

Aidin Namin, Ph.D.

Assistant Professor of Marketing, College of Business Administration at Loyola Marymount University
Los Angeles, CA, US

Biography

Aidin Namin is assistant professor of marketing at the College of Business Administration at Loyola Marymount University. A modeler by training and passion, Dr. Namin received his Ph.D. from the University of Texas at Dallas. He received an MBA and a bachelor's degree in industrial engineering from Sharif University of Technology. Applying quantitative and econometrics techniques, his research interests are marketing and data analytics, retailing, pricing, and digital marketing. Dr. Namin has received both research and teaching awards from different institutions. He is the recipient of the Best Paper Award for the Marketing Analytics track at 2018 SMA Conference, the 2018 Paul R. Lawrence Fellowship, LMU Hybrid Course Development Grant, LMU Internal Assessment Grant, LMU Academic Technology Grant, Junior Faculty Award, Fellowship Award for Established Record of Excellence in Research from the University of Idaho, and the Analytics for Purpose Grant. Dr. Namin has also received a Teaching Award as the Ph.D. Student Teacher of the Year from the University of Texas at Dallas. His research has been published in academic journals including the Journal of Retailing and Consumer Services, Journal of Marketing Analytics, and Journal of Marketing Communications. He is currently serving on the Editorial Board of Journal of Business Research and Journal of Marketing Analytics. He has presented his work in conferences such as Marketing Science and the American Marketing Association (AMA) in multiple occasions. Prior to joining LMU, Dr. Namin served as a tenure-track assistant professor of marketing at the University of Idaho. Before starting the PhD program, Namin worked in the industry as a data analyst and market researcher for some years. On the personal side, Aidin considers himself a family guy. He cares a lot about his family as well as his students. He enjoys traveling and outdoor activities. He also spends a big part of his free time cooking and trying new food recipes found on the Internet!

Industry Expertise

Market Research, Research

Areas of Expertise

Marketing Analytics, Data Analytics, Modeling, Econometrics, Retailing, Pricing Models

Education

University of Texas at Dallas
Ph.D. Marketing

Sharif University of Technology
MBA Graduate Studies

Accomplishments

Best Paper Award

Best Paper Award in the Marketing Analytics and Big Data Track. 2018 SMA Conference

2018 Paul R. Lawrence Fellowship

Case Research Foundation (less than 5% acceptance rate)

Grant

LMU Online/Hybrid Course Development

Grant

LMU Internal Assessment Summer Grant

Grant

LMU Academic Technology Summer Grant

Editorial Board Member

Journal of Marketing Analytics

Editorial Board Member

Journal of Business Research

Marquis Who's Who biographical listee

Through direct invitation from the publisher

Excellence Junior Faculty Fellowship Award

Gary Michael Idaho Power award for Established Record of Excellence in Research

Junior Faculty Award

Winner at the 2016 Western Decision Sciences Institute Annual Meeting

Foster and Framing Excellence in Teaching Award

Invited by the Teaching & Advising Committee at the University of Idaho

Grant for Analytics with Purpose

Innovation, Impact and Outreach grant from the College of Business and Economics, University of Idaho

Outstanding Ph.D. Student Teacher of the Year

Winner of the Teaching Award at the University of Texas at Dallas for the 2014-2015 academic year

Teaching Award Nominations

Twice nominated for Teaching Award at the University of Texas at Dallas

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