

VAHID YOUSEFI

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EDUCATION

Ph.D. in Business Administration, Marketing (ABD) Sep. 2027

University of Massachusetts Amherst, Isenberg School of Management

MBA. Master of Business Administration Jul. 2018

University of Tehran, Tehran, Iran

B.Sc. In Electrical Engineering Sep. 2015

Shiraz University of Technology, Iran

DISSERTATION

“Executive Cognition and Market-Based Assets: The Influence of CEO Overconfidence on Brand, Social, and Knowledge Equity”

Abstract: Intangible market-based assets now account for the majority of firm value. Yet while marketing strategy research has established that these assets drive firm performance, it has not been examined how executive cognition shapes their accumulation in the first place. This dissertation develops an integrative framework, grounded in Upper Echelons Theory, explaining how three conceptually distinct forms of CEO overconfidence, overestimation, overplacement, and overprecision, differentially build and erode these assets. It further specifies two moderators, Chief Marketing Officer presence, a structural source of market-evidence discipline, and CEO emotionality, a psychological amplifier of overprecision. To test hypotheses a longitudinal archival panel of publicly listed U.S. firms integrating ExecuComp, Compustat, Capital IQ Key Developments, ESG indicators, and earnings-call transcripts is proposed. The empirical design is complemented by a matched event-study difference-in-differences design that tries to isolate overestimation effect on Brand and Knowledge equities. By disaggregating CEO overconfidence, the dissertation shows how a single executive disposition can strengthen one market-based asset while weakening another. This research advances marketing strategy research beyond the assets firms possesses toward how executive cognition shapes what firms become in the marketplace.

Chair: Dr. Thomas Brashear Alejandro

Committee: Dr. Kun Qian, Dr. Veronica Martin Ruiz, Dr. Meng Qi Ding, Dr. Rosemary Pang

Proposal Defended: June 12th 2026

RESEARCH OVERVIEW

My research spans marketing strategy, sales, and decision-making, at both the meso level of how firms compete and the micro level of how managers and consumers make choices. At its core is a fascination with how businesses actually work and how technology is reshaping the markets they operate in.

WORK IN PROGRESS

1. **Vahid Yousefi**, and Thomas Brashear Alejandro. “Executive Cognition and Market-Based Assets: The Influence of CEO Overconfidence on Brand, Social, and Knowledge Equity”
Data collection is in progress. Intended outlet: Journal of the Academy of Marketing Science.
 2. George Milne, **Vahid Yousefi**, Bruce Weinberg, and Kyungin Ryu. “You are who you read and where you publish”
Data collected and analyzed; manuscript in preparation. Intended outlet: Journal of Marketing Education.
 3. **Vahid Yousefi**, Samira Yaabdollahi, and Hossein Hashemi Bahramani. “A Meta-analytical Assessment of the Push-Pull-Mooring Theory”.
Data collected and analyzed; manuscript in preparation. Intended outlet: Journal of Business Research.
 4. Samira Yaabdollahi, and **Vahid Yousefi**, “Losing Control Behind the Wheel: How Subscription Models Shape Consumer Ownership and Fairness Perceptions”
Data collected and analysis in progress; manuscript in preparation. Intended outlet: Journal of Business Research.
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CONFERENCE PRESENTATION

- 2026 **Vahid Yousefi** and Thomas Brashear Alejandro, “Pride, Precision, and Projection: CEO Confidence Types and Market-Based Assets”, Presented at Academy of Marketing Science Conference, Savannah, GA
 - 2025 **Vahid Yousefi** and Thomas Brashear Alejandro, “Confidence at the Helm: Exploring the Influence of CEO Overconfidence on Market-Based Assets”, Presented at AMA Winter Academic Conference, Phoenix, AZ
 - 2024 **Vahid Yousefi** and Thomas Brashear Alejandro, “Leader-Member Exchange and Relationship Quality: Impacts on Sales Performance and Turnover Intention”, Presented at AMA Winter Academic Conference, St. Pete's Beach, FL
 - 2023 Kaitlin Gravois, **Vahid Yousefi**, and Kristina Harrison, “Artificial Intelligence's Influence on Various Phases of the Sales Cycle: Exploring the Multifaceted Impact of AI”, Presented at Society for Marketing Advances (SMA), Fort Worth, TX
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ACADEMIC & PROFESSIONAL EXPERIENCE

Graduate Research Assistant and Primary Instructor

2022 – 2026

*University of Massachusetts Amherst,
Isenberg School of Management*

Research and Development

Jan. – Aug. 2019

Golrang Holding, Iran, Tehran

TEACHING EXPERIENCE

Instructor of Record - University of Massachusetts Amherst, Isenberg School of Management

Fall 2024	Marketing Research	In person
Spring 2025	Marketing Research	In person
Summer 2025	Fundamentals of Marketing	Online
Spring 2026	Marketing Research	In person
Summer 2026	Fundamentals of Marketing	Online

HONORS & AWARDS

Harold E. Hardy Scholarship	Graduate Program, University of Massachusetts Amherst	2024
Full Scholarship	Doctoral Program, University of Massachusetts Amherst	2022
Doctoral Outstanding Award	Isenberg School of Management, UMass Amherst	2022

SKILLS & CERTIFICATION

Method	Panel / secondary-data econometrics, structural models, machine learning, text analysis, experimental design
Certification	AMS Excellence in Marketing Education (Generative AI) Selling and Sales Management (ISBM) Marketing Strategy Seminar (MSI)
Language	English; Persian (Farsi)

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA)
Academy of Marketing Science (AMS)
Society for Marketing Advances (SMA)
INFORMS Society for Marketing Science (ISMS)

DOCTORAL COURSEWORKS

Interpretive Analysis of Consumption, Markets, and Culture	Dr. Matthew Godfrey
Behavioral and Social Science in Marketing	Dr. Yanfen You
Experimental Design	Dr. Matthew Thomson
Marketing Management	Dr. George Milne
Economic Models in Marketing	Dr. Meng Qi Ding
MSI Marketing Strategy Class 2023	Various Presenters
Selling and Sales Management ISBM Ph.D. Seminar Series	Dr. Michael Ahearne
Multivariate Statistics	Dr. Lisa Keller
Research Methods I	Dr. George Milne
Research Methods II	Dr. George Milne
Econometrics I	Dr. David Keiser
Topics in Advanced Econometrics	Dr. Matt Woerman
Text-as-Data	Dr. Rosemary Pang
Data Science and Machine Learning	Dr. Irem Onder

REFERENCES

Dr. Thomas G. Brashear Alejandro

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Dr. George Milne

Edward D. Shirley '78 Endowed Professor
of Marketing
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Dr. Veronica Martin Ruiz

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