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## Academic Background

Ph.D. Old Dominion University.

## Work Experience

### Academic

Associate Professor of Marketing, Rowan University (September, 2022 - Present), Glassboro, New Jersey.

Assistant Professor, Rowan University (September, 2018 - September, 2022), Glassboro, New Jersey.

## Courses Taught

**Courses from the Teaching Schedule:** Digital Marketing (Bachelors), International Marketing (Bachelors), Principles Of Marketing (Bachelors), Research Methods In Marketing - WI (Bachelors)

## Professional Certifications

Teaching and Researching with the Sustainable Development Goals Certificate, Rowan University, 2024

Antiracist Pedagogy and Inclusive Campus Certificate, Rowan University, 2023

CDMP (Certified Digital Marketing Professional), Digital Marketing Institute, 2021

Inclusive Pedagogy and Inclusive Campus Certificate, Rowan University, 2021

Foundations of Diversity, Equity, and Inclusion Certificate, Rowan University, 2020

## Intellectual Contributions

### Refereed Articles

Rahmani, V., & Kordrostami, E. (2023). Price sensitivity and online shopping behavior during the COVID-19 pandemic. *Journal of Consumer Marketing*.

Kordrostami, E., Liu-Thompkins, Y., & Rahmani, V. (2022). Coordinating supply-related scarcity appeals with online reviews. *Marketing Letters*.

Kordrostami, E., & Kordrostami, M. (2021). A brave new world: Embracing sexuality in advertising for apparel. *Journal of Fashion Marketing and Management*, 25 (1), 99-116.

Kordrostami, M., & Kordrostami, E. (2021). 'I got this!' A comprehensive framework for customer behaviour during a pandemic crisis. *Journal of Customer Behavior*.

Kordrostami, M., & Kordrostami, E. (2021). Managing Everyday Life Through a Pandemic: I Shop Therefore I Am. *Advances in Consumer Research*.

Ekebas-Turedi, C., Kordrostami, E., & Benoit, I. D. (2021). The Impact of Message Framing and Perceived Consumer Effectiveness on Green Ads. *Journal of Consumer Marketing*.

Rahmani, V., & Kordrostami, E. (2021). The Effect of COVID-19 Pandemic on Consumers' Online Shopping Behavior. *Advances in Consumer Research*.

Kordrostami, E., Liu-Thompkins, Y., & Rahmani, V. (2021). Investigating the influence of regulatory focus on the efficacy of online review volume versus valence. *European Journal of Marketing*, 55 (1), 297-314.

Benoit, I. D., Miller, E. G., Kordrostami, E., & Ekebas-Turedi, C. (2021). Improving the effectiveness of anti-texting and driving PSAs: the effect of ad elements on attitude change. *Journal of Social Marketing*, 11 (2), 167-186.

- Rahmani, V., Kordrostami, E., & Ford, J. B. (2020). Persuasion Knowledge Model, Reimagined. *Advances in Consumer Research*, 48, 648-648.
- Kordrostami, E., & Rahmani, V. (2020). Investigating conflicting online review information: evidence from Amazon.com. *Journal of Retailing and Consumer Services*, 55.
- Benoit, I. D., Kordrostami, E., & Foreman, J. (2020). Senior sexual and gender minorities' perception of healthcare services: A phenomenological approach. *International Journal of Healthcare Management*, 1-9.
- Rahmani, V., Kordrostami, E., & Ford, J. B. (2019). Pink Tax Versus Blue Tax: Insights Generated by the Direct Measurement of Price Elasticity of Demand. *Advances in Consumer Research*, 47, 819-820.
- Khoshghadam, L., Kordrostami, E., & Liu-Thompkins, Y. (2019). Experiencing nostalgia through the lens of life satisfaction. *European Journal of Marketing*, 53 (3), 524-544.
- Kordrostami, M., & Kordrostami, E. (2019). Secure or fearful, who will be more resentful? Investigating the interaction between regulatory focus and attachment style. *Journal of Product & Brand Management*, 28 (5), 671-683.
- Rahmani, V., Kordrostami, E., & Ford, J. B. (2017). Examining the Effect of Gender on Thinking Style, Price-Quality Perceptions, and the Actual Prices that Consumers Pay. *Advances in Consumer Research*, 45, 826-826.

## Refereed Proceedings

- Kordrostami, E., Kordrostami, M., Benoit, I. D., & Ekebas-Turedi, C. (2024). Shaping Conscious Consumers through Higher Ed. *American Marketing Association's Winter Educator's Conference*.
- Benoit, I. D., Miller, E. G., Ekebas-Turedi, C., & Kordrostami, E. (2024). Creativity is in the mind of the beholder: Hail the analytic thinker. *American Marketing Association's Winter Educator's Conference*.
- Kordrostami, E., Kordrostami, M., Benoit, I. D., & Ekebas-Turedi, C. (2024). Consumer Resilience During Brand Crises. *AMA Marketing and Public Policy Conference*.
- Benoit, I. D., Miller, E. G., Ekebas-Turedi, C., & Kordrostami, E. (2022). Creativity is in the mind of the beholder: Hail the analytic thinker. *Society for Marketing Advances*.
- Kordrostami, M., & Kordrostami, E. (2021). Understanding the Various Ways Consumers Cope with A Pandemic Crisis-A Qualitative Approach. *American Marketing Association Summer Marketing Educators' Conference*.
- Benoit, I. D., Miller, E. G., Kordrostami, E., & Ekebas-Turedi, C. (2020). Texting and Driving: The Use of Specific Ad Elements for Attitude Change. *Academy of Marketing Science Annual Conference*.
- Ekebas-Turedi, C., Kordrostami, E., & Benoit, I. D. (2020). Environment vs. Myself?" The Influence of Message Framing for Green Products. *American Marketing Association's Winter Educator's Conference*.
- Kordrostami, E., & Kordrostami, M. (2019). Sexual Appeals in Advertisement: How it has Changed. *American Marketing Association Summer Marketing Educators' Conference*.
- Rahmani, V., Kordrostami, E., & Ford, J. B. (2019). Effective Pricing Strategies: Investigative the Contrast between Theory and Practice. *Academy of Marketing Science Annual Conference*.
- Kordrostami, M., & Kordrostami, E. (2019). How women respond to female empowerment songs? *Academy of Marketing Science Annual Conference*.
- Ekebas-Turedi, C., Kordrostami, E., & Benoit, I. D. (2019). Should I Care for the Environment or Myself? Ads for Green Products. *Academy of Marketing Science Annual Conference*.
- Khoshghadam, L., & Kordrostami, E. (2018). Advertising for Symbolic Consumption: Exploring the Moderating Effects of Conspicuous Consumption and Materialism. *American Marketing Association Summer Marketing Educators' Conference*.
- Kordrostami, M., Kordrostami, E., & Rahmani, V. (2018). Individual Differences in Reaction to Aggression in Advertising, Knowledge Structure Perspective. *Academy of Marketing Science Annual Conference*.
- Kordrostami, M., Kordrostami, E., & Rahmani, V. (2018). Attachment Styles and Brand Relationships. *Academy of Marketing Science Annual Conference*.
- Khoshghadam, L., & Kordrostami, E. (2018). The Power of Music in Advertisement: Exploring the Moderating Role of personality on The Effectiveness of Music-Evoked Nostalgia. *American Academy of Advertising*.
- Rahmani, V., & Kordrostami, E. (2017). Market Orientation: The Construct, Antecedents, And Consequences. *American Marketing Association Summer Marketing Educators' Conference*.
- Rahmani, V., & Kordrostami, E. (2017). Investigating the Effect of Gender on Companies' Pricing Strategies Using

Real-World Data. *American Marketing Association Summer Marketing Educators' Conference*.

Kordrostami, E., Liu-Thompkins, Y., & Rahmani, V. (2017). Examining the Interaction Between Online Review Volume/Valence and Scarcity Appeal. *American Marketing Association Summer Marketing Educators' Conference*.

Kordrostami, E., Liu-Thompkins, Y., & Rahmani, V. (2017). The Effects of Online Reviews on Purchase Intention: Investigating the Moderating Role of Regulatory Focus. *American Marketing Association Summer Marketing Educators' Conference*

Kordrostami, E., Liu-Thompkins, Y., & Rahmani, V. (2017). Investigating Online Reviews-The Interaction between Online Review Volume and Valence. *Academy of Marketing Science Annual Conference*.

Rahmani, V., & Kordrostami, E. (2017). Gender, Emotions, and Judgments: An Analysis of the Moderating Role of Gender in Influencing the Effectiveness of Advertising and Pricing Tactics. *Academy of Marketing Science Annual Conference*

Kordrostami, E., Rahmani, V., & Kordrostami, M. (2016). The Consequences of Inconsistent Information on Consumers' Online Shopping Behavior. *American Marketing Association Summer Marketing Educators' Conference*.

Rahmani, V., & Kordrostami, E. (2016). A Process-Based Approach to Understand Consumer Behavior in the Twenty-First Century. *American Marketing Association Summer Marketing Educators' Conference*.

Rahmani, V., & Kordrostami, E. (2016). Standardization versus Adaptation: An Assessment of Consumers' Psychographic Factors. *American Marketing Association Summer Marketing Educators' Conference*.

Kordrostami, E., Rahmani, V., & Kordrostami, M. (2015). Dual Effect of Envy on Sale's Performance-A Conceptual Framework. *American Marketing Association Summer Marketing Educators' Conference*.

Rahmani, V., Kordrostami, E., & Kordrostami, M. (2015). Gender, Persuasion Knowledge, and Price-Quality Perceptions. *American Marketing Association Summer Marketing Educators' Conference*.

Rahmani, V., Kordrostami, E., & Kordrostami, M. (2015). A comprehensive Framework for Persuasion Knowledge. *American Marketing Association Summer Marketing Educators' Conference*.

Kordrostami, M., Kordrostami, E., & Rahmani, V. (2015). The Relationship between Organizational Personality and Brand Personality, And Its Impact on the Business Performance. *American Marketing Association Summer Marketing Educators' Conference*

Kordrostami, M., Kordrostami, E., & Rahmani, V. (2015). Consumers' reactions to brand failures- role of attachment style. *American Marketing Association Summer Marketing Educators' Conference*.

Rahmani, V., Kordrostami, E., & Gopinath, M. (2013). A comprehensive model for glocalization-An integration framework and extension. *Academy of Business Research*.

### **Presentations of Refereed Papers**

Benoit, I. D., Kordrostami, E., & Ekebas-Turedi, C. (2023-2024). *I Am Mindful & In Tune with This Creative Ad*. American Marketing Association's Winter Educator's Conference, St. Pete's Beach, Florida.

Kordrostami, E., Kordrostami, M., Benoit, I. D., & Ekebas-Turedi, C. (2021-2022). *Mindfulness During a Global Pandemic- A Brand Perspective*. American Marketing Association Winter Conference, Las Vegas, Nevada.

Benoit, I. D., Miller, E. G., Ekebas-Turedi, C., & Kordrostami, E. (2021-2022). *Creativity Is in The Mind of The Beholder: The Role of Thinking Style*. Advances in Consumer Research, Virtual, Virtual.

Rahmani, V. & Kordrostami, E. (2020-2021). *How to Convince Consumers That*. Association for Consumer Research, Conference, Virtual.

Kordrostami, E. & Kordrostami, M. (2019-2020). *Sexual Agency and Advertising*. Society for Consumer Psychology Conference, Huntington Beach, California.

Kordrostami, M. & Kordrostami, E. (2019-2020). *Female Empowering Music and Advertisement*. Society for Consumer Psychology Conference, Huntington Beach, California.

Kordrostami, M. & Kordrostami, E. (2018-2019). *How Consumers Deal with Brand Failure-An Individual Differences Approach*. Association for Consumer Research, Dallas, Texas.

Kordrostami, E., Liu-Thompkins, Y., & Rahmani, V. (2017-2018). *Investigating Online Reviews: The Moderating Role of Scarcity Appeal*. Association for Consumer Research, San Diego, California.

## Honors/Awards

### Award

2023-2024: Research Fellow (\$1,500), Rowan Center for Responsible Leadership, Rowan University.

2019-2020: Frances R. Lax Fund for Faculty Development, \$1,000.00, Division of Academic Affairs, Rowan University.

2019-2020: Seed Funding Program Award, \$9,936.00, Division of University Research, Rowan University.

2016-2017: Outstanding Member Award, Business Administration Doctoral Student Association, Strome College of Business, Old Dominion University.

2016-2017: GraduateTravel Award, Strome College of Business, Old Dominion University.

2015-2016: Academy of Marketing Science (AMS) Doctoral Consortium Grant, Strome College of Business, Old Dominion University.

2015-2016: GraduateTravel Award, Strome College of Business, Old Dominion University.

### Honor

2019-2020: Best Working Paper Award, Society for Consumer Psychology (SCP) Annual Conference.

2018-2019: The Stanley C. Hollander Best Retailing Paper Award, Academy of Marketing Science.

2015-2016: Outstanding Adjunct Faculty of the Year Award, Strome College of Business, Old Dominion University.

2015-2016: Doctoral Consortium Fellow, Academy of Marketing Science-Orlando, FL.

2015-2016: Outstanding PhD Student of the Year Award, Strome College of Business, Old Dominion University.

2015-2016: Doctoral Consortium Fellow, Society for Marketing Advances-San Antonio-TX.

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