

Saeid Vafainia, Ph.D.

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ACADEMIC EXPERIENCE

Assistant Professor in Marketing (Tenure-Track), January 2020- Present

ESCP Business School, France

Affiliate Research Fellow, January 2022- Present

Erasmus University Rotterdam, The Netherlands

Ph.D. Researcher in Marketing, Quantitative track, October 2015-December 2019

KU Leuven, Belgium

Visiting Scholar, Fall 2017

University of Groningen, the Netherlands

EDUCATION

PhD in Business Economics- Marketing (2015-2019)

KU Leuven, Belgium

MBA- Operation Management (2011-2014)

University of Tehran, Iran

BSc. Mechanical Engineering (2006-2011)

Isfahan University of Technology, Iran

RESEARCH

Research Interests

Retail Strategy, Marketing response modeling, Responsible retailing

Refereed Journals (Published)

Vafainia, S., Rooderkerk, R., Breugelmans, E., Bijmolt, T. H. (2025) “Designing a decision support system for store flyer design: Leveraging own- and cross-category sales effects”, **International Journal of Research in Marketing**, 42 (1), 113-132

Vafainia, S., Breugelmans, E., Clereen, K, Van der Maelen, S., “What Happens in a Category Does Not Stay in That Category: How Uninvolved Categories Become Collateral Damage in Conflict Delistings”, Forthcoming at **Journal of Retailing**

Vafainia, S., Breugelmans, E., & Bijmolt, T. H. (2022). Evaluating the impact of VAT-free promotion: the role of loyalty program membership and category characteristics. **Marketing Letters**, 1-22.

Vafainia, S., Breugelmans, E., & Bijmolt, T. (2019). Calling customers to take action: The impact of incentive and customer characteristics on direct mailing effectiveness. **Journal of Interactive Marketing**, 45, 62-80.

Under Review

Maesen, S., **Vafainia, S.**, Haenlein, M., “Sober Irony: Reciprocal Spill-over Effects of Advertising Alcohol-Free Products on Alcohol Sales”, **2nd round R&R** (Reject and Resubmit) at **Journal of Marketing** (will resubmit before summer holidays 2025)

Selected Work in Progress

Vafainia, S., Faramarzi, A, "Effectiveness of retargeted direct mail: When does it work?", Write up manuscript stage, Submitting by May 2025 to **Journal of Retailing**

Maesen, **S, Vafainia, S.**, Haenlein, M., "An investigation of short and long-run impact of the first alcohol-free product purchase on subsequent purchase behavior of alcoholic drinks", Data analysis stage, Targeted toward the **Journal of Marketing**

Reserach

Vafainia, S., Coussement, K, "Predicting consumer retention in retailing using LSTM response models", data analysis stage, Targeted toward the **European Journal of Operational Research**

Vafainia, S., Gex, N, Faramarzi, A, Advertising spillovers of Retail Media: Empirical investigations of Amazon retail media ads, (Just received very rich data from Amazon retail media, preliminary analysis stage), Targeted toward **International Journal of Research in Marketing**

CONFERENCES

- AMA Winter 2025, Phoenix, February 2025
- IMTC, Venice, January 2025 (Track Chair)
- AMA Marketing Policy Conference, Washington DC, June 2024
- EMAC Conference, 2024, Bucharest, Romania
- Katia Campo Retailing Symposium, KU Leuven, March 2024
- IMTC, Venice, January 2024 (Track Chair)
- EMAC Regional Conference, 2023, Athens, Greece
- Marketing Analytics Symposium Sydney, UNSW Business School, Sydney, 2023
- Katia Campo Retailing Symposium, KU Leuven, March 2023
- EMAC Conference, 2022, Budapest, Hungary (Session Chair)
- AMA Winter Marketing Conference (online), February 2022
- INFORMS Marketing Science Conference, 2022, Chicago, United States
- INSEAD/HEC Annual Research Symposium, 2020, Paris, France
- INFORMS Marketing Science Conference, 2018, Annual Meeting, Philadelphia, US
- EMAC Conference, 2018, Glasgow, Scotland
- KU LEUVEN/Vlerick Business School Research Camp, 2018, KU Leuven, Belgium
- EMAC Doctoral Colloquium, 2017, Groningen, The Netherlands
- KU Leuven/University of Groningen Annual Research Camp, 2016, Groningen, The Netherlands

ACADEMIC SERVICES

- Research Fellow, Erasmus University Rotterdam, The Netherlands, 2022- Present
- Editorial Board Member, Modern Retail, London, UK, 2021- Present
- Editorial Board Member, Journal of Business and Retail Management Research, 2022- Present
- Reviewer, Journal of Retailing, 2024- Present
- Reviewer, Recherche et Applications en Marketing, 2023- Present
- Reviewer, California Management Review, 2023- Present
- Reviewer, European Marketing Academy, 2016- Present
- Reviewer, International Journal of Retail & Distribution Management, 2021-Present

MEDIA COVERAGE

IJRM News Letter, 2025

https://www.ijrm-newsletter.com/post/on-optimizing-store-flyers-author-teams-and-research-impact?utm_campaign=ff3eda1f-56ae-4804-af2b-cfa2827181a1&utm_source=so&utm_medium=lp

LSE Business Review, 2024

"How Companies Can Turn NFTs into Useful Tools"

<https://blogs.lse.ac.uk/businessreview/2023/10/31/how-companies-can-turn-nfts-into-useful-tools/>

ESCP Impact Paper series, 2023

"Non-Fungible Tokens: Are they really so futile? "

https://academ.escpeurope.eu/pub/IP%20N%C2%B02023-10-EN_Magionni_%20Vafainia_Desmichel.pdf

ESCP Choice, 2023

"Deep Learning: A Game Changer for Marketing Analytics, or Is It Really?"

<https://thechoice.escp.eu/tl-dr/deep-learning-a-game-changer-for-marketing-analytics-or-is-it-really/>

ESCP Choice, 2021

"Direct Mailing Effectiveness - Prof. Saeid Vafainia"

<https://thechoice.escp.eu/show-the-data/direct-mailing-effectiveness-prof-saeid-vafainia/>

FNEGE, 2020

"A Post-COVID Guide for Marketers"

<https://fnege-medias.fr/fnege-video/a-post-covid-guide-for-marketers/>

ADVANCED ACADEMIC TRAININGS

- RAPSIG Research Workshop at Winter AMA, Phoenix, February 2025
- Global Colloquium on Participant-Centered Learning at Harvard Business School, Boston, July 2023
- SKEMA MINT Academic Writing Camp, SKEMA Business School, Paris, September 2022
- Case Writing Workshop, Harvard Business Publishing, SKEMA Business School, Paris, June 2022
- JCR/IJRM Publication Workshop, Paris June 2020
- Advanced time series modeling, February 2018, Belgium, KU Leuven

TEACHING EXPERIENCES- ESCP

- Data-driven marketing, Master in Management program, 2020-present (core-course local coordinator in Paris since 2024)
- Consumer insights and analytics, Specialized master in Big Data, 2020-present
- Marketing Strategy, Master in biopharmaceutical management, 2024
- Emerging topics in retailing, PhD Program, 2023
- Fundamental of marketing, Pre-master program, 2022- present
- Advanced quantitative models, elective course, June 2024

Master thesis supervision – ESCP Europe

- Master in Management program, 2020-present
- Specialized master in Big Data, 2020-present
- Master in media management, 2023-present
- International MBA program, 2024- present
- Master in International Food and Beverage Management, 2023

RELATED PROFESSIONAL EXPERIENCE

Brand Manager (2014- 2015)

Kalleh Company, Tehran, Iran

Junior Brand Manager (2012- 2014)

Kalleh Company, Tehran, Iran

Market Research and Consumer Insight Executive (2011-2013)

GIG Group, Tehran, Iran