

Roozbeh Irani-Kermani

Department of Agricultural Sciences
Sam Houston State University
P.O. Box 2088
Huntsville, Texas 77341-2088
Office: Pirkle 440C

Phone: (646)-662-4764
Roozbeh@shsu.edu
<https://sites.psu.edu/irani/>

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, Huntsville, TX

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

- **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)
- **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

- Designed monthly & yearly marketing, advertising and sales plans
- Designed and executed budgeting proposals for marketing, advertising and sales plans.

TEACHING INTERESTS

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

TEACHING EXPERIENCES

Fall 2018-Present

Assistant Professor, Sam Houston University

AGBU 4363 Sales and Consulting

Principles of professional sales used by food and agricultural firms. Necessary skills required in the agribusiness industry such as interpersonal skills, sales techniques, and sales forecasting skills are developed and enhanced. The focus of this course will be on business-to-business selling (consulting).

AGBU 4375 Advanced Agribusiness Management

Contemporary issues related to business strategies are approached using information systems, industry representatives, field trips, and class

AGBU 4386 Agriculture and Food Policy

This course examines and analyzes the effects of government participation on supply and demand. Topics include the policy making process and the analysis of commodities, conservation, food safety, international trade, and rural development programs.

Summer 2019

AGBU 4340 Agribusiness Marketing

Students study the major marketing strategies and decisions that must be made by agribusiness firms, including target market selection, marketing research, sales forecasting, product policies, distribution channels, pricing, advertising, and market control. The development of a strategic marketing plan for an agribusiness firm is required.

Summer 2018

Instructor, Penn State University, World Campus (Online)

Course: AGBM101, Economic Principles of Agribusiness Decision Making

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

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 (Online)

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

Graduate Student Teaching Certificate, Penn State University, World Campus

Instructor, Penn State University, University Park

Course: AGBM101, Economic Principles of Agribusiness Decision Making

Fall 2016

Teaching Assistant, Penn State University, University Park

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

- 2019 The 2019 IBII International Conferences (February 2019, The Woodlands, TX)**
SELECTED PRESENTATION: Variety Seeking, a Generalized State Dependent Variable Based on Product Attribute Space
- 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

Other Presentations and Collaborations

- 2019** The North American Colleges and Teachers of Agriculture
Iranikermani, R., Wolfskill, L.A., Nair, S., & Chen, D. (2019). Factors Affecting Student Performance in Agricultural Finance Courses. Poster presentation at the 65th Annual Meeting of the North American Colleges and Teachers of Agriculture, Twin Falls, Idaho, June 18-21, 2019.

Chen, D., Nair, S., Wolfskill, L.A., & Iranikermani, R. (2019). Engaging Undergraduate Students in Research through a Quantitative Methods Class in Agriculture. Oral presentation at the 65th Annual Meeting of the North American Colleges and Teachers of Agriculture, Twin Falls, Idaho, June 18-21, 2019.

Wolfskill, L.A., Chen, D., Iranikermani, R., & Nair, S. (2019). Evaluating the M in STEM: Math Anxiety as a Predictor of Quantitative Course Success. Oral presentation at the 65th Annual Meeting of the North American Colleges and Teachers of Agriculture, Twin Falls, Idaho, June 18-21, 2019.

2019 URS Presentations

Coogler, S., M. Joiner, T. Newsome, R. Hargraves, H. Curry, W. Williams, D. Chen, S. Nair, R. Irani-Kermani, and L.A. Wolfskill. 2019. Relationship between Adult Obesity Rate and Access to Recreation and Fitness Facilities. Poster presentation at the 12th Annual Undergraduate Research Symposium, Sam Houston State University, Huntsville, Texas, April 27, 2019.

Doucet, A., E. Powell, J. Soza, K. Enloe, K. Jahn, L.A. Wolfskill, S. Nair, D. Chen, and R. Irani-Kermani. 2019. Influence of Food Store Proximity on Obesity Rate of Adults. Poster presentation at the 12th Annual Undergraduate Research Symposium, Sam Houston State University, Huntsville, Texas, April 27, 2019.

Mull, M., C. Wenzel, I. Romero, H. Tupa, S. Runge, W. Denson, R. Irani-Kermani, S. Nair, D. Chen, and L.A. Wolfskill. 2019. Association of Adult Obesity Rates and Access to Restaurants. Poster presentation at the 12th Annual Undergraduate Research Symposium, Sam Houston State University, Huntsville, Texas, April 27, 2019.

Fleming, A., T. Morgan, B. Slovak, K. Morgenroth, C. Henderson, L.A. Wolfskill, S. Nair, R. Irani-Kermani, and D. Chen. 2019. Does Food Assistance Program (SNAP) Benefit Availability Influence the Perceived Adult Food Insecurity? Poster presentation at the 12th Annual Undergraduate Research Symposium, Sam Houston State University, Huntsville, Texas, April 27, 2019.

Anderson, M., C. Cavanaugh, M. Costlow, K. Gaertner, J. Miller, R. Irani-Kermani, S. Nair, L.A. Wolfskill, and D. Chen,. 2019. School Food Assistance Program and Food Insecurity among Children. Poster presentation at the 12th Annual Undergraduate Research Symposium, Sam Houston State University, Huntsville, Texas, April 27, 2019.

Wesneski, C., A. Bailey, J. Lawhorn, T. Minx, C. Boring., D. Chen, S. Nair, L.A. Wolfskill, and R. Irani-Kermani. 2019. Food Assistance Program and Food Insecurity among Adults. Poster presentation at the 12th Annual Undergraduate Research Symposium, Sam Houston State University, Huntsville, Texas, April 27, 2019.

GRANTS

Wolfskill, L.A. , Nair, S., Chen, D. , Iranikermani, R., Undergraduate Research Team Projects as Active Learning for Developing Enhanced Curriculum, Teaching Innovation Grants (TIGs), SHSU, Awarded \$8,920 for Summer 2019

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.
2006 The Governor's Young Entrepreneur Award, Kerman Province Governor.
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 (AEA)
American Marketing Association (AMA)
Agricultural and Applied Economic Association (AAEA)
Northeastern Agricultural and Resource Economics Association (NAREA)
North American Colleges and Teachers of Agriculture (NACTA)

LANGUAGES

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