

Roghayeh Teimourfamian Asl

Alberta School of Business

University of Alberta

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EDUCATION

- **Ph.D., Business (Marketing specialization)** **Expected 2028**
University of Alberta, Edmonton, AB, Canada
Supervisors: Paul Messinger & Sarah Moore
- **M.S., Business Administration (Marketing)** **2017**
Kharazmi University, Tehran, Iran
Supervisor: Soheila Khoddami
- **B.Sc., Information Technology Engineering** **2012**
University of Tabriz, Tabriz, Iran

RESEARCH IN PROGRESS

- **Brand Reply Frequency** (with Sarah Moore & Paul Messinger) – *Data collection.*
- **Brand Voice on social media** (with Sarah Moore & Paul Messinger) – *In progress.*
- **Intergenerational Digital Divide** (with Paul Messinger, Hui Jiang & Hannah Li) – *In progress.*

PUBLICATIONS

- Norouzi, Hossein & **Teimourfamian Asl, Roghayeh** (2023). "Investigating the effects of Corporate Social Responsibility on Customer Citizenship Behavior with the mediating roles of Corporate Image and Perceived Service Quality," *Social Responsibility Journal*, 19(10), 1885–1899, <https://doi.org/10.1108/SRJ-10-2022-0461>.
- **Teimourfamian Asl, Roghayeh** & Khoddami, Soheila (2022). "A Framework for Investigating Green Purchase Behavior with a Focus on Individually Perceived and Contextual Factors," *Business Perspectives and Research*, 11(1), 94–111, <https://doi.org/10.1177/22785337221080505>.
- Khoddami, Soheila, Norouzi, Hossein & **Teimourfamian Asl, Roghayeh** (2017). "Designing a Green Purchase Intention Model with a Focus on Individual and Contextual Factors with the Mediating Role of Consumer Perceived Value Dimensions," *Quarterly Journal of Socio-Cultural Development Studies*, 5(4), 75–103 (in Persian).

PRESENTATIONS

Brand Reply Frequency and Brand Impressions

- American Marketing Association Winter Conference, Madrid **2026**
- Southern Ontario Behavioural Decision Research (SOBDR) Conference, Guelph **2026**
- Administrative Sciences Association of Canada (ASAC) Conference, Calgary **2026**
- Business Research Conference (BRC), Alberta School of Business **2025**
Winner of the Best 3MT Talk

- Guest Speaker, Consumer Behavior Course (Instructor: Shannon Duncan), Alberta School of Business 2025

How Brand Silence Shapes Inferences in Online Communities

- Business Research Conference (BRC), Alberta School of Business 2024

TEACHING

- **Alberta School of Business, University of Alberta** 2025
Introduction to Marketing (MARK 201), Seminar Instructor
Led two weekly seminar sections, facilitated discussions, designed seminar activities, evaluated student work, and provided instructional support.
- **Kharazmi University, Tehran, Iran** 2015
Operations Management, Teaching Assistant
Assisted course instructor Reza Yousefi Zenouz with instruction, exercises, and grading.

AWARDS & HONORS

- Graduate Student Teaching Award, Faculty of Graduate Studies and Research; University of Alberta 2026
- Graduate Student Association Academic Travel Grant, University of Alberta 2026
- Business PhD Graduate Fellowship, University of Alberta 2023-2028
- Doctoral Recruitment Scholarship, University of Alberta 2023
- First Rank in GPA, M.S. Business Administration (Marketing), Kharazmi University 2017

PROFESSIONAL EXPERIENCE

- **Shaghayegh Company (Mellat Bank), Tehran, Iran** 2019
Business Developer
Developed business strategies and led key projects within the business development department.
- **Day Bank, Tehran, Iran** 2017
Work Placement
Assisted with banking operations and gained experience in the financial sector.
- **Havakar Company, Tabriz, Iran** 2010
Academic Internship
Engaged in projects applying IT engineering principles and data analysis.

PROFESSIONAL PROJECTS

- **Shaghayegh Company, Tehran, Iran** 2019
Customer Data Analysis Project
Conducted large-scale customer analytics to identify behavioral patterns and support strategic decision-making for Mellat Bank's customer-related operations.
- **Shaghayegh Company, Tehran, Iran** 2018

Setad Auction Platform's Data Analysis Project

Analyzed transactional and auction data to evaluate platform performance and inform process optimization.

- **Shaghayegh Company, Tehran, Iran** **2018**
Cabin Platform's Business Model Development
Developed a comprehensive business model for a digital taxi service platform, including value proposition design and customer segmentation.

SERVICE & VOLUNTARY WORK

- **Business Research Conference, University of Alberta, Canada** **2025**
BRC Committee Member
Served on the planning committee, contributing to program design, research feedback survey design, and event logistics.
- **Edmonton Heritage Festival Volunteer, Edmonton, Canada** **2025**
Supported cultural pavilion operations.

SELECTED COURSEWORK

Title	Instructor
Mediation, Moderation, and Conditional Process Analysis	Andrew Hayes
Marketing Strategy (Theory)	Robert Fisher
Human Judgement and Decision-Making	John Pracejus
Marketing Models	Paul Messinger
Research Methodology in Marketing	Tito Grillo
Special Topics in Consumer Behavior	Sarah Moore
Experimental Design for Behavioral Research	Gerald Häubl
Consumer Behavior Seminar	Gerald Häubl
Machine Learning: Theory and Applications	Okan Bulut
Marketing Strategies	Soheila Khoddami
Quantitative Decision Making	Amirreza Abtahi
Principles of Economics	Tohid Firoozan
Operations Management	Reza Yousefi Zenouz