Mansour Shahhosseini

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Education

University of Texas at Dallas   **Richardson, TX**
PhD, Marketing   *2025 – Present*

- GPA: *[to be updated]*

Temple University   **Philadelphia, PA**
Master of Business Research – Quantitative Marketing   *2023 – 2025*

- GPA: 4.0/4.0

Sharif University of Technology   **Tehran, Iran**
Master of Business Administration   *2020 – 2023*

- GPA: 19.1/20 (4.0/4.0)

Iran University of Science and Technology   **Tehran, Iran**
B.S., Materials Engineering   *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 *with Hosein Behrad* (*Under Review*)

- Experiential Story Telling *with Lily Gao, Qiong Tang, Xiangnan Zhang, Jesús Cambra, Alexander Mafael* (*Under Review*)

- Strategic Visual Disclosure and Behavioral Frictions in Secondhand Markets: A Model of Price Dispersion Beyond Quality Asymmetry *with Shervin Shahrokhi Tehrani, Monica Wadhwa*

- What Makes a Movie Trailer Great? *with Lily Gao, Xingming Yang, Qiong Tang, Xiangnan Zhang*

Selected Work in Progress

- Customer-Guided GenAI *with Shervin Shahrokhi Tehrani, Elham Yazdani*
- The Economic Value of Influencers *with Betty Ji, Shervin Shahrokhi Tehrani, Ruhai Wu*

Awards & Honors

- **Research Excellence Award**, Temple University   2024
- **Ranked 2nd** among 90 MBA Students, SUT   2023
- **Ranked 13th** in MBA National University Entrance Exam (20,000+ participants)   2020
- **Ranked Top 10** in Materials Engineering Class, IUST   2020
- **Ranked Top 1%** in National University Entrance Exam (Konkour)   2016

Experience

Teaching Assistant
University of Texas at Dallas   2025 – Now
Courses:

Sharif University of Technology   2020 – 2023
Graduate Level Courses: Data Analysis; Operation and Service Management; Strategic Planning; Special Topics in Economics; Research Methodology

High School and Konkour Mathematics Teacher   2017 – 2019
Farzanegan Kharazmi

Invited Talks & Conferences

- **The Economic Value of Influencers**
    - Marketing Dynamics Conference (May 2026) *will be presented by one of the coauthors*

- **Strategic Visual Disclosure and Behavioral Frictions in Secondhand Markets: A Model of Price Dispersion Beyond Quality Asymmetry**
    - Association of Collegiate Marketing Educators (March 2026)

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

Skills

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