Grant Recipient, Agricultural and Applied Economics Association
2017   College of Agricultural Sciences Travel Award, Penn State University
2014   University Graduate Fellowship, Department of Agricultural Economics, Penn State University.
2007   Most outstanding Master Thesis Award, Graduate School of Management and Economics, SBU.
2006   The Governor's Young Entrepreneur Award, Kerman Province Governor.
2007   Ranked 1st (in terms of GPA) among all MBA students, SBU of Tehran.
2004   Ranked 5th amongst over 15,000 participants in Iranian graduate nationwide entrance exam, for the MBA program.

TECHNICAL SKILLS AND PROFICIENCIES

DATA PROFICIENCIES: ACNielsen Homescan Data

COMPUTER SKILLS: Stata, Python, Matlab, R, SAS, GAMS, LATEX, MS Office

PROFESSIONAL AFFILIATION

American Economic Association
American Marketing Association
Agricultural and Applied Economic Association
Northeastern Agricultural and Resource Economics Association

LANGUAGES

English (Full professional proficiency)
Persian (Native or bilingual proficiency)