

## Bitahajhashemi

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## ACADEMIC POSITIONS

- **Assistant Professor of Marketing** **2024-present**  
*Graduate School of Management, University of California Davis, CA, USA.*
- **Assistant Professor of Marketing** **2023-2024**  
*Spears School of Business, Oklahoma State University, OK, USA.*

## EDUCATION

- **Ph.D. in Management Sciecne (Quantitative Marketing)** **2017 - 2023**  
**Dissertation:** Understanding and Managing Customer Complaints  
*Foster School of Business, University of Washington at Seattle, WA, USA.*
- **B.Sc. in Chemical Engineering** **2012 - 2016**  
*Sharif University of Technology, Tehran, Iran.*

## ACADEMIC INTERESTS

- **Impacts and Implications of Artificial Intelligence in Marketing**
- **Personalized and Targeted Marketing**
- **Customer Relationship Management, Relationship Marketing, Loyalty Programs**

## PUBLICATIONS ([Google Scholar](#))

- Hajhashemi, B., Sayedi, A., Shulman, D. J. (2021).  
**[The Perils of Personalized Pricing with Network Effects.](#)**  
*Marketing Science* 41(3):477-500.
- Hilton, B., Hajhashemi, B., Henderson, C. M., Palmatier, R. W. (2020).  
**[Customer Success Management: The next evolution in customer management practice?](#)** *Industrial Marketing Management*, 90, 360-369.

## WORKING PAPERS & ONGOING RESEARCH

- Hajhashemi, B., Chen, Y., Sridhar, Sh., Palmatier, R. W., Samaha, S.  
**Understanding and Managing Customer Complaints**  
Retaining complaining customers and preventing complaint churn has been a topic of interest for scholars and businesses, yet research suggests there is ample room for both theoretical and managerial improvements. With the goal of understanding why complainers leave and what firms can do to mitigate complaint churn, this research conceptualizes a framework to show 1) decreased perceptions of equity and trust are the two underlying mechanisms through which complaints negatively impact retention, and 2) complainers' perceptions of the extent of their investments into their relationship with the firm moderate equity and trust mechanisms in opposing directions, resulting in a net curvilinear U-shaped effect of investments on post-complaint retention. When complainers' investments are low, they mainly evaluate their relationship on transactional grounds. As such, perceptions of equity are the dominant mechanism driving post-complaint retention, and retention strategies that rebuild attenuated equity perceptions are more effective in minimizing churn. However, as com-

plainers' investments increase, they move away from a transactional, equity-driven, assessment of their relationship to a relational, trust-driven, assessment, and retention strategies that rebuild attenuated trust perceptions become more effective in minimizing churn. Three studies—controlled experiments, game-theoretical model, and empirical analysis using data of an international financial services firm—validate the framework. Theoretical and managerial implications are discussed.

- with Chen, Y., Sridhar, Sh., Palmatier, R. W., Samaha, S.

**Anatomy of Complainers: Who Complains and Who Churns?**

Utilizing machine learning, this research seeks to identify the core constructs that predict customer complaints and complainers' churn. Practitioners can use customer data to track the behavior of their customers and be ready to respond to "red flags" before they turn into complaints. Identifying the behavioral patterns that differentiate retained complainers from churned complainers and drivers of complaint churn are also studied. These findings have implications for firms to predict and prevent customer complaints and minimize complaint churn.

- with Barzegary, E.

**Impact of Personalization on Leasing and Selling in Markets of Durable Goods**

With the advent of technology, firms are moving towards manufacturing more personalized products to soften market competition and meet customers' heterogeneous needs. This research studies the strategic mechanisms driving a firm's decision on the 1) extent of product personalization, and 2) the ratio of selling vs. leasing its durable personalized products. Using a game-theoretical approach, this article shows that while product personalization decreases competition, it increases switching costs and affects firms' (customers') leasing vs. selling (buying) decisions in substantive ways that past research has not studied. Theoretical and managerial implications are discussed.

- **Auctions with Stochastic Number of Participants**

In the context of online display advertising, advertisers have incomplete information about the number of other advertisers who might bid for the same ad slot. This research develops a game-theoretical model to study how this uncertainty and the threat of potential bids can affect the bidding strategy of other advertisers and the publisher ad slot allocation and pricing strategies.

## COMPUTER SKILLS

- **Programming languages:** Python, R, MATLAB
- **Software:** SPSS, Mathematica
- **Document Preparation:** L<sup>A</sup>T<sub>E</sub>X, Microsoft Office

## HONORS AND AWARDS

- **Wiley Fellowship Recipient** **2020, 2021**  
The marketing department at the Foster School awards this scholarship to Ph.D. candidates, conditional on demonstrating excellence in research and teaching.  
*Foster School of Business, University of Washington, Seattle, WA, USA.*
- **McCabe Scholarship Recipient** **2017, 2018, 2019**  
The marketing department at the Foster School awards this scholarship to junior Ph.D. students, conditional on demonstrating excellence in research and teaching.  
*Foster School of Business, University of Washington, Seattle, WA, USA.*
- **Recognized as an Exceptional Talent** **2016**  
Achieved the requirements to start the master's program as an exceptional talent without participating in the nationwide universities M.Sc. entrance examination.  
*Sharif University of Technology, Tehran, Iran.*

- **Recognized as an Exceptional Talent** **2015**  
Ranked 3<sup>rd</sup> in GPA among a cohort of 135 students.  
*Sharif University of Technology, Tehran, Iran.*
- **Sharif Computer-Aided Chemical Engineering Contest (SC3)** **2013**  
Ranked 7<sup>th</sup> nationwide among more than 50 teams.  
*Sharif University of Technology, Tehran, Iran.*
- **Recognized as an Exceptional Talent** **2012**  
Ranked 360<sup>th</sup> in the nationwide universities B.Sc. entrance examination, among more than 600,000 contestants.
- **Selected as a Member of Iran's National A-lympiad Team** **2011**  
22<sup>nd</sup> International Mathematical A-lympiad, organized by the Freudenthal institute of the Utrecht University.  
*Garderen, Netherlands.*
- **Semifinalist of Iran's National Mathematics and Informatics Olympiads** **2011**
- **Semifinalist of Iran's National Mathematics Olympiad** **2010**

## TEACHING EXPERIENCE

- **Marketing Analytics Instructor** S 2024  
*Spears School of Business, Oklahoma State University, Stillwater, OK, USA.*
- **Teaching Assistant**  
Analytics for Marketing Decisions W 2021  
Customer Analytics A 2020  
Global Business Strategy A 2018, W 2020, S 2020, A 2021  
Strategic Product Management W 2019  
Marketing Management (Marketing Core) S 2019  
Director of the Marketing Behavioral Lab A 2019  
*Foster School of Business, University of Washington, Seattle, WA, USA.*
- **Math and Physics Instructor** 2012-2016  
Taught high school students preparing for the nationwide universities entrance exam.
- **English Instructor** 2012-2016  
Voluntarily taught English to students coming from the underrepresented communities in a non-profit institution.  
*Tehran and Esfahan, Iran.*

## CERTIFICATIONS & PARTICIPATIONS

- **Structuring Machine Learning Projects**  
In Progress on Coursera, [see the content here.](#)
- **Convolutional Neural Networks**  
In Progress on Coursera, [see the content here.](#)
- **Advanced Machine Learning Specialization**  
In Progress on Coursera, [see the content here.](#)
- **Neural Networks and Deep Learning** **2020**  
Completed on Coursera, [certificate available here.](#)
- **Improving Deep Neural Networks: Hyperparameter tuning, Regularization and Optimization** **2020**  
Completed on Coursera, [certificate available here.](#)
- **Social and Economic Networks: Models and Analysis** **2017**  
Completed on Coursera, [certificate available here.](#)
- **The Power of Macroeconomics: Economic Principles in the Real World** **2017**  
Completed on Coursera, [certificate available here.](#)
- **Microeconomics Principles** **2017**  
Completed on Coursera, [certificate available here.](#)

- **Microeconomics: The Power of Markets** **2017**  
 Completed on Coursera, [certificate available here.](#)
- **Microeconomics: When Markets Fail** **2017**  
 Completed on Coursera, [certificate available here.](#)
- **Game Theory** **2017**  
 Completed on Coursera, [certificate available here.](#)
- **Game Theory II: Advanced Applications** **2017**  
 Completed on Coursera, [certificate available here.](#)
- **Operations Analytics** **2017**  
 Completed on Coursera, [certificate available here.](#)
- **Mechanism Design Summer School** **2016**  
 Intermediate and advanced topics in mechanism design.  
*Graduate School of Management & Economics, Sharif University, Tehran, Iran.*
- **Facts about Modern Advertising Industry** **2016**  
*Graduate School of Management & Economics, Sharif University, Tehran, Iran.*
- **Workshop on MATLAB for Chemical Engineers** **2014**  
*Department of Chemical Engineering, Sharif University, Tehran, Iran.*