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**Management/Marketing**  
**College of Business**  
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## **ACADEMIC BACKGROUND**

D.B.A. Louisiana Tech University, 2016.

M.B.A. Louisiana Tech University, 2012.

B.S. Louisiana Tech University, 2010.

## **WORK EXPERIENCE**

### **Courses Taught**

**Courses from the Teaching Schedule:** Consumer Analysis and Behavior, Data Analytics, Graduate Seminar in Business, Principles of Marketing, Personal Selling, Marketing Strategy, Marketing Analytics, Data Driven Decision Making

## **INTELLECTUAL CONTRIBUTIONS:**

### **Grid**

| Category                                        | BDS | AIS | TLS | Total |
|-------------------------------------------------|-----|-----|-----|-------|
| Articles in Refereed Journals                   | 8   |     |     | 9     |
| Articles-in-Progress (All)                      | 1   |     |     | 1     |
| Publications in Refereed Conference Proceedings | 5   |     |     | 5     |
| Presentations of Refereed Papers                | 4   |     |     | 4     |

### **Refereed Articles**

Darrat, M., Wilcox, G., Funches, V., & Darrat, M. (2016). Toward an Understanding of Causality Between Advertising and Sales: New Evidence from a Multivariate Cointegrated System. *Journal of Advertising*, 45 (1), 62-71, doi: 10.1080/00913367.2015.1083917.

Koksal, A., Darrat, M., James, K. (2021). Online Donation Behavior in Nonprofit Organizations: The Role of Congruent Processing Styles. *International Journal of Nonprofit Voluntary Sector Marketing*, <https://doi.org/10.1002/nvsm.1708>

Darrat, M., Babin, B., Darrat, A., Darrat, M., Saleh, A. (2021). Get In Where You Fit In: How Realistic Job Previews Impact Salesperson Congruence and Commitment to Values. *Marketing Management Journal* 31(2).

Darrat, A., Darrat, M., Darrat, M. (2023) Does Wanting More Lead to Losing Control? Examining the Psychological Drivers of Compulsive Buying. *Young Consumers*, 24(1), 56-73.

Darrat, M., Darrat, M., Darrat, A. (2023) The Casual Interplay between Corruption and Foreign Direct Investment: Evidence from China and India. *Asian Journal of Business Research*

Darrat, M., Darrat, M., Darrat, A., Koksai, A. (2024). The Causal Nexus between Corruption and FDI Inflows: Evidence from Five Latin American Countries. *Journal of Business and Economic Studies* 28 (1): 70–87.

Darrat, M., Darrat, M. A., Darrat, A. A., & Saleh, A. (2025). Exploring causality between tourist inflows and corruption: New evidence from Brazil and Mexico. *Tourism and Hospitality Research*, 0(0). <https://doi.org/10.1177/14673584251381481>

Darrat, M., Darrat, A., Darrat, M. (2026) Towards a more accurate assessment of the tourism-corruption nexus. *Journal of Policy in Tourism, Leisure, and Events*.

Saleh, A., Darrat, A., Darrat, M., Darrat, M. (2026) Factors Influencing Patients' Preference for Telemedicine in Physical Therapy: The Roles of Perceived Provider Expertise and Integrity. *Telemedicine and e-Health*. doi: [10.1177/15305627261487073](https://doi.org/10.1177/15305627261487073)

## Papers Under Review

Darrat, M., Babin, B., Darrat, M. (2025). "Consumer Freeloading: Conceptualizing the Freemium Mindset," Under review at *Journal of Markets & Morality*.

## Papers In Progress

Darrat, M., Babin, B., Saleh, A. (2025). "Consumer Freeloading: Scale Development and Validation," Targeted for *Journal of Business Ethics*.

Darrat, A., Darrat, M., Darrat, M., Turpin, L. (2025). "Is Materialism a Precursor to OCD and Compulsive Buying?" Targeted for *Journal of Retailing and Consumer Services*.

Darrat, M. (2025), Forecasting Retail Sales with Consumer Attitudes," Targeted for *Journal of Marketing Research*.

## Refereed Proceedings

### Full Paper

Darrat, M., Darrat, M., Zmich, L. (2024). "Exploring The Freemium Mindset: A Conceptualization Of Consumer Freeloading" presented at the American Marketing Association (AMA), 2024, St. Pete Beach, FL, February 23-25

Darrat, M., Darrat, A., & Darrat, M. (2014). A Conceptual Examination of the Differential Effects of Religiosity and Commercialization on Spiritual Consumer Attitudes. *Global Islamic Marketing Conference*, GIMAC Proceedings.

### **Abstract Only**

Meeks, M., & Darrat, M. (2017). Teaching Strategic Management and Marketing Online: Synchronous versus Asynchronous Delivery. *Southwest Decision Sciences Institute (SWDSI) Annual Conference*, SWDSI Proceedings.

Darrat, M. (2014). Price Match Guarantees: A Conceptual Examination. *Academy of Marketing Science Annual Conference*, AMS Proceedings.

## **Presentation of Refereed Papers**

### **International**

Darrat, M., Darrat, A., & Darrat, M. (2014). *A Conceptual Examination of the Differential Effects of Religiosity and Commercialization on Spiritual Consumer Attitudes*. Global Islamic Marketing Conference, Kuala Lumpur, Malaysia.

### **National**

Darrat, M. (2014). *Price Match Guarantees: A Conceptual Examination*. Academy of Marketing Science Annual Conference, Indianapolis, Indiana.

### **Regional**

Kungu, K., Osiri, J., & Darrat, M. (2017). *Relationships between Career Plateaus, Job Satisfaction, and Career Satisfaction: Moderating*. Southwest Decision Sciences Institute (SWDSI) Annual Conference, Little Rock, Arkansas.

Meeks, M. & Darrat, M. (2017). *Teaching Strategic Management and Marketing Online: Synchronous versus Asynchronous Delivery*. Southwest Decision Sciences Institute (SWDSI) Annual Conference, Little Rock, Arkansas.

## **Research Grants**

### **Funded**

2019: Koksall, A. & Darrat, M. A., LSUS - College of Business - Faculty Research and Development Grant, Collaborator. Received \$1500.

2017: Darrat, M. LSUS Faculty Research and Development Grant, Collaborator. Received \$600.

## **SERVICE:**

### **Service to the University:**

#### **Department Assignments**

#### **Assurance of Learning - Institutional Service:**

2016-2017: Assurance of Learning

#### **College Assignments**

**Faculty Advisor:**

2016-Present: Beta Gamma Sigma

**Chair:**

2017-Present: School of Business Curriculum and Standards Committee

**Member:**

2017-Present Executive Committee

2019 – Awards Committee

2016-2017: School of Business Curriculum and Standards Committee

2017-2018: Curriculum Task Force

**University Assignments****Committee Member:**

2016-2017: Graduation Commencement Committee

**Service to the Profession:****Reviewer: Conference Paper**

2017: Southwest Decision Sciences Institute (SWDSI) Annual Conference. Management and Organization Behavior Track

- Lee, L.Y. & Qomariyah, A. (2017). Managing Expatriate Knowledge Sharing Process: An Integration of Multiple Antecedents of Knowledge Sharing. Southwest Decision Sciences Institute (SWDSI) Annual Conference, SWDSI Proceedings
- Felan, J.T., Bell, J. Bajwa, N. & Beristain, M. (2017). Competitive Opportunity Index for SMEs by State: What Factors Should be Included? Southwest Decision Sciences Institute (SWDSI) Annual Conference, SWDSI Proceedings
- Kungu, K., Osiri, J., & Meeks, M. (2017), Predictors of Entrepreneurial Intentions versus Social Entrepreneurial Intentions. Southwest Decision Sciences Institute (SWDSI) Annual Conference, SWDSI Proceedings

**Faculty Development:****Instructional-Related Conference**

2017: NRF Retail's Academic Symposium.

2014: Marketing Management Association Fall Educators' Conference. Participated in the Doctoral Student Teaching Consortium

**Professional Seminars / Workshops**

2013: American Marketing Association Annual Conference.