

# Moein Khanlari

Moein.Khanlari@unh.edu • Office Tel.: (603) 862-5316  
10 Garrison Avenue, Room 270J  
Peter T. Paul College of Business and Economics  
Durham, NH, 03824

## Academic Employment

---

- Assistant Professor of Marketing      University of New Hampshire      2016-present

## Education

---

- Ph.D., Marketing - University of Alberta, Canada      2016
- MBA, Marketing - University of Tehran, Iran      2009
- B.Sc., Aerospace Engineering - Sharif University of Technology, Iran      2005

## Research Interests

---

- Services Marketing, NPD, Retailing, Branding, Pricing
- Digital Marketing and Marketing Analytics
- Choice Modeling

## Publications

---

### Papers

- Aria, R., Archer, N., Khanlari, M., & Shah, B. (2023). Influential Factors in the Design and Development of a Sustainable Web3/Metaverse and Its Applications. *Future Internet*, 15(4), 131.
- Bstieler, L. , Gruen, T. , Akdeniz, B. , Brick, D. , Du, S. , Guo, L. , Khanlari, M. , McIlroy, J. , O'Hern, M. and Yalcinkaya, G. (2018), Emerging Research Themes in Innovation and New Product Development: Insights from the 2017 PDMA-UNH Doctoral Consortium. *J Prod Innov Manag*, 35: 300-307

### Books / Book Chapters

- Messinger, P. R., Adria, M., LeSage, E., Cavanagh, F., Khanlari, M., Stewart, H., Zulla, R., Chalifoux, M. (2016). Chapter 1: Nine Challenges for Public Involvement 2.0. *Citizen-Centered Cities, Volume I: Case Studies of Public Involvement*. Business Expert Press.
- Khanlari, M., Messinger, P. R. (2016). Chapter 7: Public Pushback on Bicycle Routes. *Citizen-Centered Cities, Volume I: Case Studies of Public Involvement*. Business Expert Press.
- Khanlari, M., Messinger, P. R. (2016). Chapter 8: Complete Streets, Learning from Past Pushback. *Citizen-Centered Cities, Volume I: Case Studies of Public Involvement*. Business Expert Press.
- Khanlari, M., Messinger, P. R. (2016). Chapter 9: The Goods Movement Strategy, Engaging Multiple Stakeholders. *Citizen-Centered Cities, Volume I: Case Studies of Public Involvement*. Business Expert Press.
- Khanlari, M., Messinger, P.R. (2017). Chapter 10: Vancouver - Enhanced Engagement. *Citizen-Centered Cities, Volume II: City Studies of Public Involvement*. Business Expert Press.

- Khanlari, M., Messinger, P.R. (2017). Chapter 2: Public Portland - Going Deep through Citizen Empowerment. *Citizen-Centered Cities, Volume II: City Studies of Public Involvement*. Business Expert Press.
- Khanlari, M., Messinger, P.R. (2017). Chapter 3: San Francisco - Consistent Feedback through Community Advisory Groups. *Citizen-Centered Cities, Volume II: City Studies of Public Involvement*. Business Expert Press.
- Khanlari, M., Messinger, P.R. (2017). Chapter 8: Edmonton - Aligning Expectations for Public Involvement. *Citizen-Centered Cities, Volume II: City Studies of Public Involvement*. Business Expert Press.

## Conference Presentations

---

### *"The Role of Brand Equity in Extended Warranty Purchase Decisions"*

- Marketing Seminar Series, University of Alberta, Edmonton, CA June 2013
- Marketing Science Conference 2013, Istanbul, Turkey July 2013
- Business PhD Student Research Conference, Edmonton, CA October 2015
- 2015 INFORMS Annual Meeting, Philadelphia, USA November 2015

### *"Impact of Extended Warranty Information Availability Strategies on Consumers' Product and Warranty Purchase Decisions"*

- 2017 INFORMS Annual Meeting, Houston, USA October 2017

### *"Extended Warranty Decisions in the Face of Multiple Sources of Uncertainty"*

- 2019 INFORMS Marketing Science Conference, Rome, Italy June 2019

## Work Experience

---

- **University of Alberta, School of Business** **Edmonton, Canada**  
*Post-doctoral Research Associate* Oct. 2016 – Apr. 2016
- **Centre for Public Involvement** **Edmonton, Canada**  
*Graduate Research Assistant* Oct. 2013 – Mar. 2015
- **Iran Office Machines Ltd.** **Tehran, Iran**  
*Junior Product Manager* Oct. 2008 – Jun. 2009

## Teaching Experience

---

- Marketing Research (Mark 312), University of Alberta
- Probability & Statistics I (Mgts 103), MacEwan University
- Introduction to marketing (Mark 301), University of Alberta
- Marketing Analytics (Mark 763), University of New Hampshire
- Principles of Marketing (Admn 585), University of New Hampshire
- Marketing Analytcs (Admn 863), University of New Hampshire
- Analytics Applications II (Data 903), University of New Hampshire

## Professional Training

---

- Alberta Teaching Enhancement Series, Content Mapping November 2009
- Alberta Teaching Enhancement Series, Instructional Strategies January 2010

- Alberta School of Business Teaching Development Certificate April 2011
- Master Teaching Program Certificate, Georgia State University May 2017
- Active Learning Course, University of New Hampshire July 2017

### **Awards, Scholarships, and Accomplishments**

---

- Finalist, INFORMS Service Science Best Student Paper Award Competition 2015  
     “The Role of Brand Equity in Extended Warranty Purchase Decisions”
- Business PhD Award and Scholarship 2009-2013
- Ziegler PhD Faculty Fellowship 2010
- University of Alberta GSA Professional Development Award 2015
- Semifinalist – Global L’Oréal E-Strat Competition 2009
- Ranked 46<sup>th</sup> in the Iranian National Graduate Entrance Exam 2006
- Ranked 1<sup>st</sup> in the National Iranian Pre-University Exam in Sari, Iran 1998

### **Professional Service**

---

- UNH Faculty Senate member (September 2018 – Now)
- Ad hoc reviewer (Academy of Marketing Science Conference, AMA Global Marketing SIG Conference, Information Technology and Management)

### **Academic Affiliations**

---

- American Marketing Association
- Institute for Operations Research and Management Science (INFORMS)

### **Other skills**

---

- *Statistical Software:* R, Python, STATA®, MATLAB®