

New Faculty Spotlight

Dr. Roozbeh Irani-Kermani

Department of Agricultural Science



Kyra Rost

College of Science & Engineering
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Dr. Roozbeh Irani-Kermani is an Assistant Professor of Agribusiness in the Department of Agricultural Sciences at Sam Houston State University. He received his bachelor's degree in engineering from Polytechnic University of Tehran and earned his master's degree in management and economics from Shahid Beheshti University of Tehran, both located in Tehran, Iran. He later moved to the United States where he earned his Ph.D. in agricultural economics from Pennsylvania State University. Dr. Irani-Kermani currently teaches 3 courses: sales and consulting, advanced agribusiness management, and agriculture and food policy. Sales and consulting discusses sale skills in the food and agricultural market, including interpersonal skills, sales techniques, and sales forecasting. Advanced agribusiness management focuses on how to accurately and successfully approach business-related issues by using information systems, industry representatives, and various field trips. Agriculture and food policy dives into the relationship between the government and the supply and demand of agricultural goods, including the analysis of commodities, conservation, food safety, international trade, and rural development programs.

Dr. Irani-Kermani became interested in agricultural business during his childhood. He was raised among pistachio and pomegranate farms and became familiar with the concept through the family business. This started his interest in agribusiness from an early age, along with establishing early career connections. Dr. Irani-Kermani's research interests are in brand loyalty and variety seeking among American households. He studies the process of decision-making by looking at food choices and habits of households. He then investigates the reasons behind those choices, which includes making choice models and examining decision-making skills.

He feels that the biggest turning point in his career was being accepted into Penn State University. Simply because that was the first door that opened for him to now be in his fascinating, exciting, and sometimes challenging career.

Interesting Facts

What undergraduate advice would you give to a current student in your field of study?

“I’d say open your horizon and be passionate. I watched a lot of documentaries and that really opened me up to all of the possibilities the world has to offer.”

What are your favorite nonacademic books?

“My favorite books would be *One Flew Over the Cuckoo's Nest* by Ken Kesey and the other one would be *Forrest Gump* by Winston Groom. I think both of these books were way better than the movies!”

What was your first job?

“I worked at a bookstore, my job was to guide the readers to different books that best fit their interest.”

Did you participate in any organizations or clubs while in college?

“I was the vice president of a student’s association, a part of the Iranian Student Association, and the Textile Students Association. Now I am the advisor of the Delta Tau Alpha Honor Society, on campus.”

What do you do in your free time?

“I enjoy watching documentaries and series’, my favorite documentary would be a food documentary called *Salt, Fat, Acid, Heat* on Netflix. My favorite series’ would be, *Downton Abbey* and *Breaking Bad*. I also try to read 8-10 pages of historical philosophical books, when I have the chance, at night. I spend time with my wife and I play soccer, my favorite sport. “