

Aidin Namin, Ph.D.

Associate Professor of Marketing Analytics, College of Business Administration at Loyola Marymount University

Los Angeles, CA, US

Biography

Contact Aidin Namin at aidin.namin@lmu.edu. A modeler by training and passion, Aidin Namin received his Ph.D. from the University of Texas at Dallas and his MBA and B.S. degrees from Sharif University of Technology. Applying quantitative and econometrics techniques, his research interests are marketing and data analytics in the areas of retailing and digital marketing. Namin has received various grants, research, and teaching awards, including the Fulbright US Scholar Award; LMU Excellence in Research Award; Thought Leader in Retailing Research; Paul R. Lawrence Award from the Case Research Foundation; four Best Paper Awards in Marketing Analytics and Big Data; Research Award from Western Decision Sciences Institute; AEF Visiting Professor; Outstanding Reviewer recognitions from Journal of Business Research, Journal of Retailing and Consumer Services, Emerald Publishing, and Elsevier Publishing; and the AMS-AFM research grant from the Academy of Marketing Science. Namin has also been the recipient of four major teaching awards. Three national teaching awards (the MMA Master Teacher Award and the AMA and the ACME Teaching Innovation Awards), and the Teacher of the Year award from UT Dallas. The AMA Teaching Award is considered the most prestigious teaching award in the field of Marketing. Namin was also a Best 40-Under-40 Business School Professor by Poets&Quants for excellence in research and teaching. He is the recipient of the prestigious Geraldine Rosa Henderson Award for excellence in teaching, research, and service. He co-founded the Marketing Analytics Pathway for undergraduate students in 2017 and the M.S. in Business Analytics program in 2018. His research has published in top academic journals, including Journal of Retailing, Journal of Interactive Marketing, Journal of Business Research, International Journal of Hospitality Management, Journal of Retailing and Consumer Services, and Journal of Product and Brand Management. Namin is co-chair for the AMA Retailing and Pricing SIG, and co-chair for the leading academic retailing foundation: the American Collegiate Retailing Association 2023 conference. He currently serves on the Editorial Board of Journal of Business Research and Journal of Marketing Analytics, and is a reviewer for multiple reputable journals. Before teaching, Namin worked as a data analyst and market researcher. Aidin cares deeply about his family and students. He enjoys outdoor activities and trying new food recipes online!

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 Analytics

Sharif University of Technology
MBA Graduate Studies

Sharif University of Technology
B.S. Industrial Engineering

Accomplishments

Geraldine Rosa Henderson Early-Career Memorial Award

This prestigious award, presented by the Marketing Ethnic Faculty Association, recognizes faculty who have demonstrated excellence in teaching, research, and service within the 10 years since earning their Ph.D.

2024 MMA Master Teacher Award

This award, given by the Marketing Management Association (MMA), is considered the highest distinction in teaching for a faculty.

Fulbright US Scholar Award

Winner of Fulbright US Scholar Award. Host university is the #1 business school in Brazil. Research project is about utilizing analytics in studying healthcare disparity in Brazil.

Best 40-Under-40 Business School Professors by Poets&Quants

Selected from more than 1,500 nominations for demonstrated excellence in teaching and research.

Best Paper Award Honorable Mention

Winner of Best Paper Award Honorable Mention for a paper published in the Journal of Interactive Marketing (an AMA journal).

2023 AMA Teaching Award

This award given by the American Marketing Association (AMA) is considered the most prestigious teaching award in the marketing field and recognizes innovative excellence in marketing education for novelty, quality and demonstrated impact of pedagogical innovation that advances the discipline of marketing education.

ACRA Best Paper Award

Winner of Conference Overall Best Paper Award from American Collegiate Retailing Association (ACRA) in 2022.

ACME Teaching Innovation Award

Winner of the Teaching Innovation Award from ACME in 2020. This is a competitive national teaching award for marketing educators.

AMS and AFM Grant Awardee

Received a grant from the Academy of Marketing Science (AMS) & Association Française du Marketing (AFM), 2020.

Thought Leader in Retailing Research

Recognized as a Thought Leader in Retailing Research by the Retailing Thought Leadership Conference in 2019, sponsored by AMA Retailing and Pricing SIG.

LMU Ascending Scholar Award

Recipient of 2019 Ascending Scholar Award for excellence in research at Loyola Marymount University

Best Paper Award for Analytics and Big Data

The 2018 Palgrave Macmillan Best Paper Award for Analytics and Big Data from the Journal of Marketing Analytics.

Marketing EDGE Best Paper Winner in Analytics

Marketing EDGE Best Paper Winner in Analytics. 2018 Society for Marketing Advances Conference

2018 Paul R. Lawrence Award

2018 Paul R. Lawrence Award from the Case Research Foundation. This award is given to only five junior faculty across the globe every year.

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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