

Mina Ameri

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Katz Graduate School of Business
University of Pittsburgh
318 Mervis Hall
3950 Roberto Clemente Drive, Pittsburgh, Pa 15260

Profile: business.pitt.edu/people/mina-ameri
Website: www.minaameri.com
Email: mina.ameri@pitt.edu
Phone: +1 (412) 648-4317

Employment

Assistant Professor of Business Administration
University of Pittsburgh, Katz Graduate School of Business July 2018-current

Education

Ph.D. in Marketing, Naveen Jindal School of Management, University of Texas at Dallas (2018)
M.Sc. in Marketing, Sharif University of Technology (2013)
B.Sc. in Electrical Engineering, Sharif University of Technology (2010)

Research Interest

Social Networks, Social Learning, User Engagement, Digital Entertainment

Publications and Accepted Papers

From Strangers to Friends: Tie Formations and Online Activities in an Evolving Social Network, with E. Honka and Y. Xie, **Forthcoming at Journal of Marketing Research**

Word-of-Mouth, Observed Adoptions, and Anime Watching: The Role of the Personal versus the Community Network, with E. Honka and Y. Xie, **Marketing Science 38.4 (2019): 567-583**
Best Paper Award Winner at Texas PhD Conference, 2016

Submitted and Working Papers

Healthcare Apps, Customer Engagement and the COVID-19 Pandemic Crisis, with V. Swaminathan and S. Kambagowni, **Reject & Resubmit at Journal of Marketing**

Viewing Modus and Media Franchise Engagement, with E. Honka and Y. Xie, **Revise & Resubmit at Quantitative Marketing and Economics**

More, Faster, and Better? Effects of Rewards on Incentivizing the Creation of User-Generated Content, with M. Paridar and E. Honka

An Empirical Study of the Role of Franchise Experience in Video Game Adoption, with O. Elmi and Y. Xie

Work in Progress

Examining the Role of Augmented Reality on Brand Experience Quality and Engagement, with S. Kambagowni and V. Swaminathan

Privacy and Personalization Tradeoff, or Both?, with M. Nguyen and V. Swaminathan

How Much is Social Status Worth?, with M. Paridar and E. Honka

Learning, Companionship, and Status: Why Do People Make Friends Online?

Streaming Platform and Diversity Seeking?

Honors, Awards, Research Grants and Scholarships

ISMS Early Career Scholars Fellow, Duke University, 2022
OWLIE award winner for best Ph.D. student, University of Texas at Dallas, 2018
NSF cloud computing award of \$8,000, 2017
Fellow, AMA-Sheth Doctoral Consortium, University of Iowa, 2017
Fellow, Marketing Science Doctoral Consortium, University of Southern California, 2017
Fellow, UH Marketing Doctoral Symposium, 2016
Best Paper Award Winner with \$1,000 prize at Texas PhD Conference, 2016
Graduate Research Fellowship, University of Texas at Dallas, 2016-2017
Quantitative Marketing and Structural Econometrics Workshop Participant, 2015
Doctoral Student Scholarship, Jindal School of Management, University of Texas at Dallas, 2013-current
Recognized as Exceptional Talent, Iran's National Elites Foundation and Iran's Ministry of Science, Research and Technology, 2010
Ranked 20th among more than 50,000 participants, Iranian National University Entrance Exam for graduate programs, 2010
Ranked 41st among more than 1 million participants, Iranian National University Entrance Exam for undergraduate programs, 2006

Conference and Invited Presentations

"Better or More? Effects of Rewards on UGC Production"
Theory + Practice in Marketing Conference May, 2022
Invited Talk at University of Dallas Sep, 2022

"Characteristics of Healthcare Apps, Customer Engagement and The Contextual Role of the Covid Crisis"
University of Illinois at Urbana-Champaign - Presented by Co-Author April, 2022
Invited Talk at University of Dallas Sep, 2022

"A Model of Tie Formation, Product Adoption, and Content Generation"
Marketing Dynamics Conference June, 2019
Conference on Digital Marketing & Machine Learning at CMU-Temple December, 2018
London Business School October, 2017
University of Pittsburgh, Katz Graduate School of Business October, 2017
Duke University, Fuqua School of Business October, 2017
The New York University, Stern School of Business September, 2017
The University of Texas at Austin, McCombs School of Business September, 2017
Cornell University, Johnson Graduate School of Management September, 2017
The Virginia Tech Pamplin College of Business September, 2017
Texas Marketing Faculty Research Colloquium March, 2017

"The Effect of Binge-Watching on Media Franchise Engagement"
INFORMS Marketing Science Conference (ISMS) June, 2017

"Word-of-Mouth, Observational Learning, and Product Adoption: Evidence from an Anime Network"
UH Marketing Doctoral Symposium April, 2016
Texas PhD Conference March, 2016

"New Product Growth in Multi-Generation Multi-Brand Markets"
Invited Discussant, UT Dallas FORMS Conference February, 2016

Teaching Experience

Marketing Research University of Pittsburgh - Undergraduate level	Fall 2018 -2021
PhD Seminar on Peer Effect UCLA - PhD level University of Pittsburgh - PhD level	Spring 2020
PhD Seminar on Web Scraping UCLA - PhD level Guest Lecturer at UCLA Anderson School of Management	Spring 2017 & 2018
PhD Workshop on Web Scraping UT Dallas - PhD level	Spring 2017
Principles of Marketing UT Dallas - Undergraduate level	Spring 2016