Hooman Mirahmad, Ph.D

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Education:

- Ph.D. in Business Administration (Marketing), Mays Business School, Texas A&M University, USA (2019)
- M.B.A. University of Tehran, Tehran, Iran (2014)
- B.S. in Industrial Engineering, Iran University of Science and Technology, Tehran, Iran (2011)

Professional Experience:

- **Johns Hopkins University – Carey Business School (June 2022-Present)**
  - Assistant Professor in the marketing group: Responsible for teaching Integrated Digital Marketing, New Product Development, and Pricing Analysis to graduate students in both on-site and online formats. Guiding students project on different topics in the mentioned areas.
  - Conducting impactful marketing research in the area of customer analytics publishable in top marketing journals. (Using different statistical/econometrics/ML models including NLP, Difference-in-Difference, Time-series analysis, Causal Inferences, Deep Learning, etc.)

- **Towson University – College of Business and Economics (Aug 2019-May 2022)**
  - Assistant Professor in the marketing department: Responsible for teaching Marketing Research, developing and teaching the courses Advanced Digital Marketing, and Consumer Sentiment Analysis to both undergraduate and graduate students using Python programming language.
  - Conducting impactful marketing research in the area of customer analytics and digital marketing publishable in top marketing journals. (Using different statistical/econometrics/ML models including NLP, Difference-in-Difference, Time-series analysis, Causal Inferences, Deep Learning, etc.)
  - Handling customer data in different format including online reviews and social media chatter and conducting text analysis on the data.
  - A member of Teaching Excellence Committee: Responsible for the education and growth of other faculty members in both teaching and research

- **Texas A&M University – Mays Business School – Marketing Department (Aug 2014- Aug 2019)**
  - Graduate Research Assistant: Responsible for data analysis and conducting marketing research using Stata, Python, R, and SAS.
  - Running different statistical/econometrics/ML models on the customer-level/firm-level data (including NLP, Difference-in-Difference, Time-series analysis, Causal Inferences, Deep Learning, etc.)
  - Teaching Marketing Research course to Undergraduate students.

- **University of Tehran - School of Management (Jul 2013- Jul 2014)**
  - School of Management Growth/Development Research Team Member: Responsible for redesigning the curriculum for the school of management graduate programs.

- **Baran Institute of International Communication (Dec 2011-Jul 2013)**
  - Customer Data Analyst and Organizational Development Practitioner: Responsible for analyzing the data of over 2000 students using statistical methods (Regression, t-test, ANOVA) and visualizing and extracting meaningful insights from them.
  - Responsible for training and growth of staff and instructors to reach their maximum potential.

Publications:
- Golmohammadi, Alireza, Dinesh Gauri and Hooman Mirahmad (2022) "Industry Competitiveness and the Return on Service Companies' Social Media Communication: A Large-Sample Cross-Industry Examination," - *Journal of Service Research*
- Aghaie, Sina, Amirali Javadinia, Hooman Mirahmad, and Saeed Janani (2022), "Incumbent's Response Strategy and a New Entrant's Market Exit: The Moderating Role of Relational Market-Based Assets," - *Journal of Business Research* (146), 251-263.
- Thomas, Veronica, Hooman Mirahmad, and Grace Kemper (2022), "The Role of Response Efficacy and Risk Aversion in Promoting Compliance during Crisis,", *Journal of Consumer Affairs*
- Darani, Milad Mohammadi, Hooman Mirahmad, Iman Raoofpanah, and Chris Groening (2023), "Managerial responses to online communication: The role of mimicry in affecting third-party observers' purchase intentions." *Journal of Business Research* 166

Certificates:
IBM: Data Science Orientation, Published by Coursera 2022
IBM: Tools for Data Science, Published by Coursera 2022
IBM: Data Science Methodology, Published by Coursera 2022
IBM: Python for Data Science and AI
IBM: Python Project for Data Science

Skills:
- Python: Text mining (NLP), Scraping, Machine Learning (Topic modelling, Deep Learning, etc.). Libraries: TensorFlow, TextBlob, BeautifulSoup, Selenium, Gensim, PyTorch, NLTK, pandas, Numpy, scikit-learn, etc.
- Stata: Econometric models (Quasi-experiment, time series, regression, etc.)
- SAS: Econometrics, Machine Learning
- R: Visualization, Econometrics, Machine Learning
- MS EXCEL: Visualization, Pivot Tables, etc.