

Mohsen Foroughifar

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Employment

Assistant Professor, Tepper School of Business, Carnegie Mellon University	05/2025 - present
Associate, Analysis Group, Montreal	01/2025 - 05/2025
Independent Consultant, Keystone AI	08/2024 - 01/2025
Lecturer, Department of Management, University of Toronto Mississauga	09/2024 - 12/2024
Senior Research Fellow, Rotman School of Management, University of Toronto	09/2023 - 08/2024

Education

University of Toronto, Toronto, Canada Ph.D., Management (Quantitative Marketing and Economics)	2017 - 2023
University of Tehran, Tehran, Iran M.Sc., Economics, 2016 B.Sc., Electrical Engineering, 2014	2010 - 2016

Research Interests

Algorithmic Pricing, Sharing Economy, Advertising, Industrial Organization, Behavioural Economics

Working Papers

- "The Challenges of Deploying an Algorithmic Pricing Tool: Evidence from Airbnb", *with Nitin Mehta*
Revise & Resubmit at *Marketing Science*
- "Attention as New Currency: How Should Advertising Markets Reward Consumers for Their Attention?",
with Mengze Shi and Michelle Lu
Reject & Resubmit, *Marketing Science*
- "The Impact of Word of Mouth Precision and Consumer Sophistication on Firm Pricing and Profit", *with David Soberman*
- "Breaking Barriers: When Should Ads Be Inclusive?"
- "Non-parametric Identification of Posterior and Reasoning Errors in Isolated and Social Environments"

Research in Progress

- "Communicating Uncertainty Can Increase AI Adoption", *with Rozhina Ghanavi, Ryan Webb, Avi Goldfarb*
- "Are Short-Term Rental Policies Effective? Evidence from Airbnb", *with Unnati Narang*

Honors & Awards

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
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
Behavioural Economics in Action at Rotman Research Award (\$7,500)	2018

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.

Invited Talks and Conferences

2025: American Statistical Association (ASA) Marketing Section Online Seminars

2024: Empirical and Theoretical Symposium (SFU), Summer Institute in Competitive Strategy (Berkeley), Imperial College London, INSEAD

2023: Empirical and Theoretical Symposium (Queen's), Doctoral Workshop on the Economics of Digitization (HEC Liège), Munich Summer Institute (LMU), ZEW Conference on the Economics of ICT (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 and earlier: Marketing Science Conference (2021 Rochester, 2020 Duke, 2019 Rome), Rotman (Marketing brown bag), BEAR Research Retreat (Toronto)

Teaching Experience

Instructor (University of Toronto)
Principles of Marketing (Undergrad)

2024

Professional Services

Ad-hoc Reviewer

International Journal of Research in Marketing, Production and Operations Management, PNAS Nexus