

FACULTY RESEARCH AND EXPERTISE

FACULTY MEMBER

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BIO: Dr. Zolfagharian an associate professor and chair of the Marketing Department. His educational and professional background include business and applied anthropology. Before pursuing academia, he held managerial and consulting positions in manufacturing and international trade. He has served as department chair and provided consulting in public and private spheres. While his primary research areas are consumer behavior and services marketing, his work often delves into issues related to technology (innovation), immigrants, and culture. He has authored over 100 journal articles, book chapters, and conference proceedings.



AREAS OF EXPERTISE

- Conceptualization
- Narrative analysis
- Mini ethnography
- Survey research

RESEARCH INTERESTS

- Consumer behavior
- Services marketing
- Marketplace cultures and subcultures
- Technology

CONSULTING PROJECTS

- Better Business Bureau Business ethics award
- Mystery shopping in automotive industry
- Border crossing consumers
- City of McAllen branding
- Challenges facing the franchising sector
- Green telecommunication consumers
- End-of-life-care services