

# Mohsen Foroughifar

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(last updated: May 2021)

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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

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## Research Interests

Applied Microeconomics, Empirical Industrial Organization, Behavioral Economics

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## Working Papers

- "Is More Precise Word of Mouth Better for a High Quality Firm? ... Not Always", *with David Soberman*
- "Errors in Learning from Others' Choices"

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## 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*

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## 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**

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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**

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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

\*couldn't attend due to COVID-19 travel restrictions

## **Conferences**

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**2021:** Summer Institute in Competitive Strategy (Berkeley), Bass Conference (UTDallas), 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 Workshop (Toronto), NBER Summer Institute (IO, IT & Digitization)

**2020:** NBER Digitization (Stanford), ZEW ICT (Mannheim), NBER Summer Institute (IO, 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**

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<b>Project Coach</b>	2019 - 2021
Master of Management Analytics Program, University of Toronto	
Host Companies: Unilever, York Region, TD Bank, Scotiabank, CIBC, BMO	
<b>Data Analyst</b>	2015 - 2016
Marketing Division, PANA Group, Tehran, Iran	

## Teaching Experience

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<b>Teaching Assistant (U of Toronto)</b>	2018 - present
Management Analytics Practicum (MMA) × 2	
Analytics in Management (MMA)	
Modelling Tools for Predictive Analytics (MMA) × 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) × 3	
Marketing Research (MBA)	
Global Marketing (GEMBA)	
Decision Making with Models & Data (GEMBA)	
Prices and Markets (MMI)	
Principles of Marketing (Commerce) × 4	
Marketing and Behavioural Economics (Commerce)	
Predictive Analytics for Management (Commerce) × 2	
<b>Teaching Assistant (U of Tehran)</b>	2012 - 2016
Calculus I, Calculus II, Statistics I, Statistics II, Probability and Statistics, Game Theory, Microeconomics, Financial Economics	

## Research Experience

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Research Assistant to Professors <i>Tanjim Hossain</i> and <i>Peter Landry</i>	2018-2019
Research Assistant to Professor <i>Ryan Webb</i>	2018

## Computer Skills

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

## Graduate Courses

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### **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)  
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