

Mohsen Foroughifar

✉ mforough@andrew.cmu.edu ✉ mohsen.foroughifar@gmail.com

Employment

Assistant Professor, Tepper School of Business, Carnegie Mellon University	05/2025 - now
Associate, Analysis Group, Montreal	01/2025 - 05/2025
Independent Consultant, Keystone AI	08/2024 - 01/2025
Sessional Lecturer, Department of Management, University of Toronto Mississauga	09/2024 - 12/2024
Research Assistant, Rotman School of Management, University of Toronto	09/2023 - 08/2024

Education

University of Toronto, Toronto, Canada Ph.D., Management (Quantitative Marketing and Economics)	2017 - 2023
University of Tehran, Tehran, Iran M.Sc., Economics, 2016 B.Sc., Electrical Engineering, 2014	2010 - 2016

Research Interests

Algorithmic Pricing, Empirical Industrial Organization, Sharing Economy, Advertising, Behavioural Economics

Publications

- "Barriers to AI Inputs: Implications for Competition and Innovation", with Lee Tiedrich and Jimmy Royer, Accepted at *Management and Business Review*, 2025.
- "Dynamic Regional Effects of Monetary Policy on Employment in Iran (TVP-FAVAR Approach)", with Sajjad Barkhordari, *Quarterly Journal of Applied Theories of Economics*, 6(4), 109–136, 2020.
- "Diagnosis of Sleep Apnea Based on Fractal Variability Analysis of EEG Signals in Patients with Obstructive Sleep Apnea", with Peyman Nazari, Tara Ghafari, Sharareh Dariani, and Mohammad R. Raoufy, *Nafas Journal*, 1(4), 8–15, 2015.
- "Predicting the Apnea by non-linear Analysis of EEG in Patients with Sleep Apnea", with Peyman Nazari and Mohammad Reza Raoufy, *Somnologie* 19 (Suppl 1), 19, 2015

Working Papers

- "The Challenges of Deploying an Algorithmic Pricing Tool: Evidence from Airbnb", with Nitin Mehta
Revise & Resubmit at *Marketing Science*
- "The Impact of Word of Mouth Precision and Consumer Sophistication on Firm Pricing and Profit", with David Soberman
- "Communicating Uncertainty Can Increase AI Adoption", with Rozhina Ghanavi, Ryan Webb, Avi Goldfarb
- "The Intended and Unintended Consequences of Short-Term Rental Policies on Home-Sharing Platforms: Evidence from Airbnb", with Unnati Narang
- "Errors in Learning from Others' Choices"
- "Breaking Barriers: When Should Ads Be Inclusive?"

Honors & Awards

Winner, Sheth Foundation ISMS Doctoral Dissertation Award	2023
Honorable Mention, MSI Alden G. Clayton Doctoral Dissertation Proposal Award	2023
Finalist, ASA Statistics in Marketing Doctoral Dissertation Research Award	2023
BEAR/BI-Org Research Grant (\$6,500)	2022
TD Management Data and Analytics Lab Research Grant (\$7,000)	2021
Shankar-Spiegel Dissertation Proposal Award (runner-up)	2021
AMA-Sheth Foundation Doctoral Consortium Fellow	2021
ISMS Doctoral Consortium Fellow	2020
Behavioural Economics in Action at Rotman Research Award (\$7,500)	2018

Invited Talks and Presentations

2026: Columbia University (CBS - scheduled)

2025: American Statistical Association (ASA) Marketing Section Seminars, Marketing Science Doctoral Consortium Panel (Washington D.C.), Stanford University (GSB), Workshop on Information Technologies and Systems

2024: Empirical and Theoretical Symposium (SFU), Summer Institute in Competitive Strategy (Berkeley), Imperial College London, INSEAD

2023: Empirical and Theoretical Symposium (Queen's), Doctoral Workshop on the Economics of Digitization (HEC Liège), Munich Summer Institute (LMU), ZEW Conference on the Economics of ICT (Manheim), Rotman Young Scholar Seminar

2022: Cornerstone Research, University of Ottawa (Telfer), Erasmus University Rotterdam (School of Economics), Carnegie Mellon University (Tepper), University of California Davis (GSM), New York University (Stern), University College London (SoM), Tulane University (Freeman), City University of New York (Baruch), University of Houston (Bauer), University of Virginia (Darden), Cornell University (Johnson), Hong Kong University of Science and Technology, Concordia University (Molson), University of British Columbia (Sauder), Queen's University (Smith), TD-MDAL Research Roundtables (Toronto)

2021 and earlier: Marketing Science Conference (2021 Rochester, 2020 Duke, 2019 Rome), Rotman (Marketing brown bag), BEAR Research Retreat (Toronto), Sleep and Breathing Conference (Barcelona)

Teaching Experience

Instructor (Carnegie Mellon University) 2026 (scheduled)
Business Computing (Undergrad)

Instructor (University of Toronto) 2024
Principles of Marketing (Undergrad)

Professional Services

Associate Editor for Academic Journals 2026 - present
Decision Sciences Journal

Ad-hoc Reviewer for Academic Journals 2023 - present
International Journal of Research in Marketing
Production and Operations Management
PNAS Nexus
Journal of Public Policy and Marketing
Management and Business Review

Reviewer/Program Committee for Academic Conferences 2025 - present

Workshop on Platform Analytics (WoPA)
Workshop on Information Technologies and Systems (WITS)

Reviewer for Academic Awards

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition

2025 - present