
Vahid Rahmani, Ph.D.
Associate Professor
Marketing and Business Information Systems
Rohrer College of Business
rahmani@rowan.edu

Academic Background

Ph.D. Old Dominion University, Strome College of Business.

M.Sc. in International Business Shahid Beheshti University.

B.Sc. in Business Administration University of Tehran.

Work Experience

Academic

Adjunct Faculty, Old Dominion University, Strome College of Business (January, 2015 - July, 2016), Norfolk, Virginia.

Non-Academic

Chief Executive Officer, Shahd Tak Co. (April, 2009 - March, 2011), Takestan, Iran.

Courses Taught

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

Professional Certifications

INNOVATION & ENTREPRENEURSHIP FACULTY TRAINING BOOT CAMP FOR THE ACADEMIC YEAR 2018-2019, 2019

Intellectual Contributions

Refereed Articles

Rahmani, V., & Kordrostami, E. (2023). Price sensitivity and online shopping behavior during the COVID-19 pandemic. *Journal of Consumer Marketing*, 40 (481), 492.

Rahmani, V. (2023). Persuasion knowledge framework: Toward a comprehensive model of consumers' persuasion knowledge. *AMS Review*.

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

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*.

Rahmani, V., Kordrostami, E., & For, J. (2020). Persuasion Knowledge Model Reimagined. *Advances in Consumer Research*.

Kordrostami, E., & Rahmani, V. (2020). Investigating conflicting online review information: evidence from Amazon.com. *Journal of Retailing and Consumer Services*, 55 (102125).

Rahmani, V., Kordrostami, E., & Ford, J. (2019). Pink Tax Versus Blue Tax: Insights Generated by the Direct Measurement of Price Elasticity of Demand. *Advances in Consumer Research*.

Rahmani, V. (2018). A Rational Model to Predict Consumers' Irrational Behavior. *Advances in Consumer Research*, 46.

Rahmani, V., Kordrostami, E., & Ford, J. (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

- Rahmani, V. (2019). Effective Pricing Strategies: Investigating the Contrast Between Theory and Practice. *Academy of Marketing Science Annual Conference*.
- Kordrostami, E., Liu-Thompkins, Y., & Rahmani, V. (2018). Investigating Online Reviews: The Interaction Between Online Review Volume and Valence. *Academy of Marketing Science Annual Conference*, 637.
- Kordrostami, M., Kordrostami, E., & Rahmani, V. (2018). Attachment Styles and Brand Relationships: An Abstract. *Academy of Marketing Science Annual Conference*, 7-8.
- Kordrostami, M., Kordrostami, E., & Rahmani, V. (2018). Individual Differences in Reactions to Aggression in Advertising and Knowledge Structures' Perspective: An Abstract. *Academy of Marketing Science Annual Conference*, 125-126.
- Rahmani, V., & Kordrostami, E. (2018). 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*, 205.
- Rahmani, V., & Kordrostami, E. (2017). Market Orientation: The Construct, Antecedents, And Consequences. *American Marketing Association Summer Marketing Educators' Conference*, 28, L-40.
- 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*, D-114.
- 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*, F-64.
- 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*, 28 F-63.
- 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*.
- 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). Consumers' Reactions to Brand Failures, Role of Attachment Styles. *American Marketing Association Summer Marketing Educators' Conference*, 26, C-2.
- 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*, 26, M-15.
- Kordrostami, M., Kordrostami, E., & Rahmani, V. (2015). The Relationships Between Organizational Personality and Brand Personality, and Its Impact on Business Performance. *American Marketing Association Summer Marketing Educators' Conference*, 26 C-8.
- 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., & Gopinath, M. (2013). A comprehensive model for globalization-An integration framework and extension. *Academy of Business Research*.

Presentations of Refereed Papers

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

Grants

Other

- 2018-2019: Rahmani, V. Frances R. Lax fund for professional development, Principal Investigator, Rowan University.

Honors/Awards

Award

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

2015-2016: StuKent Outstanding Teacher-Scholar Doctoral Student Competition (top three finalist), Marketing Management Association.

Honor

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

2015-2016: AMA-Sheth Foundation Doctoral Consortium Fellow, South Bend, IN, AMA-Sheth Foundation.

2014-2015: Outstanding Doctoral Student in Marketing, Strome College of Business, Old Dominion University.

Last updated by member on 24-May-24 (12:11 AM)