

Sahel Zaboli

New York Institute of Technology, School of Management

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EMPLOYMENT

New York Institute of Technology, School of Management Assistant Professor of Marketing	2024- Current NYC, NY
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EDUCATION

PhD. Marketing, Spears School of Business, Oklahoma State University. Stillwater, Oklahoma.	June 2024
MSc. Business Administration, Marketing. Institute for Management and Planning Studies (IMPS). Tehran, Iran.	Sep 2013-Nov 2016
BSc. Physics, University of Mazandaran. Babolsar, Iran.	Sep 2005-Sep 2010

RESEARCH PUBLICATIONS

Research Interest

Social Issues, Moral Grandstanding, Political Ideology, Consumer Well-Being,
Social Media and Technology, Sustainable Consumption.

Refereed Publication

Steven Shepherd, Hesam Teymouri Athar*, **Sahel Zaboli*** (2023), "On the political right, the customer is
always right: Political Ideology, Entitlement, and Complaining", *Journal of Consumer Psychology*.

<https://doi.org/10.1002/jcpy.1366>

*Equal contribution

Dissertation

Title: "Brand Activism; the Role of Moral Grandstanding"

Chair: Dr. Steven Shepherd

Committee: Dr. Todd Arnold, Dr. Josh Wiener, Dr. Jam Khojasteh

Defended: June 2024

Selected Work in Progress

Sahel Zaboli, Steven Shepherd, "Watch Your Language; Exploring the Role of Brand Moral
Grandstanding on Consumer Evaluation of Brand Activism."

Status: Studies completed; Finalizing manuscript

Target journal: *Journal of Consumer Research*

Sahel Zaboli, Hesam Teymouri Athar, Steven Shepherd, "Ethics in the Spotlight: Brand Moral
Transgression and Consumer Moral Grandstanding."

Status: Data collection ongoing

Target journal: *Journal of Consumer Psychology*

Sahel Zaboli, Steven Shepherd, Hesam Teymouri Athar, "Consumer Destructive Behavior and Consumer
Moral Grandstanding."

Status: Data collection ongoing

Target journal: *Journal of Consumer Research*

Sahel Zaboli, Ainslie Schultz, Hesam Teymouri Athar, "The Intelligent Path to Sustainability: Exploring AI-Generated Recommendations and Sustainable Consumption"

Status: Data collection ongoing

Target journal: *Journal of Public Policy & Marketing*

Sahel Zaboli, Hesam Teymouri Athar, Steven Shepherd, "The Health Halo Effect: Consumer Perceptions of Food Quality and Retail Store Brands."

Status: Data collection ongoing

Target journal: *Journal of Public Policy & Marketing*

Hesam Teymouri Athar, **Sahel Zaboli**, Steven Shepherd, "What's in The Box? Exploring The Impact of Customer Cooperative Donations in Retail Stores"

Status: Data collection ongoing

Target journal: *Journal of Consumer Psychology*

Conferences and Workshops

Mittelstaedt & Gentry Doctoral Symposium Fellow (University of Nebraska), Presenter of the paper "Watch Your Language; Exploring the Role of Brand Moral Grandstanding on Consumer Evaluation of Brand Activism." Lincoln, NE, March 2024

Sahel Zaboli et al. "Emerging Technologies and Consumer Well-being: Peril and Promise," Roundtable Session at *Association for Consumer Research*, Seattle, WA, 2023

Sahel Zaboli, Steven Shepherd, "Consumer Perception of Brand Activism; the Role of Moral Grandstanding", *Competitive paper presentation at MPPC conference*, Arlington, VA, June 2023

Mittelstaedt & Gentry Doctoral Symposium Fellow (University of Nebraska), Discussant of the paper: "No More Than Once? The Downside of Requesting Recurring Donations in Attracting Donors" by Shih-Chun (Daniel) Chin, Cony Ming-Shen Ho, and TzuShuo Ryan Wang, Lincoln, NE, March 2023

Steven Shepherd, Hesam Teymouri Athar*, **Sahel Zaboli***, "On the Political Right, the Customer Is Always Right: Political Ideology, Entitlement, and Complaining", *Competitive paper presentation at SCP conference*, San Juan, Puerto Rico, March 2023

*Equal contribution

Sahel Zaboli, Steven Shepherd, "Consumer Perception of Brand Activism; the Role of Moral Grandstanding", *Poster presentation at summer AMA conference*, Chicago, IL, August 2022

Marketing & Public Policy Doctoral Research Workshop, *Baylor University*, June 2022

PROFESSIONAL EXPERIENCES

Teaching Experience

Instructor. Oklahoma State University

MKTG 3323, Consumer and Market Behavior. (Hybrid)

Spring 2022

MKTG 4333, Marketing Research. (In-person)	Fall 2022
Guest lecturer. Oklahoma State University	Spring 2021
MKTG 5233, Global Competitive Environment (MBA course)	

Teaching Interest:

Consumer Behavior, Marketing Research, Principles of Marketing, Digital Marketing, Advertising.

Work Experience

Behavioral Lab Manager, Spears School of Business. Stillwater, Oklahoma	Fall 2023- Spring 2024
Behavioral Lab Manager, Spears School of Business. Stillwater, Oklahoma	Fall 2020
Communication Manager, KMT Group (Medical Device Industry). Tehran, Iran.	2017- 2018

HONOURS, AWARDS, AND SCHOLARSHIPS

Outstanding Marketing Graduate Teaching Associate Award, Watson Graduate School of Management	Apr 2024
ACR Travel Stipend Award	Sept 2023
Outstanding Doctoral Student (Marketing)	Mar 2023
Pappas Family Doctoral Endowed Scholarship Award, Spears School of Business.	Aug 2022
Marketing Alumni Merit Award, Spears School of Business.	Apr 2022
Student Generated Interview Award, Love's Entrepreneur Cup.	Apr 2021
RIATA Center Business Plan Competition Finalist, Spears School of Business.	Feb 2021
Marketing Alumni Scholarship, Watson Graduate School of Management	Sep 2020

SERVICE AND VOLUNTEER JOBS

AMS Annual Conference Reviewer	2024
President of Spears Doctoral Student Association.	2021-2022
President of Iranian Student Association at OSU.	2021- 2022
Executive Chair of Spears Doctoral Student Association.	2020-2021
Human Resource Manager at Rubikamp Foundation.	2020- 2021
Cultural Coordinator of Iranian Student Association at OSU.	2019-2020

SELECTED COURSES TAKEN

Marketing Seminars	Thought By
MKTG 6513: Seminar in Marketing Theory	Dr. Josh Wiener

MKTG 6323: Seminar in Advanced Consumer Behavior	Dr. Xiang Fang
MKTG 6413: Advanced Marketing Research	Dr. Kevin Voss
MKTG 6683: Seminar in Marketing Strategy	Dr. Todd Arnold
MKTG 6913: Measurement and Experimental Design	Dr. Kevin Voss

Statistics

REMS 6003: Analyses of Variance	DR. Ki Cole
REMS 6033: Factor Analysis in Behavioral Research	DR. Ki Cole
REMS 6013: Multiple Regression Analysis in Behavioral Studies	Dr. Jam Khojasteh

CERTIFICATES

Automate the Boring Stuff with Python Programming Udemy	2024
Marketing Analytics: The Full Marketing Research Masterclass Udemy	2024
Fundamentals of Digital Marketing Google Digital Garage	2023
Digital Marketing Masterclass - 23 Marketing Courses in 1 Udemy	2023
Tableau 2022 A-Z: Hands-On Tableau Training for Data Science Udemy	2023

ADDITIONAL INFORMATION

Bilingual & Biliterate: English *Fluent*, Farsi *Native*, German *Basic*

Software Skills: SPSS, R, Tableau, Python, SQL, Digital Marketing Tools

LMS Tools: Proficient in CANVAS, D2L Brightspace

Hobbies and Interests: Travel, Music, Movie, Theater, Photography