

Ahasan Harun

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ACADEMIC EMPLOYMENT

University of Texas Rio Grande Valley, Department of Information Systems, Robert C. Vackar College of Business & Entrepreneurship

Assistant Professor of Quantitative Methods (Tenure Track), August 26, 2019 - Present

EDUCATION

University of North Texas, College of Business

Ph.D. in Business, Management Science Concentration, May 2019

Minor in Logistics and Supply Chain Management

Department of Information Technology & Decision Sciences.

Sam Houston State University, Huntsville, Texas

M.S., Statistics, May 2015.

University of Dhaka, Bangladesh

B.S., Statistics, June 2004.

HONORS AND AWARDS

- University of North Texas (UNT) Graduate Student Research Award, 2018-2019.
- Alan G. Mayper Doctoral Scholarship, 2018-2019.
- *Best Conference Paper* Award at the Decision Sciences Institute Southwest Region, 2018.
- *Best Student Paper* Award at the Decision Sciences Institute Southwest Region, 2017.
- SWDSI Consortium for Doctoral Students, 2018, 2017.
- UNT Toulouse Graduate School Travel Grant, 2017-2018, 2016-2017.
- UNT COB Dean's Ph.D. Student Travel Scholarships, 2017-2018, 2016-2017.
- UNT ITDS Dept. *Best Doctoral Paper* Scholarship, 2017-2018.
- UNT Toulouse Graduate School (TGS) Summer Scholarship, 2016.
- Texas Public Educational Grant, 2016-2017.
- Deedi Prybutok MSCI Doctoral Scholarship Award, 2016-2017.

RESEARCH

PUBLICATIONS

- Boyce, L., **Harun, A.**, Prybutok, G., and Prybutok, V. “Exploring the factors in information seeking behavior: A perspective from multinational COPD online forums”. *Health Promotion International (in press)*.
- **Harun, A.**, & Rokonzaman, M. “Pursuit of loyalty in service recovery: The roles of brand equity and cognitive reappraisal as moderators”. *Journal of Retailing and Consumer Services*, Vol 62, 2021.
- Rokonzaman, M.; Iyer, P.; **Harun, A.** “Return policy, No joke: An investigation into the impact of a retailer’s return policy on consumers’ decision making”. *Journal of Retailing & Consumer Services*. Vol 59, 2021.
- Rokonzaman, M., **Harun, A.**, Emran, M, Prybutok, V., “An investigation into the link between consumer’s product involvement and store loyalty: the roles of shopping value goals and information search as the mediating factors” *Journal of Retailing & Consumer Services*, 52 (2020), 101933.
- **Harun, A.**, Rokonzaman, M., Prybutok, G., & Prybutok, V, “Determinants of banking consumers’ engagement in post service failure positive word-of-mouth: Examining mediating mechanisms”, *International Journal of Bank Marketing*, Vol 37, No. 2, 2019, pp 621-645.
- **Harun, A.**, Rokonzaman, M., Prybutok, G., & Prybutok, V., “Influencing Perception of Justice to Leverage Behavioral Outcome: A Perspective from Restaurant Service Failure Setting”, *Quality Management Journal*, Vol. 25, No. 3, 2018, pp 112-128.
- **Harun, A.**, Prybutok, G., & Prybutok, V., “Do the Millennials in the USA Care about the Fast-Food Industry’s Involvement in Corporate Social Responsibility?” *Young Consumers*, Vol. 19, No. 4, 2018, pp 358-381.
- **Harun, A.**, Prybutok, G., & Prybutok, V., “Exploring the Service Recovery Landscape through the Lens of a Systemigram”, *International Journal of Services and Standards*, Vol. 12, No.3, 2018, pp 347-373.
- **Harun, A.**, Prybutok, G., and Prybutok, V., “Insights into the Antecedents of Fast Food Purchase Intention and the Relative Positioning of Quality”, *Quality Management Journal*, Vol. 25, No. 2, 2018, pp 83-100.
- **Harun, A.**, Rokonzaman, M., Prybutok, G., & Prybutok, V., “How to Influence the Consumer Mindset: A Perspective from Service Recovery”, *Journal of Retailing & Consumer Services*, Vol. 42, 2018, pp 65-77.
- Prybutok, G., **Harun, A.**, & Prybutok, V., “eHealth Marketing to Millennials: a View through a Systemigram” *International Journal of Electronic Healthcare*, Vol. 9, No. 4, 2017, pp 319-338.

MANUSCRIPTS UNDER REVIEW

- “Employee productivity in the age of mobile business apps”.
- “Effects of service recovery initiatives on behavioral outcomes: A conditional mediation perspective”
- “Assessing effects of electronic health service system in an emerging economy”

WORKING PAPERS

- “How to improve airline service? A perspective from text mining”
- “Arcs of influence: Assessment of unifications on supply chain strategies”
- “Comparison of machine learning algorithms for feature selection”
- “Comparison of engagement in online health communities through the lens of topic modeling”

CONFERENCE PRESENTATIONS

- **Harun, A., Rokonuzzaman, M., and Prybutok, V., “Justice Restoration After Service Failure” Proceedings Abstract & Presentation at the 50th Annual Meeting of the Decision Sciences Institute, New Orleans, Louisiana., Nov 23-25, 2019.**
- **Harun, A. and Prybutok, V., “A Health Information Seeking Behavior Framework” Proceedings Abstract & Presentation at the 50th Annual Meeting of the Decision Sciences Institute, New Orleans, Louisiana., Nov 23-25, 2019.**
- Al-Emran, M., Rokonuzzaman, M., & **Harun, A.** Impact of Cause Choice & Psychological Ownership on Consumers’ Subsequent Donation Behavior” **Society for Marketing Advances Conference, New Orleans, Louisiana, Nov 6-9, 2019.**
- **Harun, A. and Prybutok, V., “Improving Airport Services with Evaluation of Consumer Comments” Proceedings Abstract & Presentation at the Decision Sciences Institute Southwest Region Annual Conference, Houston, TX, Mar. 13-16, 2019.**
- Rokonuzzaman, M., Iyer, P., & **Harun, A., “Does a retailer’s return policy matter? An investigation on the effects of return policy leniency” Society for Marketing Advances Conference, West Palm Beach, Florida, Oct 31- Nov. 3, 2018.**
- **Harun, A., Rokonuzzaman, M., & Prybutok, V., “Customer Mindset after Service Failure” Proceedings Abstract & Presentation at the 49th Annual Meeting of the Decision Sciences Institute, Chicago, IL, Nov 17-19, 2018.**
- **Harun, A. “Avoiding Double Whammy in case of Service Failure”, Proceedings Abstract & Presentation at the Decision Sciences Institute Southwest Region Annual Conference, Albuquerque, NM, Mar. 7-10, 2018.**

- **Harun, A.** “Behavioral Examination of Inventory Risk Effects on Channel Competency: An Empirical Study”, **Proceedings Abstract & Presentation at the Decision Sciences Institute Southwest Region Annual Conference**, Albuquerque, NM, Mar. 7-10, 2018.
- Prybutok, G., **Harun, A.**, and Prybutok, V., “Insight into eHealth Communications: A Perspective for the Millennials,” **Proceedings Abstract & Presentation at the 48th Annual Meeting of the Decision Sciences Institute**, Washington, D.C., Nov 18-20, 2017.
- **Harun, A.**, Rokonuzzaman, M., and Prybutok, V., “Service Failure Recovery Strategies from the Consumer Perspective,” **Presentation at the INFORMS Annual Meeting**, Houston, TX, Oct 22-25, 2017.
- Jiang, J., Rokonuzzaman, M., Baithalmal, M., **Harun, A.**, and Prybutok, V., “Understanding Factors Affecting Fast Fashion Product Purchase Intention,” **Proceedings Abstract & Presentation at the Decision Sciences Institute Southwest Region Annual Conference**, Little Rock, AR, Mar. 8-11, 2017.
- **Harun, A.** “Insights into behavior of the Newsvendor Problem with Compound Poisson Demand,” **Proceedings Abstract & Presentation at the Decision Sciences Institute Southwest Region Annual Conference**, Little Rock, AR, Mar. 8-11, 2017.
- **Harun, A.** “Does Corporate Social Responsibility Influence Consumer Mindset?” **Proceedings Abstract & Presentation at the Decision Sciences Institute Southwest Region Annual Conference**, Little Rock, AR, Mar. 8-11, 2017.
- Rokonuzzaman, M., **Harun, A.**, and Prybutok, V., “Interaction Effect of the Marketing Mix Elements on Purchase Intention: A Causal Study,” **Proceedings Abstract & Presentation at the Decision Sciences Institute Southwest Region Annual Conference**, Little Rock, AR, Mar. 8-11, 2017.
- Dinulescu, C., **Harun, A.**, and Prybutok, V., “Supply Chain Risk Evaluation through Analytics of Corporate Disclosures,” **Presentation at the 47th Annual Meeting of the Decision Sciences Institute**, Austin, TX, Nov 19-22, 2016.
- Dinulescu, C., **Harun, A.**, and Prybutok, V., “An Insight into Outcomes of Thoracic Surgery through Data Mining Approaches,” **Presentation at the 47th Annual Meeting of the Decision Sciences Institute**, Austin, TX, Nov 19-22, 2016.
- **Harun, A.** and Prybutok, V., “Exploring the Dynamics between Corporate Social Responsibility and Buying Behavior,” **Presentation at the 47th Annual Meeting of the Decision Sciences Institute**, Austin, TX, Nov 19-22, 2016.
- **Harun, A.** “Influences of Risk Attitude and Emotional Stability in Newsvendor Decisions”, **Proceedings Abstract & Presentation at the Decision Sciences Institute Southwest Region Annual Conference**, Oklahoma City, OK, Mar. 9-11, 2016.

PROFESSIONAL SERVICE

❖ Services at UTRGV

Regarding services, I have expanded my activities both within & beyond the university. Some of the specific service activities are listed below:

- Member of dept. curriculum committee
- Member of dept. PhD committee
- Member of two department search committees (tenure track & 3-year)
- Member of dept. annual review committee (for lecturers)

❖ Review activities

- Reviewer for the Journal of Retailing and Consumer services, 2021.
- Reviewer for the Journal of Consumer Marketing, 2021.
- Reviewer for the Electronic Commerce Research and Applications, 2019.
- Reviewer for the International Journal of Electronic Healthcare & Young Consumers, 2018.
- Reviewer for the Journal of Information and Knowledge Management, 2017.
- Session Chair, Decision Sciences Annual Meeting, Chicago, Illinois, 2018 & Austin, TX, 2016.

AREAS OF INTEREST

RESEARCH INTERESTS

- Empirical Research Methodologies: Machine Learning, Text Mining, Multivariate Analysis, Bayesian SEM, Econometrics, Simulation.
- Methodological Application Areas: Quality Management, Sustainable Operations, Supply Chain Analytics, Health Care Management

TEACHING INTERESTS

- Machine learning , Deep learning algorithms
- Econometrics for Business, Applied Multivariate Statistics,
- Business Research Methods, Structural Equation Modeling.

PROFESSIONAL AFFILIATIONS

- Decision Sciences Institute (DSI): Member
- Southwest Decision Sciences Institute (SWDSI): Member
- Institute of Operations Research and the Management Sciences (INFORMS): Member