

Majid Nikyar

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Trulaske College of Business, University of Missouri | Room 354 Cornell Hall | Columbia, MO 65211

EDUCATION

- **Ph.D. in Marketing** Expected 2027
University of Missouri-Columbia, Trulaske College of Business, Columbia, MO
 - **Dissertation Chair:** Detelina Marinova
- **Executive Master of Business Administration (EMBA) in Marketing** August 2019
Shahid Beheshti University, College of Management, Tehran, Iran
- **Bachelor of Civil Engineering** December 2015
Shahid Bahonar University of Kerman, College of Engineering, Kerman, Iran

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

WORKING PAPERS

1. **"Do Chief Marketing Officers Affect Sales Growth? Yes, if Properly Incentivized"**
with Tracey Swartz, Frank Germann, Peter Ebbes, and Kim Whitler
We examine whether and when Chief Marketing Officers (CMOs) drive firms' sales growth. Using longitudinal data from firms in the Russell 3000 index, we introduce a novel metric, *CMO pay duration*, that captures how long-term incentives shape CMOs' strategic behavior. Results show that when CMOs' compensation horizons lengthen, their firms' sales increase, primarily through greater advertising investments. This effect is stronger for CMOs operating in turbulent markets and with shorter tenures, highlighting the role of pay design as a motivational lever in executive marketing performance.
Reject and Resubmit at the *Journal of Marketing*
2. **"When to Say What: Dynamic Communication Across the Customer Journey"**
with Detelina Marinova
This paper examines how subscription-based firms should adapt email communication dynamically across the customer lifecycle, from trialists to active and lapsed customers. Using a multi-method approach combining manager interviews and large-scale email panel data, we analyze how message frequency, content type (promotional vs. relational), and tone interact with customer journey stages to influence engagement and retention. The findings aim to guide firms toward more personalized, stage-contingent communication strategies that sustain long-term relationships and reduce churn.

SELECTED RESEARCH IN PROGRESS

1. **"Strategic Marketing Tenure: How CMO Tenure Shapes Firm Financial Performance"**
with Frank Germann
2. **"From Breaks to Bonds: Leveraging Relationship Marketing to Manage Subscription Pauses"**
with Detelina Marinova

CONFERENCE PRESENTATIONS

- **Strategic Marketing Tenure: How CMO Tenure Shapes Firm Financial Performance** 2025
Presenter, 29th Annual Robert Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln
- **B2B Subscription Commerce** 2024
Presenter, 10th ISBM PhD Camp and Academic Conference for Research in B2B Markets, Pennsylvania State University
- **The Impact of Review Bombing on Film Revenue Across Channels** 2024
Discussant, 28th Annual Robert Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln
- **Bridging the Gap: Crafting Practical Marketing Research for Industry Impact** 2024
Panel Discussion Session Chair, Winter AMA, St. Pete Beach, FL

TEACHING EXPERIENCE

Instructor

- **Marketing Management** – University of Missouri-Columbia Spring 2025
Teaching evaluation: 4.43 / 5 (Department mean: 4.38)

Teaching Assistant

- **Marketing Research** – University of Missouri-Columbia Fall 2023 – Spring 2024
- **Marketing Strategic Planning** – Shahid Beheshti University of Tehran Spring 2017
- **Marketing Management** – Shahid Beheshti University of Tehran Fall 2016

INDUSTRY EXPERIENCE

- **Jahat Co.** 2020 – 2022
Chief Operating Officer Tehran, Iran
 - Planned market entry strategies for holding companies
 - Consulted on marketing and social media strategies
 - Provided stock market education consulting
- **Mobinsarmayeh Brokerage Co.** 2019 – 2020
Marketing Manager Tehran, Iran
 - Developed a customer loyalty club product
 - Analyzed customer and competitor behavior
 - Created and executed marketing strategies
- **Mobinsarmayeh Brokerage Co.** 2017 – 2019
Marketing Specialist Tehran, Iran
 - Managed social media accounts
 - Analyzed competitor products and services
 - Reported on financial market trends

AWARDS AND HONORS

- **AMA-Sheth Foundation Doctoral Consortium, Fellow** – *The Ohio State University* 2025
- **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 among EMBA students, GPA 18.24/20.00** – *Shahid Beheshti University* 2019
- **Full scholarship for Master degree** – *Shahid Beheshti University* 2016
- **Ranked 15th in National University Entrance Exam for Master** – *Iran* 2016
- **Full scholarship for Bachelor degree** – *Shahid Bahonar University* 2011
- **Ranked 585th in National University Entrance Exam for Bachelor** – *Iran* 2011

ACADEMIC SERVICE

- **Conference Reviewer:** AMA Winter Academic Conference (2026)

REFERENCES

1. **Detelina Marinova**
Samuel M. Walton Distinguished Professor of Marketing
Trulaske College of Business, University of Missouri-Columbia
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2. **Mohammad (Mike) Saljoughian**
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3. **Shaoming Zou**
Marketing Department Chair, Robert J. Trulaske, Sr. Professor of Marketing
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