

## Curriculum Vitae – Spring 2024

Family name: MOHSENIN  
Given name: Shahryar  
Gender: male  
Date of birth: 23/12/1986  
Citizenship: Iran  
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### Qualifications

#### **Sep 2019 – Jan 2024**

*Bocconi University, Milan, Italy*

*Ph.D. Student in Business Administration and management (Major: Marketing) (a 4-year program)*

#### **Sep 2010 – Nov 2012**

*Tehran University, Tehran, Iran*

*MSc. In Business Administration (Marketing Management) (a 2-year Program)*

#### **Sep 2005 – Sep 2009**

*Karaj Azad University, Alborz, Iran*

*BSc. in Industrial Engineering (major: Industrial Production) (a 4-year program)*

### Awards and Scholarships

- *AMA-Sheth Doctoral Consortium Fellow, Manchester, UK*
- *Best Presentation Award, 8th Mediterranean Consumer Behavior Symposium*
- *Junior Research Grant (€10,000)*
- *PhD Fellowship in Business Administration and Management Program Marketing Department, Bocconi University, Italy, 2019 – 2024*

### Research Interests

- *Judgment and decision making*
- *Information processing*
- *Voice technology*
- *Heuristics and biases*
- *Textisms*

### Working Papers

**Mohsenin, Shahryar**, and Kurt P. Munz, “Disfluency Increases Reliance on Heuristic Cues in Consumer Choice,” (dissertation essay #2), Invited for the 2nd round review at **Journal of Consumer Research**. Job Market Paper.

## Publications

**Mohsenin, Shahryar**, and Kurt P. Munz (2024), "Gender-Ambiguous Voices and Social Disfluency," *Psychological Science*, <https://doi.org/10.1177/09567976241238222> (dissertation essay #1).

## Prior to PhD Publications

- **Mohsenin, Sh.**, Sharifsamet, S., Esfidani, M. R., & Skoufa, L. A. (2018). Customer decision-making styles as a tool for segmenting digital products market in Iran. *Journal of Islamic Marketing*, 9(3), 560-577.
- **Mohsenin, Sh.**, Ojaki, A. A., & Shafiei, A. (2017) *Marketing 4.0: From traditional Marketing to Digital Marketing*. (Authors: Philip Kotler, et al, 2016), Translated back to Persian, Mehraban book publishers.
- **Mohsenin, Sh.**, & Esfidani, M. R. (2013). *Structural Equation Modeling with Smart-PLS*, Tehran, Iran: Mehraban book publishers.
- **Mohsenin, Sh.**, & Esfidani, M. R. (2012). *Structural Equation Modeling with LISREL (2nd Ed.)*. Tehran, Iran: Mehraban book publishers

## Work Experience

- **Sep 2016 – Aug 2019** Full time job at Maat Full-Service Advertising and Marketing Agency  
Marketing manager and Advertising Strategist.
- **Nov 2014 – Oct 2016** Full time job at Segal Business Solutions Union  
Customer Insights Consultant
- **January 2014 – April 2016** Full time job at Kalleh Dairy Co (SOLICO Group)  
Marketing specialist

## Teaching Interests

- Marketing communications
- Marketing research
- Consumer behavior
- Marketing and data analysis
- Consumer insights
- Principles of Marketing

## Teaching Experiences

- Spring 2024, **Consumer Insights (BBA)**, Invited lecturer
- Fall 2022, **Marketing Communication (BBA)**, Teaching Assistant
- Spring 2022, **Marketing Research Skills (BBA)**, Teaching Assistant
- Fall 2021, **Understanding Consumer (BBA)**, Teaching Assistant

## Language Skills

- Persian Mother tongue
- English (IELTS C1 Dec 2018)

## IT Skills

- Microsoft office: Excel, Word, Power Point, Visio (Superior)
- Data analysis: SPSS (Advanced), LISREL (Superior), Smart-PLS (Superior), MAXQDA (Intermediate), Stata (Beginner)
- Project management tools: Microsoft Project or MSP Project (Intermediate)
- Coding: Python (Beginner), JavaScript (Intermediate), HTML (Beginner)