

# Mohsen Foroughifar

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## Education

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University of Toronto, Toronto, Canada 2017 - present  
Ph.D., Management (Quantitative Marketing)

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

## Research Interests

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Algorithmic Pricing, Sharing Economy, Industrial Organization, Behavioral Economics

## Working Papers

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- "The Challenges of Deploying an Algorithmic Pricing Tool: Evidence from Airbnb", *with Nitin Mehta*
- "The Precision of Word of Mouth, the Consumer's Ability to Recognize Precision, and Its Effect on Markets", *with David Soberman*  
*Invited for Resubmission*
- "Errors in Learning from Others' Choices"  
*Invited for Resubmission*
- "Paying for Consumer Attention", *with Mengze Shi and Michelle Lu*

## Research in Progress

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- "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

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MSI Alden G. Clayton Doctoral Dissertation Proposal Award (honorable mention)	2023
ASA Statistics in Marketing Doctoral Dissertation Research Award (finalist)	2023
Sheth Foundation ISMS Doctoral Dissertation Award	2023
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
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 Elites Foundation Award	2015

## Other Publications (pre-PhD)

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- "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.

## Invited Talks and Presentations (\*online)

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**2023 (Scheduled):** Empirical and Theoretical Symposium for Canadian Marketing Strategy (Queen's), Doctoral Workshop on the Economics of Digitization (HEC Liège), Munich Summer Institute (LMU), Marketing Science Conference (Miami), ZEW Conference on Information and Communication Technologies (Manheim)

**2022:** Cornerstone Research\*, UOttawa, Erasmus\*, CMU (Marketing & Business Technologies)\*, UC Davis (Business Analytics)\*, NYU\*, UCL\*, Tulane\*, CUNY Baruch\*, UHouston\*, UVA\*, Cornell\*, HKUST\*, Concordia\*, UBC, Queen's, TD-MDAL Research Roundtables (Toronto)

**2021:** Marketing Science Conference (Rochester)\*

**2020:** Marketing Science Conference (Duke)\*, Rotman (Marketing brown bag)

**2019:** Marketing Science Conference (Rome), BEAR Research Retreat (Toronto)

## Teaching Experience

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### 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

## Other 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