

Mohsen Foroughifar

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Employment

Assistant Professor (tenure-track), 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
Lecturer, Department of Management, University of Toronto Mississauga	09/2024 - 12/2024
Senior Research Fellow, Rotman School of Management, University of Toronto	09/2023 - 08/2024

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, Sharing Economy, Advertising, Industrial Organization, Behavioural Economics

Publications

- "Lowering Barriers to Accessing 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*
- "Attention as New Currency: How Should Advertising Markets Reward Consumers for Their Attention?", with Mengze Shi and Michelle Lu
Reject & Resubmit at *Marketing Science*
- "The Impact of Word of Mouth Precision and Consumer Sophistication on Firm Pricing and Profit", with David Soberman
- "The Intended and Unintended Consequences of Short-Term Rental Policies on Home-Sharing Platforms: Evidence from Airbnb", with Unnati Narang
- "Breaking Barriers: When Should Ads Be Inclusive?"
- "Learning from Others but Getting It Wrong"
- "Communicating Uncertainty Can Increase AI Adoption", with Rozhina Ghanavi, Ryan Webb, Avi Goldfarb

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 (*presented by co-author)

2025: American Statistical Association (ASA) Marketing Section Online Seminars, Marketing Science Doctoral Consortium Panel (Washington D.C.), University of Illinois Urbana-Champaign*, Stanford University (GSB - scheduled)

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)

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)

Teaching Experience

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

Teaching Assistant (University of Toronto) 2018 - 2024

- *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

Professional Services

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

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