

Mansour Shahhosseini

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EDUCATION

University of Texas at Dallas

PhD, Marketing

Richardson, TX

2025 – Present

- GPA: [to be updated]

Temple University

Master of Business Research – Quantitative Marketing

Philadelphia, PA

2023 – 2025

- GPA: 4.0/4.0

Sharif University of Technology

Master of Business Administration

Tehran, Iran

2020 – 2023

- GPA: 19.1/20 (4.0/4.0)

Iran University of Science and Technology

B.S., Materials Engineering

Tehran, Iran

2016 – 2020

- GPA: 17.15/20 (3.59/4.0)

RESEARCH INTERESTS

Areas: Customer Analytics, Social Media, Unstructured Data in Marketing

Methods: Econometrics, Causal Inference, Deep Learning

PUBLICATIONS

- [1] **Shahhosseini, M.**, & Khalili Nasr, A. (2024). What attributes affect customer satisfaction in green restaurants? An aspect-based sentiment analysis approach. *Journal of Travel & Tourism Marketing*, 41(4), 472–490.

WORKING PAPERS

- Signaling Quality in Accommodation Platforms (*Under Review*)
- Experiential Story Telling (*Under Review*)
- How to Sell in Secondhand Market?

- What Makes a Movie Trailer Great?

WORK IN PROGRESS

- Customer-Guided GenAI
- Livestreamers' Hidden Value

AWARDS AND HONORS

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|--|------|
| • Research Excellence Award , Temple University | 2024 |
| • Ranked 2nd among 90 MBA Students, Sharif University of Technology | 2020 |
| • Ranked 13th in MBA National University Entrance Exam (20,000+ participants) | 2020 |
| • Ranked Top 10 in Materials Engineering Class, IUST | 2016 |
| • Ranked Top 1% in National University Entrance Exam (Konkour) | 2016 |

EXPERIENCE

- Teaching Assistant** 2020 – 2023
Sharif University of Technology
Courses: Data Analysis; Operation and Service Management; Strategic Planning; Research Methodology.
- High School and Konkour Mathematics Teacher** 2017 – 2019
Farzanegan Kharazmi

INVITED TALKS & CONFERENCES

- **What Attributes Affect Customer Satisfaction in Green Restaurants?**
 - Sharif University of Technology (October 2024)

SKILLS

- Programming Languages** Python (Deep Learning, LLMs, Selenium), STATA, R
Farsi (Native), English (Fluent)