

Mohsen Foroughifar

Joseph L. Rotman School of Management
University of Toronto
105 St. George Street
Toronto, ON, Canada M5S 3E6

+1 (647) 863 - 9810
mohsen.foroughifar@rotman.utoronto.ca
mohsen.foroughifar@gmail.com
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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

- "How Do Algorithmic Price Suggestions Impact 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 (3 papers - Virtual)
 2020: Marketing Science Conference (Virtual), Rotman (Marketing brown bag)
 2019: Marketing Science Conference (Rome), BEAR Research Retreat (Toronto)

Honors & Awards

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| 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, BI-Org Cash Transfer Programs Symposium (Toronto)
 2020: NBER Digitization (Stanford), ZEW ICT (Mannheim), NBER Summer Institute (IT & Digitization-Urban Economics-Real Estate), 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

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| 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
Hrvatska Elektroprivreda, Osijek, Croatia

Jun 2014 - Aug 2014

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
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:

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| 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)
Advanced Topics in the Theory of IO
Empirical Applications of Economic Theory
Methods for Empirical Microeconomics (Audited)
Behavioural Economics
Experimental Economics

Moshe Ben-Akiva
Heski Bar-Isaac
Eduardo Souza-Rodrigues
Arthur Blouin
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
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