August 2026

Hoori Rafieian

Marketing Department
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ACADEMIC POSITIONS

Associate Professor of Marketing, 2026 -
Gabelli School of Business, Fordham University

Assistant Professor of Marketing, 2020 - 2026
Gabelli School of Business, Fordham University

Postdoctoral Scholar, Marketing, 2018 **-** 2020
The Wharton School, University of Pennsylvania

EDUCATION

Ph.D. in Marketing, 2013-2018
Drexel University, Philadelphia, PA

MBA in Finance, 2010-2013
Tehran School of Economic Sciences, Tehran, Iran

B.Sc. in Mathematics, 2004-2009
Isfahan University of Technology, Isfahan, Iran

RESEARCH INTERESTS

Goal-pursuit and motivation, consumer numeric judgment, political consumerism

PUBLICATIONS (* denotes equal authorship)

1) Aggarwal, Anubhav, Daniel Korschun, and **Hoori Rafieian**. "Corporate Political Activism: Crises Response and Attachment Styles", forthcoming at ***Italian Journal of Marketing****
   **Special issue honoring Daniel Korschun*

2) **Rafieian, Hoori**, Anubhav Aggarwal, Eric Hamerman, and Qi Di Zheng. "The Hedonic Penalty in Supporting Low‐Income Consumers' Needs." ***Journal of Consumer Affairs*** 59, no. 3 (2025): e70028.

3) ***O'Connor, Genevieve, ***Hoori Rafieian**, Nancy Wong, and Avani Surana. "Political Orientation

and Vaccination Attitude: The Moderating Role of Power Distance Belief." ***Journal of Consumer Affairs*** 59, no. 2 (2025): e70010.

4) Moulton-Tetlock, Edythe, *Sophia Town, ***Hoori Rafieian**, Canan Corus, and Raymond P. Fisk. "Cultivating wiser service systems through communication." ***Journal of Service Management*** 35, no. 4 (2024): 547-569.

5) **Rafieian, Hoori**, Yanliu Huang, and Barbara E. Kahn. "The Effect of Pursuing Self-Regulatory Goals on Variety Seeking." ***Journal of Consumer Research*** 50, no. 6 (2024): 1157-1171.

6) ***Rafieian, Hoori**, and *Marissa A. Sharif. "It's the effort that counts: The effect of self-control on goal progress perceptions." ***Journal of Marketing Research*** 60, no. 3 (2023): 527-542.

7) Kahn, Barbara E., and **Hoori Rafieian**. "More than just the spice of life: Using variety as a signal for change and diversification." ***Consumer Psychology Review*** 5, no. 1 (2022): 87-106.

8) Lee, Jeonggyu, Anubhav Aggarwal, **Hoori Rafieian**, and Daniel Korschun. "Do consumers use tipping to monitor service? Role of power and embarrassment." ***Journal of Retailing and Consumer Services*** 56 (2020): 102159.

RESEARCH UNDER REVIEW

"How the Political Environment Affects Employee-Customer Relationships", with Daniel Korschun and Anubhav Aggarwal (invited revision at *Journal of Marketing*)

"Taking a stand: Consumer responses when companies get (or don't get) political", with Anubhav Aggarwal, Seoyoung Kim, Daniel korschun, and Scott Swain (under review at *Journal of the Academy of Marekting Science*)

"Connecting Marketer Performance to Customer Life Satisfaction: An End-State Approach to Customer Value.", with Luke Kachersky, Marcia Flicker, Dawn Lerman (under review at *Journal of the Academy of Marekting Science*)

WORKING PAPERS

"The Motivational Impact of Dissociative Others", with Elina Hur

"The Denominator Effect: The Impact of Denominator Magnitude on Probability Judgment", with Anubhav Aggarwal

"Connecting Marketer Performance to Customer Life Satisfaction: An End-State Approach to Customer Value.", with Luke Kachersky, Marcia Flicker, Dawn Lerman

"When Fresh Starts are (De)motivating", with Yuliya Komarova and Genevieve O'Connor

"Moralization of Effort", with Ariella Kristal

"Subgoals that Stitch"

BOOK CHAPTER PUBLICATIONS

"Antecedents, moderators, and consequences of political CSR in the context of MNEs.", with Daniel Korschun (2019) in L.C. Leonidou, C.S. Katsikeas, S. Samiee, and C.N. Leonidou (eds.) **Socially Responsible International Business: Critical Issues and the Way Forward**, Edward Elgar.

CONFERENCE PRESENTATIONS (*presenter)

- Rafieian, Hoori, and Elina Hur (2025), "When Looking Down Lifts You Up: The Motivational Impact of Dissociative Others in Goal Pursuit", Association for Consumer Research, Washington DC
- O'Connor, Genevieve, Hoori Rafieian, Nancy Wong, and Avani Surana (2025) "Vaccine Hesitancy: An Examination of Communication", Recent Advances in Retailing and Consumer Science Conference, Zagreb, Croatia
- *Rafieian, Hoori and Anubhav Aggarwal (2023), "The Denominator Effect: The Impact of Denominator Magnitude on Probability Judgment", Association for Consumer Research, Seattle, WA
- * Rafieian, Hoori, Anubhav Aggarwal, Eric Hamerman, Qi Di Zheng (2023), "Undeserving of Help: How People Form Judgments of Low-Income Individuals' Spending on Basic Versus Higher-Order Needs", Association for Consumer Research, Seattle, WA
- *Rafieian, Hoori, Yuliya Komarova, and Genevieve O'Connor (2023), "When Fresh Starts are (De)Motivating", Poster presented at Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO
- *O'Connor, Genevieve, Hoori Rafieian, *Nancy Wong, and Avani Surana (2023) "Vaccine Hesitancy: An Examination of Communication", talk presented at Transformative Consumer Research, London, UK
- * Rafieian, Hoori and Anubhav Aggarwal (2022), "The Denominator Effect: The Impact of Denominator Magnitude on Probability Judgment", *Society for Consumer Psychology, Virtual*
- * Rafieian, Hoori and Anubhav Aggarwal (2022), "Inequality Aversion: Is Being Wrongful to "All" Fairer than Being Wrongful to "Some"?", *Society for Consumer Psychology, Virtual*
- * Kahn, Barbara and Hoori Rafieian* (2022), "More than Just the Spice of Life: Using Variety as a Signal for Change and Diversification", *Society for Consumer Psychology Boutique Conference, Gainesville, FL*
- * Rafieian, Hoori and Anubhav Aggarwal (2021), "The Denominator Effect: The Impact of Denominator Magnitude on Probability Judgment", *Public Policy and Marketing Conference, Virtual*
- * Rafieian, Hoori and Marissa Sharif (2020), "The Difficulty of Task Initiation Affects Consumers' Perceived Goal Progress" *Society for Consumer Psychology, Huntington Beach, CA*
- * Rafieian, Hoori and Marissa Sharif (2019), "The Difficulty of Task Initiation Affects Consumers' Perceived Goal Progress" *The Association for Consumer Research Conference, Atlanta, GA.*
- * Hutchinson, Wesley*, Robert Botto* and Hoori Rafieian* (2018), "Cross-Validation of Measures of Arousal and Emotion as Responses to Emotional Images", *Consumer Neuroscience Symposium, Philadelphia, PA.*
- * Rafieian, Hoori, YanLiu Huang and Barbara Kahn (2017), "How Consumer Use Variety to Minimize Guilt in Self-Regulatory Goals?", *The Association for Consumer Research Conference, San Diego, CA.*

- * Rafieian, Hoori, YanLiu Huang and Barbara Kahn (2017), "Consumer Goal Pursuit: Less of More or More of Fewer Goal-Inconsistent Behaviors?", *The Society for Consumer Psychology Conference*, Division 23rd of APA Annual Convention, San Francisco, CA.
- Rafieian, Hoori, Jeonggyu Lee*, Aggarwal, Anubhav, Daniel Korschun (2017), "Role of Power in Consumer Normative Decision Making in Public", *AMA Marketing and Public Policy Conference*, Washington, DC.
- Rafieian, Hoori, Jeonggyu Lee, Aggarwal, Anubhav*, Daniel Korschun (2016), "How Power Affects Consumer Tipping Behavior", *The Society for Consumer Psychology Conference*, Division 23rd of APA Annual Convention, Denver, CO.
- Rafieian, Hoori, Jeonggyu Lee*, Aggarwal, Anubhav, Daniel Korschun (2016), "Who Tips More? Effect of Power on Tipping Behavior", *Academy of Marketing Science Annual Conference,* Lake Buena Vista, FL.
- * Rafieian Hoori and Hyokjin Kwak (2015), "The effect of Advertising Models' Body Size on Consumers' Perceptions of Self and the Ad" *Academy of Marketing Association Conference*, *Poster session*, San Antonio, TX.
- * Rafieian Hoori and Hyokjin Kwak (2015), "The effect of Advertising Models' Body Size on Consumers' Perceptions of Self and the Ad" *Association for Consumer Research Conference*, *Poster session*, New Orleans, LA.

TEACHING EXPERIENCE

- **Marketing Research (Undergraduate):** Fall 2020-2025, Spring 2021
- **New Product Development (MBA & MSMI):** Spring 2022-2024, Fall 2024
- **Research Methods (MSMI):** Fall 2025
- **Topics in Consumer Research (PhD Seminar):** Fall 2025

STUDENT ADVISING

Undergraduate Honors Thesis: Ayla D'Silva
2024-2025
Thesis Title:
Consumers' Perceptions and Acceptance of AI Generated Recommendations

Undergraduate Honors Thesis: Qi Di Zheng
2021-2022
Thesis Title:
How People Form Judgments of Low-Income Individuals' Spending on Basic Versus Higher-Order Needs

HONORS AND AWARDS

- Sarah Maxwell Distinguished Research Scholar in Business, 2025-2027
- Marketing Area Award for Excellence in Service, Fordham University, 2025
- Faculty fellowship, Spring 2025
- Dean's Award for Excellence in Research, 2024
- Marketing Area Award for Excellence in Research, Fordham University, 2023, 2024
- Faculty Research Grant, 2022, 2024 (Total Award: $10,500)
- Marketing Area Teaching Excellence Award, Fordham University, 2022

- Patty and Jay H. Baker Ph.D. Fellowship, Jay H. Baker Retail Center, 2018 (Total Award: $5,000)
- AMA-Sheth Foundation Doctoral Consortium Fellow (2017)
- Drexel University Teaching Excellence Award (2016)
- Drexel University Research Day Award (2015)
- Full Graduate Fellowship, Drexel University, 2013-2018

SERVICE

- Association for Consumer Research Competitive Paper Reviewer
- Society for Consumer Psychology Competitive Paper Reviewer
- Ad Hoc Reviewer:
    - Journal of Marketing
    - Journal of Marketing Research
    - European Journal of Marketing
    - Italian Journal of Marketing
    - Journal of Advertising
    - Journal of Brand Management
    - Journal of Public Policy and Marketing
    - Journal of Service Management
    - Scientific Reports

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research
- Society for Judgment and Decision Making