

Mohsen Foroughifar

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Education

University of Toronto, Toronto, ON, Canada 2017 - present
Ph.D., Quantitative Marketing
Committee: Nitin Mehta, David Soberman, Matthew Osborne

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

Research Interests

Applied Microeconomics, Empirical Industrial Organization, Behavioral Economics

Working Papers

- "Is More Precise Word of Mouth Better for a High Quality Firm? ... Not Always", *with David Soberman*
- "Why Are Rational Expectations Violated in Social Interactions?"

Papers in Progress

- "Algorithmic Pricing in Home-Sharing Markets: Evidence from Airbnb", *with Nitin Mehta*
- "Paying for Consumer Attention", *with Mengze Shi and Michelle Lu*
- "Are Short-Term Home-Sharing Regulations Effective? Evidence from Airbnb", *with Hojat Abdolanezhad*
- "Who Should Be Rewarded More? Evaluating The Effect of Reward Allocation", *with Reza Roshangarzadeh and Shervin Tehrani*
- "Review Distortion", *with Hojat Abdolanezhad*

Other Publications

- "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, 2014.

Presentations

2021: Marketing Science Conference (Virtual)
2020: Marketing Science Conference (Virtual), Rotman (Marketing brown bag)
2019: Marketing Science Conference (Rome), BEAR Research Retreat (Toronto)

Honors & Awards

TD Management Data and Analytics Lab Research Grant (\$7,000)	2021
AMA-Sheth Foundation Doctoral Consortium Fellow	2021
ISMS Doctoral Consortium Fellow	2020
MIT Professional Education Scholarship	2020
University of Toronto SGS Conference Grant	2019
UTGSU Conference Bursary	2019
Behavioural Economics in Action at Rotman (BEAR) Research Award (\$7,500)	2018
University of Toronto Fellowship	2017-2022
Director's Fellowship, Rotman School of University of Toronto	2017-2019
ASU Graduate Assistantship	2016
ASU Fellowship	2016
Top Student Prize, University of Tehran	2015
Iranian National Elite Foundation Award	2015
Merit-Based Scholarship, School of ECE, University of Tehran	2014

Conferences

2021: UTDallas Bass Conference, Crypto and Blockchain Economics Research (Toronto & Cornell), BI-Org Cash Transfer Programs Symposium (Toronto), ZEW Conference on the Economics of ICT (Manheim), Artificial Intelligence Measurement and Evaluation (AIME) Workshop
2020: NBER Digitization (Stanford), ZEW ICT (Mannheim), NBER Summer Institute (IT & Digitization-Urban Economics), NBER Economics of AI (Toronto), Advances with Field Experiments (Chicago), Quantitative Marketing and Economics (QME), FTC Microeconomics Conference
2019: NBER Economics of AI Young Scholars Workshop (Toronto)
2018: Frontiers in the Economics of Organizations and Markets (Toronto)
2017: Econometrics and Applied Micro Conference (Toronto)
2015: Sleep and Breathing Conference (Barcelona), International Congress of Physiology & Pharmacology (Kashan)

Work Experience

Project Coach	2019 - 2021
Master of Management Analytics Program, University of Toronto Host Companies: Unilever, York Region, TD Bank, Scotiabank, CIBC, BMO	
Data Analyst	2015 - 2016
Marketing Division, PANA Group, Tehran, Iran	
IAESTE Summer Intern	Jun 2014 - Aug 2014
Hrvatska Elektroprivreda, Osijek, Croatia	

Teaching Experience

Teaching Assistant (U of Toronto)

2018 - present

Management Analytics Practicum (MMA) \times 2
Analytics in Management (MMA)
Modelling Tools for Predictive Analytics (MMA) \times 3
Predictive Analytics (MMA)
Tools for Probabilistic Models and Prescriptive Analytics (MMA)
Analytics for Marketing Strategy (MMA)
Data-Based Management Decisions (MBA)
Statistics for Management (MBA)
Managing Customer Value (MBA) \times 3
Marketing Research (MBA)
Global Marketing (GEMBA)
Decision Making with Models & Data (GEMBA)
Prices and Markets (MMI)
Principles of Marketing (Commerce) \times 4
Marketing and Behavioural Economics (Commerce)
Predictive Analytics for Management (Commerce) \times 2

Teaching Assistant (U of Tehran)

2012 - 2016

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

Research Experience

Research Assistant to Professors *Tanjim Hossain* and *Peter Landry*

2018-2019

Research Assistant to Professor *Ryan Webb*

2018

Computer Skills

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

Graduate Courses

Economics:

Mathematics for Economists (ASU)	Andreas Kleiner
Microeconomic Analysis I (ASU)	Edward Schlee
Microeconomic Analysis II (ASU)	Alejandro Manelli
Macroeconomic Analysis I (ASU)	Gustavo Ventura, Berthold Herrendorf
Macroeconomic Analysis II (ASU)	Natalia Kovrijnykh
Econometrics I (ASU)	Seung Ahn
Econometrics II (Audited)	Adonis Yatchew, Victor Aguirregabiria
Industrial Organization I	Yao Luo
Industrial Organization II	Victor Aguirregabiria
Topics in Econometrics (Audited)	Aguirregabiria, Burda, Gu, Luo, Wan
Discrete Choice Analysis (MIT)	Moshe Ben-Akiva
Advanced Topics in the Theory of IO	Heski Bar-Isaac
Empirical Applications of Economic Theory	Eduardo Souza-Rodrigues
Methods for Empirical Microeconomics (Audited)	Arthur Blouin

Behavioural Economics
Experimental Economics

Yoram Halevy
Tanjim Hossain

Marketing:

Marketing Theory I: Consumer Behavior
The Psychology of Judgement and Decision Making
Marketing Theory II: Strategy
Current Topics in Marketing Strategy
Econometric Methods in Marketing
Methods in Quantitative Marketing (Audited)
Workshop in Marketing

Pankaj Aggarwal
Dilip Soman
Sridhar Moorthy
David Soberman
Matthew Osborne
Avi Goldfarb
Mengze Shi

Machine Learning:

Machine Learning and Data Mining (Audited)
Statistical Methods for Machine Learning (Audited)
Networks and Deep Learning (Audited)

Roger Grosse
M. Erdogdu, D. Duvenaud
Neural Networks and Deep Learning (Audited)
Roger Grosse

Other Courses:

Monte Carlo Methods (Audited)
Seminar in Network Analysis (Audited)
Computational Social Science (Audited)
Graph Theory (Audited)

Jeffrey Rosenthal
Fedor Dokshin
Ashton Anderson
Robert Mccann