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, Ryan Webb

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

- "The Challenges of Deploying an Algorithmic Pricing Tool: Evidence from Airbnb"
  Job Market Paper

- "The Precision of Word of Mouth, the Consumer's Ability to Recognize Precision, and Its Effect on Markets", *with David Soberman*
  Revising for Resubmission

- "Errors in Learning from Others' Choices"
  Invited for Resubmission

- "Paying for Consumer Attention", *with Mengze Shi and Michelle Lu*

Research in Progress

- "Are Short-Term Home-Sharing Regulations Effective? Evidence from Airbnb", *with Doreen Shen, Unnati Narang, and Hojat Abdolanezhad*

- "Who Should Be Rewarded More? Evaluating The Effect of Reward Allocation", *with Reza Roshangarzadeh and Shervin Tehrani*

Honors & Awards

Doctoral Completion Award, Rotman School of Management	2022
BEAR/BI-Org Research Grant ($6,500)	2022
TD Management Data and Analytics Lab Research Grant ($7,000)	2021
Shankar-Spiegel Dissertation Proposal Award (runner-up)	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 Research Award ($7,500)	2018
University of Toronto Fellowship	2017-2023
Director's Fellowship, Rotman School of University of Toronto	2017-2019
Top Student Prize, University of Tehran	2015
Iranian National Elite Foundation Award	2015

Invited Talks and Presentations

2022: TD-MDAL Research Roundtables
2021: Marketing Science Conference (Virtual)
2020: Marketing Science Conference (Virtual), Rotman (Marketing brown bag)
2019: Marketing Science Conference (Rome), BEAR Research Retreat (Toronto)

Other Publications (pre-PhD)

- "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, 2015.

Conferences

2021: Artificial Intelligence, Machine Learning, and Business Analytics (Temple), FTC Microeconomics Conference (Yale), Quantitative Marketing and Economics (UCLA), Summer Institute in Competitive Strategy (Berkeley), Bass Conference (UT Dallas), Crypto and Blockchain Economics Research (Toronto & Cornell), BI-Org Cash Transfer Programs Symposium (Toronto), ZEW ICT (Manheim), Artificial Intelligence Measurement and Evaluation Workshop (Toronto), NBER Summer Institute (IO, IT & Digitization)

2020: NBER Digitization (Stanford), ZEW Conference on the Economics of ICT (Mannheim), NBER Summer Institute (IO, IT & Digitization, Urban Economics), NBER Economics of AI (Torono), Advances with Field Experiments (Chicago), Quantitative Marketing and Economics (Chicago), FTC Microeconomics Conference (Yale)

2017-2019: NBER Economics of AI Young Scholars Workshop (Toronto), Frontiers in the Economics of Organizations and Markets (Toronto), Econometrics and Applied Micro Conference (Toronto)

Teaching Experience

Teaching Assistant (University of Toronto)   2018 - present

- *Master of Management Analytics program (MMA)*
  Management Analytics Practicum, Analytics in Management, Modelling Tools for Predictive Analytics, Predictive Analytics, Tools for Probabilistic Models and Prescriptive Analytics, Analytics for Marketing Strateg

- *Master of Business Administration program (MBA)*
  Data-Based Management Decisions, Statistics for Management, Managing Customer Value, Marketing Research, Global Marketing, Decision Making with Models & Data, Pricing

- *Master of Management Innovation program (MMI)*
  Prices and Markets

- *Bachelor of Commerce program (BCom)*
  Principles of Marketing, Marketing Research, Marketing and Behavioural Economics, Pricing, Foundations of AI for Management, Machine Learning for Management

Teaching Assistant (University of Tehran)   2012 - 2016

- Statistics I, Statistics II, Game Theory, Microeconomics, Financial Economics

- Calculus I, Calculus II, Probability and Statistics, Differential Equations

Research Experience

Research Assistant to Professors *Tanjim Hossain* and *Peter Landry*   2018-2019
Research Assistant to Professor *Ryan Webb*   2018, 2021

Other Experience

Project Coach   2019 - 2021
Master of Management Analytics Program, University of Toronto
Host Companies: Unilever, York Region, TD Bank, Scotiabank, CIBC, BMO

IAESTE Summer Intern   Jul 2014 - Aug 2014
Hrvatska Elektroprivreda, Osijek, Croatia

Computer Skills

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

References

Nitin Mehta (Co-Supervisor)
Professor of Marketing
Marketing Area Coordinator
Rotman School of Management
University of Toronto
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David Soberman (Co-Supervisor)
Professor of Marketing and Canadian National
Chair in Strategic Marketing
Rotman School of Management
University of Toronto
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Matthew Osborne
Associate Professor of Marketing
Department of Management at Mississauga
& Rotman School of Management
University of Toronto
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