

Saeed Shekari

Ph.D. Candidate (ABD) Marketing, MBA, B.Sc. (Eng)

1280 Main Street West, DSB A210, Hamilton, L8S 4M4, Ontario, Canada

Email: sshekari@mcmaster.ca

Cell: +1 - (289) 922 - 9130

Education

Ph.D. Candidate (ABD)
Business Administration – Marketing

McMaster University
DeGroote School of Business
(AACSB),
Hamilton, Ontario, Canada
Sep 2010- Present
(Proposal Defended in March 2016)

Dissertation Title: *Product Performance and Contracts in Multi-component System Industries: Theory and Evidence*

Master of Business Administration

Sharif University, 2006-2009

Dissertation Title: *Critical Barriers to Successful Strategy Implementation*

B.Sc. Mechanical Engineering

University of Tehran, 1993-1997

Papers

- 1) “From Product Monitoring to Product Performance”, ASAC Conference Proceeding, May 2017, vol. 38, pp 42-63.
- 2) “Managing Product Performance Contracts for Multi-Component Systems: Disputes and Monitoring in the IOT age”, Shekari S., Ray S., In review process in Journal of Marketing – Being revised for resubmission to JM.
- 3) “The Impact of Product Monitoring Technology on OEM-Supplier Contracts in Multi-Component Systems”, white paper forthcoming in Supply Chain Management Association Canada outlet, July 2017.
- 4) “Vertical Governance meets strategy: Impact on OEM product Performance”, Shekari S., Ray S., work in progress
- 5) “Understanding OEM warranties in Industrial Markets”, Shekari S., Ray S., work in progress

Curriculum Vitae

Saeed Shekari, Ph.D. Candidate (ABD), MBA, B.Sc.(Eng)

Ph.D. Dissertation Abstract

This dissertation will investigate how Product Performance Contracts are organized in multi-component systems contexts that proliferate contemporary OEM industries. The last two decades have seen a big change in both practice as well as the product engineering technologies that form the ecosystem within which suppliers and vendors negotiate the scale and scope of their transaction contracts. While we have seen the focus of industrial procurement move from specifications based contracts to performance based contracts, we are also witnessing a burgeoning technological capability that allows remote monitoring of product performance. These capabilities are part of the interconnectivity driving the much touted Internet of Things (IOT) technology and at the heart of the Industrial Big Data ecosystem. The dissertation will attempt to understand how OEMs and their suppliers organize their transactions in these contexts by exploring the role of transaction costs, strategic capabilities and firm strategy. In particular, we will look at the role of transaction costs elements, specifically ex-post disputes and monitoring, in determining the granularity of contracts between the OEM and the suppliers. This dissertation will also investigate how contracts, investments in strategic capabilities like monitoring technology and the overall firm strategy interact to determine the firm performance. Methodologically, this dissertation proposes to use a combination of field work, mathematical modeling, conceptual theory building, and empirical analysis of primary data about firm practices.

Peer Reviewed Conference Presentations

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| May 2017 | <i>“Disputes and Monitoring in IOT age: Implications for Contracts and Performance in Multi-component systems Industries”</i> , ET Symposium, McGill University, Montreal |
| May 2017 | <i>“From Product Monitoring to Product Performance”</i> , Administrative Sciences Association of Canada (ASAC) Conference, HEC, Montreal |
| Oct 2016 | <i>“Monitoring in the IOT Age: Revamping Suppliers’ Contracts in Multi-component Systems Industries”</i> , PDMA, Atlanta |
| Aug 2016 | <i>“Disputes, Monitoring Contracts and Performance for Multi-component Systems”</i> , Summer AMA, Atlanta (BEST PAPER IN B2B TRACK) |
| Aug 2016 | <i>“Disputes and Monitoring in IOT age: Implications for Contracts and Performance in Multi-component systems Industries”</i> , ISBM, Atlanta |
| May 2016 | <i>“OEM-Supplier Contract Specificity and Product Performance in Multi-Component System Industries”</i> , (ISA) Industry Studies Association, Minnesota |
| May 2015 | <i>“Transaction Costs and Contract Specificity”</i> , 3 rd Canadian ET Symposium, University of Toronto |
| May 2014 | <i>“Antecedents of Contract Specificity”</i> , 2 nd Canadian ET Symposium, McMaster University |

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Saeed Shekari, Ph.D. Candidate (ABD), MBA, B.Sc.(Eng)

Ph.D. Courses

- Microeconomics Theory
- Econometrics I
- Econometrics II
- Research Method and Design
- Financial Economics
- Theory and Model Building
- Applied Multivariate Statistics
- Marketing Foundation, Ph.D. Seminar
- Marketing Models, Ph.D. Seminar
- Research in Marketing, Ph.D. Seminar
- Marketing Strategy, Ph.D. Seminar

Honours and Awards

May 2016	5 th ET Symposium Travel Award, CAD 800
Oct 2016	ISBM Doctoral Dissertation Award Finalist
Aug 2016	Best Paper in B2B Track in Summer AMA
Aug 2016	Session chair in B2B Track in Summer AMA
Apr 2016	Codère SCMA Doctoral Thesis Scholarship (Supply Chain Management Association, Canada), CAD 7,500
2014	Academic Leadership Award, McMaster University, CAD 250
2013	Ontario Graduate Scholarship, CAD 15,000
2012	ISBM Ph.D. Camp Fellow, Chicago
2010-2015	McMaster University Scholarship, CAD 45,000

Courses Taught

Spring 2017	<i>Undergraduate:</i> Introduction to Marketing – McMaster University
Winter 2017	<i>Undergraduate:</i> Communication in Business Environment – Brock University
Fall 2016	<i>Graduate:</i> Marketing of High-Technology Products and Innovations – Brock University
Fall 2014	<i>Undergraduate:</i> Introduction to Marketing – McMaster University

Teaching Skills Development

Winter 2013	Participated in EDU 750 course at McMaster University. This is an elective course to develop teaching and student supervision skills.
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Course Development

Fall 2016	<i>Graduate:</i> Created a new course outline for “MBAB 5P60 - Marketing of High-Technology Products and Innovations” using a combination of lectures and case studies to deliver an MBA course in Brock University.
Fall 2014	<i>Undergraduate:</i> 2MA3- Introduction to Marketing – Redesigned the course outline and syllabus to deliver an up-to-date course in McMaster University.

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Contributions to Practice and Community

2014 to 2017	Supervised and coached undergraduate student teams to develop marketing strategy plans for more than 68 small business enterprises in the Hamilton and Greater Toronto Area, as a part of community engagement of the marketing application course.
Summer 2015	VIV workshop- Assisted and Participated in educating managers of 20 local companies on the new findings in the realm of component tracking and its consequences in the marketing practices in business to business context, McMaster University.
2014-2015	Helped with organizing the second Canadian Empirical and Theoretical Symposium at McMaster University
2013-2014	Treasurer of DDSA (DeGroote Doctoral Student Association)
2012-2013	President of DDSA (DeGroote Doctoral Student Association)

Employment History

Spring 2017	Instructor – Introduction to Marketing– McMaster University
Winter 2017	Instructor –Communication in Business Environment – Brock University
Fall 2016	Instructor –Marketing of High-Technology Products and Innovations – Brock University
2015-2016	Teaching Assistant, Marketing Applications – McMaster University
Fall 2014	Instructor – Introduction to Marketing– McMaster University
2010-2014	Teaching and Research Assistant – McMaster University Consumer Behaviour (MBA) Innovation and New Products (MBA) Marketing Concepts and Applications (MBA) Retail Management (Undergraduate) Marketing Applications (Undergraduate) Business Intelligence/Marketing Analytics (Undergraduate)
2008-2010	New Product Development Consultant – SAIPA Car Manufacturing
2007-2008	Co-Founder and Marketing Manager at RTP – Engineering Firm
2005-2007	Regional Marketing Manager (Automotive Paint) – Akzo Nobel’s Franchisee
2004-2005	Regional Marketing Manager (Industrial Abrasives) – Swiss Industrial Abrasives Franchisee
1997-2004	Vehicle Integration Engineer – IKCO Car Manufacturing

Referee: Peer-Reviewed Journals and Conferences

- American Marketing Association (AMA)
- Product Development and Management Association (PDMA)
- Administrative Sciences Association of Canada (ASAC)

Software Skills

STATA, Matlab, Mathematica, SPSS, R

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Academic References

Dr. Sourav Ray	Associate Professor - Marketing	McMaster University	sray@mcmaster.ca 905-525-9140 x 22370
Dr. Ruhai Wu	Associate Professor - Marketing	McMaster University	wuruhai@mcmaster.ca 905-525-9140 x 23048
Dr. Devashish Pujari	Associate Professor - Marketing	McMaster University	pujarid@mcmaster.ca 905-525-9140 x 27635