Mohsen Foroughifar

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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	2017 - 2023
Ph.D., Management (Quantitative Marketing and Economics)	

University of Tehran, Tehran, Iran	2010 - 2016
M.Sc., Economics, 2016	
B.Sc., Electrical Engineering, 2014	

Research Interests

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

Publications

- "The Impact of Word of Mouth Precision and Consumer Sophistication on Firm Pricing and Profit", *with David Soberman*, Conditionally Accepted at *International Journal of Research in Marketing*, 2026

- "Barriers to AI Inputs: Implications for Competition and Innovation", with Lee Tiedrich and Jimmy Royer, *Management and Business Review*, 5(4), 16-26, 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**

- "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	2022
TD Management Data and Analytics Lab Research Grant	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	2018

Invited Talks and Presentations

2026: Columbia University (CBS), UTD Bass Conference (Dallas), AI in Management Conference (USC), Behavioral IO & Marketing Symposium (Michigan)

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

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

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: New York University (Stern), Cornell University (Johnson), Carnegie Mellon University (Tepper), University College London (SoM), University of Virginia (Darden), University of British Columbia (Sauder), University of Houston (Bauer), Cornerstone Research, University of California Davis (GSM), Erasmus University Rotterdam (School of Economics), University of Ottawa (Telfer), Tulane University (Freeman), City University of New York (Baruch), Hong Kong University of Science and Technology, Concordia Univeristy (Molson), 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
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
Management Science, 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 2025 - present
MSI Alden G. Clayton Doctoral Dissertation Proposal Competition