

Curriculum Vitae – Spring 2021

Family name: Mohsenin
Given name: Shahryar
Gender: male
Date of birth: 23/12/1986
Citizenship: Iranian
email address: shahryar.mohsenin@phd.unibocconi.it

Qualifications

Sep 2019 – Current

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

- *PhD Fellowship in Business Administration and Management Program Marketing Department, Bocconi University, Italy, 2019 – Current*
- *Exempted from the Ph.D. nationwide entrance exam in Business Management as a recognition award for excellent academic performance*
- *Ranked 2nd among M.Sc. graduate students of MBA, Ranked 1st in Marketing Major, Management Faculty, University of Tehran, Tehran, Iran.*
- *Best Marketing Manager of the years 2017-18 and 2018-19, Maat Full-Service Advertising Agency.*

Research Interests

- *Consumer Behavior*
- *Judgment and Decision Making*
- *Information Processing*
- *Technology Consumption*
- *Consumer Psychology*

Published Papers

- **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.

Working Papers

- **Mohsenin, Sh.**, & Munz, K. P. *Social-Processing Fluency in Voice-Based Interactions (data gathering)*

Other Publications

- **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.

January 2014 – April 2016 Full time job at Kalleh Dairy Co (SOLICO Group)
Brand and Marketing Specialist

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)*