Mohsen Foroughifar

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Employment

Assistant Professor, Tepper School of Business, Carnegie Mellon University 2025 - now
Associate, Analysis Group, Montreal 01/25 - 05/25
Independent Consultant, Keystone AI 08/24 - 01/25
Sessional Lecturer, Department of Management, University of Toronto Mississauga 09/24 - 12/24
Research and Teaching Associate, University of Toronto 07/18 - 08/24

Education

University of Toronto, Toronto, Canada 2017 - 2023
Ph.D., Management

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

Research Interests

Algorithmic Pricing, Economics of AI, Industrial Organization, Advertising

Publications

- "The Challenges of Deploying an Algorithmic Pricing Tool: Evidence from Airbnb", *with Nitin Mehta*
  Accepted at *Marketing Science*, 2026
- "The Impact of Word of Mouth Precision and Consumer Sophistication on Firm Pricing and Profit", *with David Soberman*, 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

- "Online Rating Distortion", *with Param Vir Singh*
  Major Revision at *Information Systems Research*
- "Less Traffic, More Attention? A Field Experiment on Publisher AI Summaries", *with Yichen Pan and Param Vir Singh*
- "Improving Educational Technology with Collaborative Design", *with Anuj Kumar*
- "The Intended and Unintended Consequences of Short-Term Rental Policies on Home-Sharing Platforms: Evidence from Airbnb", *with Unnati Narang*
- "Communicating Uncertainty Can Increase AI Adoption", *with Rozhina Ghanavi, Ryan Webb, Avi Goldfarb*

Work in Progress

- "More Revenue with Fewer Partners: A Field Experiment on Header Bidding Ad Auctions", *with Joy Lu and Minkyung Kim*
- "Learning from Others but Getting it Wrong", *with Ryan Webb*

Honors & Awards

Finalist, Best Student Paper Award (Yichen Pan), Conference on Information Systems and Technology	2026
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), Workshop on AI and the Future of Collaborative Innovation (NYU), Conference on Information Systems and Technology (CIST), Virtual Quant Marketing Seminar (VQMS), Conference on Digital Experimentation (MIT), Conference on AI, Machine Learning, and Business Analytics (Temple)

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-present
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, Marketing Science, Information Systems Research, 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), Conference on Information Systems and Technology (CIST), IRAIS Annual Conference on Information Systems

Conference Organizing 2026
Conference on AI and Human Decisions (CMU)

Reviewer for Academic Awards 2025
MSI Alden G. Clayton Doctoral Dissertation Proposal Competition

Tepper School of Business
Ph.D. Admission Committee, Marketing and Business Technologies Area Seminar Organizer

Media Coverage

- Neo Financial: What's the deal with all the price changes?! Is algorithmic pricing out of control?
- Engadget: X's 'open source' algorithm isn't a win for transparency