

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

- Poster Presentation, American Marketing Association Winter Conference, **2026**
Madrid
- 3MT Presentation, Business Research Conference (BRC), **2025**
Alberta School of Business — **Winner:** Best 3MT Talk,
- Guest Speaker, Consumer Behavior Course (Instructor: Shannon), **2025**
Alberta School of Business

How Brand Silence Shapes Inferences in Online Communities

- 3MT Presentation, 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 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 |
| 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 |