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Marketing and Business Information Systems
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Academic Background

Ph.D. University of Wisconsin-Milwaukee.

M.S. University of Wisconsin-Milwaukee.

B.B.A. University of Wisconsin-Madison.

Courses Taught

Courses from the Teaching Schedule: Strategic Marketing Management (Bachelors)

Intellectual Contributions

Refereed Articles

Bahmani, N., & Yazdanparast, A. (2024). Helping consumers weather the storm: The impact of consumer-targeted resiliency programs on firm value. *International Journal of Bank Marketing*.

Bahmani, N., & Bhatnagar, A. (2023). Antecedents of consumers' mobile shopping expenditures and the intention-behavior gap. *Journal of Empirical Generalisations in Marketing Science*, 23 (3), 1-19.

Bahmani, N., Bhatnagar, A., & Gauri, D. (2023). Firms' responses to a black swan macro-crisis: Should they be socially responsible or fiscally conservative? *Journal of Business Research*, 161, 113783.

Bahmani, N., Bhatnagar, A., & Gauri, D. (2022). Hey, Alexa! What attributes of Skills affect firm value? *Journal of The Academy of Marketing Science*, 50, 1219-1235.

Bahmani, N., Bhatnagar, A., & Gauri, D. (2022). Alexa, Should My Company Invest in Voice Technology? *Harvard Business Review*.

Bahmani, N., Jin, Z., & Ghose, S. (2020). Fixing another firm's mistake: how should recovering firms react? *Journal of Consumer Marketing*, 37 (1), 65-76.

Refereed Proceedings

Bahmani, N. (2022). A conceptual review of inattention blindness and its implications for marketers. *Society for Marketing Advances*.

Presentations of Refereed Papers

Bahmani, N. (2023-2024). *Non-Fungible Tokens (NFTs) and their Value as an Emerging Retailing Opportunity for Firms*. Academy of Marketing Science Annual Conference, Coral Gables, Florida.

Bahmani, N. (2023-2024). *Did firms' strategic responses to the COVID-19 pandemic pay off?* American Marketing Association Summer Marketing Educators' Conference, San Francisco, California.

Bahmani, N. (2022-2023). *The Financial Value of Voice Assistant Software for Firms*. Academy of Marketing Science Annual Conference, New Orleans, Louisiana.

Other Research

Relevant citation quotation or expert opinion

2022-2023: Bahmani, N., *Alexa, is the voice-assistant industry doomed?*

Service to the Profession

Ad Hoc Reviewer: academic journal/text/proceedings

2022-2023 – 2023-2024: American Marketing Association Winter Conference (International).

2022-2023 – 2023-2024: Journal of Business Research (International).

2020-2021 – 2023-2024: American Marketing Association Summer Marketing Educators' Conference (International).

2022-2023: Society for Marketing Advances (International).

2022-2023: Academy of Marketing Science Annual Conference (International).

2022-2023: Psychology & Marketing (International).

2020-2021: European Journal of Marketing (International).

2018-2019: Journal of Services Marketing (International).

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