

Sevda Sattari Nikkhrou

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Education

(Sep. 2020- Now) Ph.D. in Business Administration (Quantitative Marketing)

- Simon Fraser University, Vancouver, Canada- 3.99/4.33

(Sep. 2012- Feb. 2015) Master of Business Administration (Major: Marketing)

- Sharif University of Technology, Tehran, Iran-18.89/20, GPA: 4/4

(Sep. 2008-Jun. 2012) B.Sc. in Industrial Engineering

- Sharif University of Technology, Tehran, Iran - 17.21/20, GPA: 3.76/4

(Sep. 2007 - Jun. 2008) Diploma, Mathematics and Physics Discipline

- National Organization for Development of Exceptional Talents (NODET), Ardabil, Iran - 19.90/20

Research Interests

- Applied Econometrics
- Advertising Effectiveness
- Choice Models
- Program Evaluation

Research Experiences

Could sales agents' incentives backfire? Evidence from a large individual-level data in life insurance industry- Best Poster Presentation Award Winner at E&T Symposium Conference, May 2023

- Under the supervision of Prof. Miremad Soleymanian, Spring 2021 so far.

Empirical analysis of a price discrimination model in automobile industry

- Under the supervision of Prof. Srabana Dasgupta, Spring 2022 so far.

Developing a theory for the privacy paradox phenomenon,

- Project for "Theory Development", under the supervision of Prof. Andrew Von Nordenflycht, Fall 2020.

Clustering customers of "Jiring", subsidiary of "MCI (Mobile Telecommunication of Iran)", using two-step k-means and RFM methods with SPSS Clementine

- Project for "Pricing Management", under the supervision of Prof. Shikhzadeh, Spring 2014.

Preparing a marketing plan for a new tea product of "Golrang Industrial Group"

- Project for "Principles of Marketing", under the supervision of Prof. Najmi, fall 2013.

Coordination of advertising between manufacturer and retailers using game theory

- Bachelor thesis, under the supervision of Prof. Shavandi, Summer 2012.

Academic Experience

Tutorial Marker, Beedie School of Business, Simon Fraser University

- Customer Analytics, Prof. Jason Ho, Summer 2022, Prof. Miremad Soleymanian, Fall 2022, Prof. Mohammad Ashgharzadeh, Summer 2023.

Teaching Assistant, Beedie School of Business, Simon Fraser University

- Introduction to Marketing, Prof. Miremad Soleymanian, Spring 2022.

Teaching Assistant, Graduate School of Management and Economics, Sharif University of Technology

- Operations Management, Prof. Sheikhzade, Fall 2014.
- Pricing management, Prof. Sheikhzade, Spring 2015, Spring 2016.

Teaching Assistant, Industrial Engineering Department, Sharif University of Technology

- Manufacturing Procedures 1, Prof. M. Houshmand, Spring and Fall 2011.
- Computer Information Systems, Prof. N. Salmassi, Spring 2012.

Honors and Awards

- Best Poster Presentation Award at E&T Symposium Conference at Queen's University, May 2023.
- Beedie Family Graduate Scholarship (\$6500), Fall 2020, Fall 2021, Fall 2022
- Graduate Fellowship (\$7000), Spring 2021, Spring 2022, Spring 2023
- Dean's Fellowship (\$6500), Fall 2021, Fall 2022
- Ranked 3rd amongst Sharif University of Technology MBA class of 2015.
- Accepted for MBA without University Entrance Exam (Talented Student), Sharif University of Technology, Tehran, Iran, 2012
- Accepted in the first stage of "Sharif Entrepreneurship and Business Development Festival" for Business Plan Writing, Summer 2013.
- Ranked 139th among more than 350,000 applicants in the National University Entrance Exam, 2008.
- Selected for the National Chemistry Olympiad at the first stage, 2007.
- Selected for the National Organization for Development of Exceptional Talents (NODET) among more than 700,000 applicants, 2000.

Seminars and Conferences

- Poster Presentation at Beedie Research Colloquium, Burnaby, March 2023.
- Poster Presentation at ET Symposium Conference at Queen's University, Kingston, May 2023.
- Presented research on "Could sales agents' incentives backfire? Evidence from a large individual-level data in the life insurance industry" at ISMS Marketing Science Conference, Miami, June 2023.
- Auditing Buyer Behavior, PhD Seminar Course-COMM 662, Yann Cornil, UBC, Fall 2021.
- Auditing Research Seminar in Marketing, PhD Seminar Course-COMM 660, Yi Qian, UBC, Fall 2022.

Professional Experiences

- Brand Manager at "Arian Chimia Tech Holding", Iran's Leading Holding in Cosmetics and Hygienic Industry, May 2017 to June 2020.
 - Planning Brand Strategies, Budgeting and Controlling in the form of annual calendars
 - Developing Marketing Campaigns In Partnership with Online Stores
 - Designing Motivational Programs for Motivating Sales forces and Rewarding based on Performance Appraisal
 - Planning and Implementing Advertisements and Activities in Marketing Channels
 - Monitoring New Product Development Processes and Launches Into the Market
 - Supporting Sales by Offering Promotions, Festivals, Samplings, Bundles
 - Planning Digital Marketing Activities in Social Media
- Market Research Manager at "Toloo-e Fardaye Iranian (TFI)"; November 2016 to May 2017.
 - Preparing Marketing Plans for an Online Taxi Service and Home Services, "Espard App"
- Business Planning Supervisor at "Solico Group", Iran's Leading Holding in FMCG Industry, Chain Stores Sales Division; April 2015 to September 2016.
 - Proposing Solutions for Business Weaknesses and Strengths Based On a Global View
 - Designing and Preparing Reports for Managerial Decision Makings
 - Evaluating Promotions and Analysis of the Sales for Future Promotion Planning
 - Calculating Monthly Sales Incentives and Occasionally Sales Program Rewards
- Writing Business Plan and New Product Development Plan for a Firm in Food Industry, "Boom Rang", Summer 2014.