Mohsen Foroughifar

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Employment

Carnegie Mellon University, Tepper School of Business   2023 - present
Assistant Professor of Business Technologies

Education

University of Toronto, Toronto, Canada   2017 - 2023
Ph.D., Management (Quantitative Marketing)

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

Research Interests

Algorithmic Pricing, Sharing Economy, Blockchain Technology, Advertising, Industrial Organization, Behavioral Economics

Working Papers

- "The Challenges of Deploying an Algorithmic Pricing Tool: Evidence from Airbnb", *with Nitin Mehta*

- "Attention as New Currency: How Should Advertising Markets Reward Consumers for Their Attention?", *with Mengze Shi and Michelle Lu*

- "The Impact of Word of Mouth Precision and Consumer Sophistication on Firm Pricing, Profit, and Sales Volume", *with David Soberman*

- "Non-parametric Identification of Posterior and Reasoning Errors in Isolated and Social Environments"

- "Breaking Barriers: When Should Ads Be Inclusive?"

Research in Progress

- "Are Short-Term Rental Poicies Effective? Evidence from Airbnb", *with Unnati Narang*

- "Who Should Be Rewarded More? Evaluating The Effect of Reward Allocation", *with Reza Roshangarzadeh and Shervin Tehrani*

Honors & Awards

MSI Alden G. Clayton Doctoral Dissertation Proposal Award (honorable mention)	2023
ASA Statistics in Marketing Doctoral Dissertation Research Award (finalist)	2023
Sheth Foundation ISMS Doctoral Dissertation 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

Other Publications (pre-PhD)

- "Dynamic Regional Effects of Monetary Policy on Employment in Iran (TVP-FAVAR Approach)", with Sajjad Barkhordari [in Persian]
  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 [in Persian]
  Nafas Journal, 1(4), 8–15, 2015.

Invited Talks and Conferences (*online)

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)

2022: Cornerstone Research*, UOttawa, Erasmus*, CMU (Marketing & Business Technologies)*, UC Davis (Business Analytics)*, NYU*, UCL*, Tulane*, CUNY Baruch*, UHouston*, UVA*, Cornell*, HKUST*, Concordia*, UBC, Queen's, TD-MDAL Research Roundtables (Toronto)

2021: Marketing Science Conference (Rochester)*

2020: Marketing Science Conference (Duke)*, Rotman (Marketing brown bag)

2019: Marketing Science Conference (Rome), BEAR Research Retreat (Toronto)

Teaching Experience

Teaching Assistant (University of Toronto)   2018 - present

- *Master of Management Analytics program (MMA)*
  Management Analytics Practicum, Analytics in Management, Modelling Tools for Predictive Analytics, Predictive Analytics, Tools for Probabilistic Models and Prescriptive Analytics, Analytics for Marketing Strateg

- *Master of Business Administration program (MBA)*
  Data-Based Management Decisions, Statistics for Management, Managing Customer Value, Marketing Research, Global Marketing, Decision Making with Models & Data, Pricing

- *Master of Management Innovation program (MMI)*
  Prices and Markets

- *Bachelor of Commerce program (BCom)*
  Principles of Marketing, Marketing Research, Marketing and Behavioural Economics, Pricing, Foundations of AI for Management, Machine Learning for Management

Teaching Assistant (University of Tehran)   2012 - 2016

- Statistics, Game Theory, Microeconomics, Financial Economics, Calculus I, Calculus II, Probability and Statistics, Differential Equations

Other Experience

Project Coach   2019 - 2021
Master of Management Analytics Program, University of Toronto
Host Companies: Unilever, York Region, TD Bank, Scotiabank, CIBC, BMO

Computer Skills

Matlab, Python, R, Stata, C/C++, Eviews
SQL, oTree, Qualtrics, Breadboard, MouseLAB, Tobii Pro