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 (*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

- **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; Special Topics in Economics; 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   Python (Deep Learning, LLMs, Selenium), STATA, R
Languages   Farsi (Native), English (Fluent)