

Majid Nikyar

Trulaske College of Business, University of Missouri - Columbia
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EDUCATION

University of Missouri-Columbia, Trulaske College of Business, Columbia, Mo
Ph.D. in Marketing, degree expected August 2027
Dissertation Advisor: Detelina Marinova

Shahid Beheshti University, College of Management, Tehran, Iran
Executive Master of Business Administration (EMBA), August 2019

Shahid Bahonar University of Kerman, College of Engineering, Kerman, Iran
Bachelor of Civil Engineering, Dec 2015

RESEARCH INTERESTS

Substantive: Subscription Economy, Customer Engagement, Chief Marketing Officers

Methodological: Quantitative Marketing, Structural Modeling, Machine Learning, Causal Inference

Software: R, STATA, Python

Teaching INTERESTS

Marketing Analytics, Digital Marketing, Marketing Research

RESEARCH IN PROGRESS

“Strategic Marketing Tenure: How CMO Tenure Shapes Firm Financial Performance” with Niket Jindal, started Nov. 2023.

“From Breaks to Bonds: Leveraging Relationship Marketing to Manage Subscription Pauses” with Detelina Marinova, started Jul. 2024.

Conference Presentation

Nikyar, Majid (2024), “B2B subscription commerce” (Presenter), 10th ISBM PhD Camp & Academic Conference for Research in B2B Markets, Pennsylvania State University.

Nikyar, Majid (2024), “The Impact of Review Bombing on Film Revenue Across Channels” (discussant), 28th Annual Robert Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln.

Nikyar, Majid (2024), “Bridging the Gap: Crafting Practical Marketing Research for Industry Impact” (Panel Discussion Session Chair), Winter AMA - St. Pete Beach, FL

TEACHING ASSISTANT EXPERIENCE

Marketing Research (University of Missouri – Columbia)	08.2023 – 05.2024
Marketing Strategic Planning (Shahid Beheshti University of Tehran)	01.2017 – 05.2017
Marketing Management (Shahid Beheshti University of Tehran)	08.2016 – 01.2017

Awards and Honors

- *Outstanding Graduate Research Assistant Award*, University of Missouri-Columbia, 2024
- *Raymond and Susan Chen International Ph.D. Scholarship*, University of Missouri-Columbia, 2023
- *Trulaske College of Business Ph.D. Scholarship*, University of Missouri, 2022-2027
- Top student with the final GPA of 18.24/20.00 among EMBA students. Shahid Beheshti University, 2019
- Full scholarships for a master’s degree, Shahid Beheshti University (Tuition waiver), 2016
- Ranked 15th in the country among 95,000 participants on the national university entrance exam for master education. 2016
- Full scholarships for a bachelor’s degree, Shahid Bahonar university (Tuition waiver), 2011
- Ranked 585th in district 3 among 300,000 participants on the national university entrance exam for bachelor education. 2011

PROFESSIONAL EXPERIENCE

Jahat Corporation, Tehran, Iran, 2020 – 2022

Chief Executive Officer

- Planned market entry strategies for holding companies.
- Consulted on marketing and social media strategies.
- Provided stock market education consulting.

Mobinsarmayeh Brokerage Co., Tehran, Iran, 2019 - 2020

Marketing Manager

- Developed a customer loyalty club product.
- Analyzed customer and competitor behavior.
- Created and executed marketing strategies.

Mobinsarmayeh Brokerage Co., Tehran, Iran, 2017 - 2019

Marketing Specialist

- Managed social media accounts.
- Analyzed competitor products and services.
- Reported on financial market trends.

REFERENCES

Detelina Marinova

Samuel M. Walton Distinguished Professor of Marketing
Trulaske College of Business, University of Missouri - Columbia
424 Cornell Hall, 700 Tiger Avenue, Columbia, MO 65211
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Mohammad (Mike) Saljoughian

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Shaoming Zou

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