

Navid Mojir

navid_mojir@kenan-flagler.unc.edu
Kenan Flagler Business School
University of North Carolina at Chapel Hill
300 Kenan Center Drive, Chapel Hill, NC 27599

ACADEMIC EMPLOYMENT

Assistant Professor, Marketing Area Kenan-Flagler Business School, UNC	July 2024-present
Visiting Scholar Sloan School of Management, MIT	September 2023-June 2024
Assistant Professor, Marketing Unit Harvard Business School, Harvard University	July 2017-June 2024

EDUCATION

Ph.D.	Management, Yale University	2017
M.Phil.	Management, Yale University	2013
M.A.	Management, Yale University	2012
B.Sc.	Applied Mathematics, University of Tehran	2009
M.B.A.	Operations Management, University of Tehran	2008
B.Sc.	Civil Engineering, University of Tehran	2005

HONORS AND AWARDS

ISMS Doctoral Dissertation Proposal Competition, Winner	2016
Alden G. Clayton Doctoral Dissertation Proposal Competition, Winner	2016
Institute for the Study of Business Markets (ISBM) Doctoral Awards Competition, Winner	2015
AMA-Sheth Foundation Doctoral Consortium Fellow	2015
Yale Graduate School Fellowship	2010-2015
ISMS Doctoral Consortium Fellow	2013
Initiative for Computational Economics (ICE) Summer Workshop Participant	2012
Admission to the MBA Program at the University of Tehran via MASTER'S DEGREE PROGRAM FOR SHINING TALENTS	2005
Cash Prize, College of Engineering, University of Tehran, Winner	2005
Admission to the Applied Mathematics Program at the University of Tehran via SIMULTANEOUS DOUBLE-DEGREE PROGRAM FOR SHINING TALENTS (Exemption from National Entrance Exam)	2003

PUBLICATIONS

A Structural Model of Organizational Buying: Innovation Adoption with Share of Wallet Contracts (with K. Sudhir - *Journal of Marketing Research*, 2022), [link](#)

- Winner: ISBM Doctoral Support Award
- Winner: ISMS Doctoral Dissertation Proposal Competition
- Winner: Alden G. Clayton Doctoral Dissertation Proposal Competition
- Finalist: Donald Lehmann Award

A Model of Multipass Search: Price Search Across Stores and Time (with K. Sudhir - *Management Science*, 2021), [link](#)

The Value of Professional Ties in B2B Markets (with Sriya Anbil - *Forthcoming at Marketing Science*), [link](#)

WORKING PAPERS

CRM and AI in Time of Crisis (with Michelle Lu - *Revision Requested at Management Science*), [link](#)

WORK IN PROGRESS

Internet-of-Things, Real-Time Usage Data, and Customer Loyalty: The Case of Scheduled Maintenance

Monetizing AI: The Case of Predictive Maintenance

AI-Induced Bias in B2B Sales (with Jimin Nam)

Marketing Bans and Buyer Sophistication

PREVIOUS PUBLICATIONS

A Process-Oriented Perspective on Customer Relationship Management and Organizational Performance: An Empirical Investigation, (with A. Keramati and H. Mehrabi), *Industrial Marketing Management*, 2010

Application of Latent Moderated Structuring (LMS) to Rank the Effects of Intervening Variables on IT and Firm Performance Relationship, (with A. Keramati, G. Dardick, and B. Banan), *International Journal of Applied Decision Sciences*, 2009

TEACHING EXPERIENCE

Harvard Business School

Business Marketing and Sales, MBA program (*Elective Curriculum*)
Managing Sales Teams and Distribution Channels, Executive Education program
Marketing Required Curriculum, MBA program
Marketing Models - Fundamentals, PhD program
Marketing Models - Methods, PhD program

Yale University

Teaching Assistant

Design and Marketing of New Products, School of Management
Pricing Strategy, School of Management
Strategic Market Measurement, School of Management
The Economics of Poverty Alleviation, Economics Department

University of Tehran

Teaching Assistant

Quantitative Decision Making Methods, Faculty of Engineering
Engineering Statistics, College of Engineering
Computational Statistics, School of Mathematics, Statistics and Computer Science

TEACHING MATERIAL

Volt Lines: Leading a B2B Service Provider through a Crisis (C), *Harvard Business School Case, 2022* (with Gamze Yucaoglu)

Volt Lines: Leading a B2B Service Provider through a Crisis (B), *Harvard Business School Case, 2022* (with Gamze Yucaoglu)

Volt Lines: Leading a B2B Service Provider through a Crisis (A), *Harvard Business School Case, 2022* (with Gamze Yucaoglu)

Lilium: Preparing for Takeoff, *Harvard Business School Case, 2022* (with Vincent Dessain, Mette Fuglsang Hjortshøj, and Emer Moloney)

Borusan Cat: Monetizing Prediction in the Age of AI (B), *Harvard Business School Case, 2022* (with Gamze Yucaoglu)

Borusan Cat: Monetizing Prediction in the Age of AI, *Harvard Business School Teaching Note, 2022*

Borusan Cat: Monetizing Prediction in the Age of AI (A), *Harvard Business School Case, 2021* (with Gamze Yucaoglu)

Dell Technologies: Bringing the Cloud to the Ground, *Harvard Business School Teaching Note, 2021* (with Kash Rangan)

Dell Technologies: Bringing the Cloud to the Ground, *Harvard Business School Case, 2020* (with Kash Rangan)

Aura Biosciences: Bringing a Breakthrough Drug to Market, *Harvard Business School Case, 2019* (with Robert Dolan)

INVITED TALKS AND CONFERENCE PRESENTATIONS

The Value of Professional Ties in B2B Markets

Kenan-Flagler Business School, UNC Chapel Hill, 2023
Marketing Dynamics Conference, Boston, 2023
Summer Institute in Competitive Strategy (SICS), Berkeley, 2023
The Thought Leadership On The Sales Profession Conference, UVA, 2023
European Marketing Academy Conference (EMAC), Odense, 2023
Marketing Analytics Symposium Sydney (MASS), Sydney, 2023
Workshop in Management Science, Puerto Varas, 2023
Tuck Business School, Dartmouth College, 2022
Bass FORMS Conference, UT Dallas, 2022
ISMS Marketing Science Conference, Chicago, 2022
ISBM Academic Conference, Chicago, 2022

Internet-of-Things, Real-Time Usage Data, and Customer Loyalty: The Case of Scheduled Maintenance

Marketing Dynamics Conference, Santorini, Greece, 2024
ISMS Marketing Science Conference, Miami, 2023

AI in Buyer-Seller Interactions

B2B Connect Research Symposium, Odense (EMAC), Denmark, 2023

Organizational Buying Behavior in the Age of Big Data

Marketing Strategy Doctoral Consortium, UT Austin, 2020

CRM and AI in Time of Crisis

Conference on Artificial Intelligence, Machine Learning, and Business Analytics, 2020

Marketing Bans and Buyer Sophistication

Northeast Marketing Consortium, 2018
Marketing Science Conference, 2018
Strategy, Competition, and Markets Conference, 2019
Consumer Financial Decision Making Conference - poster session, 2019

A Structural Model of Organizational Buying: Innovation Adoption with Share of Wallet Contracts

University of Minnesota, 2016
University of Rochester, 2016
Syracuse University, 2016
Hong Kong University of Science and Technology, 2016
Chinese University of Hong Kong, 2016
University of Southern California, 2016
University of Texas at Dallas, 2016
Texas A&M University, 2016
University of California at San Diego, 2016
Harvard Business School, 2016
University of Colorado, 2016
University of Notre Dame, 2016
University of Virginia, 2016
Cornell University, 2016
Duke University, 2016
Marketing Science Conference, 2017
Dartmouth Marketing Camp, 2018
ISBM Academic Conference, 2018

A Model of Multipass Search: Price Search across Stores and Time

The 14th Transatlantic Doctoral Conference, London Business School, 2014

RESEARCH INTERESTS

B2B Marketing and Sales, Internet of Things (IoT) and Marketing, Artificial Intelligence (AI) and Marketing, Organizational Buying Behavior, Search Models, Empirical Industrial Organization, Dynamic Structural Models

ACADEMIC SERVICE

Ad hoc reviewer: Marketing Science, Management Science, Journal of Economics and Management Strategy, Journal of Marketing Research