

# 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

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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*
- "Why Are Rational Expectations Violated in Social Interactions?"

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## 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*

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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

## Conferences

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**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

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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**  
Marketing Division, PANA Group, Tehran, Iran

2015 - 2016

**IAESTE Summer Intern**  
Hrvatska Elektroprivreda, Osijek, Croatia

Jun 2014 - Aug 2014

## Teaching Experience

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**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

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Research Assistant to Professors *Tanjim Hossain* and *Peter Landry* 2018-2019  
Research Assistant to Professor *Ryan Webb* 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)	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	Yoram Halevy
Experimental Economics	Tanjim Hossain

### **Marketing:**

Marketing Theory I: Consumer Behavior	Pankaj Aggarwal
The Psychology of Judgement and Decision Making	Dilip Soman
Marketing Theory II: Strategy	Sridhar Moorthy
Current Topics in Marketing Strategy	David Soberman
Econometric Methods in Marketing	Matthew Osborne
Methods in Quantitative Marketing (Audited)	Avi Goldfarb
Workshop in Marketing	Mengze Shi

### **Machine Learning:**

Machine Learning and Data Mining (Audited)	Roger Grosse
Statistical Methods for Machine Learning (Audited)	M. Erdogdu, D. Duvenaud
Networks and Deep Learning (Audited)	Neural Roger Grosse

### **Other Courses:**

Monte Carlo Methods (Audited)	Jeffrey Rosenthal
Seminar in Network Analysis (Audited)	Fedor Dokshin
Computational Social Science (Audited)	Ashton Anderson
Graph Theory (Audited)	Robert Mccann