

# SHAHRYAR MOHSENIN

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## EDUCATION

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<b>Bocconi University</b> Ph.D. in Marketing (Consumer Behavior) <i>Dissertation Committee:</i> Kurt Munz (Chair), Vicki Morwitz, Hean Tat Keh	2021 - 2024
<b>Bocconi University, Italy</b> M.Phil.	2019 - 2021
<b>University of Tehran</b> Master of Business Administration	2010 - 2012
<b>Tehran Azad University</b> B.Sc. in Industrial Engineering	2005 - 2009

## RESEARCH INTERESTS

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### Research Areas

Judgement and Decision Making, Information Processing, Disfluency, Voice Technology, Heuristics, Brand Linguistics

### Research Methods

Online Platform Studies; Lab and Field Experiments; A/B Testing

## PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

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**Mohsenin, Shahryar** and Kurt P. Munz (2024), "Gender-Ambiguous Voices and Social Disfluency," *Psychological Science*, 35 (5), 543 – 557. [[Link](#)]

**Mohsenin, Shahryar** and Kurt P. Munz, "Disfluency Increases Reliance on Heuristic Cues in Consumer Choice," Under 2<sup>nd</sup> round review at *Journal of Consumer Research*. [[Job Market Paper](#)]

## MANUSCRIPTS IN PREPRATION AND WORKS IN PROGRESS

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**Mohsenin, Shahryar** "Abbreviated brand names," Six studies completed, Manuscript in preparation for submission to *Journal of Marketing*

**Mohsenin, Shahryar**, Kurt P. Munz, and Hean Tat Keh, "Historical Price Fluctuation and Purchase Decision: The Role of Our Perception," Four studies completed, data collection in progress, targeting *Journal of Marketing Research*

**Mohsenin, Shahryar** and Amir Sepehri, "Textism Writing Style," data analysis in progress, targeting *Journal of Marketing Research*

**Mohsenin, Shahryar** and Amir Sepehri, "Abstract Mental Representations with Horizontal Images," data collection in progress, targeting *Journal of Personality and Social Psychology*

## HONORS AND AWARDS

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AMA-Sheth Doctoral Consortium Fellow	2024
Honorable mention by the <i>Psychology of Technology</i> dissertation award	2024
Best Presentation Award, 8 <sup>th</sup> Mediterranean Consumer Behavior Symposium	2022
Bocconi Junior Research Grant (€10,000)	2021
Bocconi Dean's Fellowship	2019
Elite Grant of Iran's National Elites Foundation, Iran	2012
Graduated as ranked 1 <sup>st</sup> , Marketing Department, University of Tehran, Iran	2012
University of Tehran's Scholarship	2010

## CONFERENCE AND SEMINAR PRESENTATIONS

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### “Gender-Ambiguous Voices and Social Disfluency”

- 2023 Association of Consumer Research, Seattle, WA, USA
- 2023 European Association of Consumer Research, Amsterdam, Netherlands
- 2022 Society for Judgment and Decision-Making, Virtual (poster presentation)

### “Disfluency Increases Reliance on Heuristic Cues in Consumer Choice”

- 2024 Australian & New Zealand Marketing Academy, Tasmania, Australia
- 2024 Research Seminar, Melbourne University, Australia
- 2024 AMA-Sheth Foundation Doctoral Consortium, Manchester, UK
- 2024 Research Seminar, Birmingham Business School, UK
- 2023 Research Seminar, ESSEC Business School, Paris, France
- 2023 Research Seminar, Adelaide University, Adelaide, Australia
- 2023 Research Seminar, PhD Days, Bocconi University, Italy
- 2022 Mediterranean Consumer Behaviour Symposium, IE Business School, Spain
- 2022 Research Seminar, PhD Days, Bocconi University, Italy

### “Historical Price Fluctuation and Purchase Decision: The Role of Our Perception”

- 2023 Research Seminar, Monash University, Melbourne, Australia

## PUBLICATIONS PRIOR TO PHD

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### Book Translation

Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. Translated by **Shahryar Mohsenin**, Ali Ojaki, and Ava Shafie. Tehran, Iran: Mehraban Nashr Pub.

### Book Author

**Mohsenin, Shahryar** and Mohammad. R. Esfidani (2014), “*A Primer on Partial Least Square on Structural Equation Modeling with Smart-PLS (Tutorial)*,” Tehran, Iran: Mehraban Nashr Pub.

**Mohsenin, Shahryar** and Mohammad. R. Esfidani (2012), “*A Primer on Structural Equation Modeling with LISREL (Tutorial)*,” (2nd ed.). Tehran, Iran: Mehraban Nashr Pub.

## TEACHING INTERESTS

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Consumer Behavior; Marketing Communication; Marketing and Data Analysis; Marketing Research; Principles of Marketing

## TEACHING EXPERIENCE

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<b>Instructor</b>	Spring 2024
“Consumer Insights (BBA),” Bocconi University, co-lecturer, evaluation score: 8.66/10	
<b>Teaching assistant</b>	
“Marketing Communication (BBA),” Bocconi University	Fall 2022
“Marketing Research Skills (BBA),” Bocconi University	Spring 2022
“Understanding Consumer (MBA),” Bocconi University	Fall 2021

## PROFESSIONAL AFFILIATIONS

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Society for Judgment and Decision Making (SJDM)  
American Marketing Association (AMA)  
Society for Consumer Psychology (SCP)

## NON-ACADEMIC WORKING EXPERIENCE

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<b>Maat Advertising Agency</b> Digital Marketing and Advertising Manager	Feb 2017 – Jul 2019
<b>Segal Business Solutions Union</b> Customer Insights Consultant	Nov 2014 – Oct 2016
<b>Kaleh Dairy Co (SOLICO Group)</b> Marketing Specialist	Nov 2012 – Oct 2014

## SERVICE TO THE PROFESSION

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<b>Conference Reviewing</b> Australian & New Zealand Marketing Academy Conference	2024
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## STATISTICAL PACKAGES

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**Software and Programing**  
SPSS, JASP, GPower, LISREL, Smart-PLS, JavaScript

**Academic Tools and Platforms**  
Qualtrics, Prolific, Connect, CloudResearch, Meta A/B Testing Platforms  
Paccora, Voicemaker, Voiceflow, Audacity, Praat

## SELECTED Ph.D. COURSES

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### Marketing

Marketing Theory	Andrea Ordanini
Marketing Strategy	Gaia Rubera
Marketing Modeling	Sungtak Hong
Consumer Behavior I	Zachary Estes
Consumer Behavior I (Audit)	Kurt Munz
Consumer Behavior II	Uri Barnea
Consumer Culture Theory	Stefania Borghini

### Strategy

Strategy	Charles Williams
Technology and Innovation Management	Paola Cillo
Entrepreneurship	Carlo Salvato

### Methods

Experimental Methods	Joachim Vosgerau
Advanced Econometrics	Alfonso Gambardella
Advanced Marketing Research	Gaia Rubera
Text Analysis	Dirk Hovy
Research Boot Camp	Thorsten Grohsjean
Regression Analysis for Business Statistics (Audit)	Sharad Borle (Online)

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## REFERENCES

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**Kurt P. Munz (Primary Advisor)**

Assistant Professor of Marketing  
Department of Marketing  
Bocconi University  
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[Kurt.munz@unibocconi.it](mailto:Kurt.munz@unibocconi.it)  
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**Vicki G. Morwitz**

Bruce Greenwald Professor of Business and Professor of Marketing  
Columbia Business School  
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795 Kravis Hall  
New York, NY 10027  
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**Amir Sepehri**

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ESSEC Business School  
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## SELECTED ABSTRACTS

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**Mohsenin, Shahryar** and Kurt P. Munz (2024), “Gender-Ambiguous Voices and Social Disfluency,” *Psychological Science*, 35 (5), 543 – 557. [[Link](#)]

Recently, gender-ambiguous (non-binary) voices have been added to voice assistants to combat gender stereotypes and foster inclusion. However, if people react negatively to such voices, these laudable efforts may be counterproductive. In five preregistered studies ( $N = 3,684$ ) we find that people do react negatively, rating products described by narrators with gender-ambiguous voices less favorably than when they are described by clearly male or female narrators. The voices create a feeling of unease, what we call social disfluency, that affects evaluations of the products being described. These effects are best explained by low familiarity with voices that sound ambiguous. Thus, initial negative reactions can be overcome with more exposure.

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**Mohsenin, Shahryar** and Kurt P. Munz “Disfluency Increases Reliance on Heuristic Cues in Consumer Choice,” Under 2<sup>nd</sup> round review at *Journal of Consumer Research*. [[Job Market Paper](#)]

Marketing materials often create difficulties for consumers through elements like unconventional fonts or distracting background images, leading to “disfluency,” or a sense of difficulty processing information. Scholars disagree as to whether disfluency prompts consumers to think more carefully and systematically or to resort to simpler heuristic-based decision-making strategies. Ten experiments show that disfluency leads to more heuristic processing during consumer choices. We demonstrate that, as a consequence, consumers rely more on heuristic cues like brand names, a recommendation, or country of origin when faced with disfluency, meaningfully advancing on past research. The results also help to explain why previous research showed mixed results, noting that disfluency impacts consumer choices differently than tasks with objective answers.

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**Mohsenin, Shahryar** “Abbreviated brand names,” Six studies completed, Manuscript in preparation for submission to *Journal of Marketing*.

Brand abbreviations (e.g. IBM, KFC, Lego) are perceived less-favorably compared to their unabbreviated versions for unfamiliar brands. This is due to conceptual fluency—full names can evoke the associated product category more easily, enhancing the perceived fit between the brand and the category. However, for brands in disfavored categories (e.g. tobacco, cable television), abbreviations can be beneficial. Abbreviations can also be beneficial in categories like technology, where disfluency can signal novelty and innovation by seeming less familiar.

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**Mohsenin, Shahryar**, Kurt P. Munz, and Hean Tat Keh, “Historical Price Fluctuation and Purchase Decision: The Role of Our Perception,” Four studies completed, data collection in progress, targeting *Journal of Marketing Research*.

Consumers often make decisions based on visually presented time-varying data, such as stock and product prices. While many studies have examined effective ways to present this data, research specifically addressing the impact of visual displays on consumer judgment and decision-making remains limited. This study investigates how consumers interpret visual representations of price fluctuations and how these perceptions influence their purchasing decisions. With the rise of price-tracking websites like Keepa and CamelCamelCamel, understanding these dynamics has become increasingly important. We focused on consumers’ reactions to slight versus significant upward and downward movements in historical prices, controlling for factors such as the direction and frequency of changes, current price, and ceiling and floor price anchoring effects. Our findings indicate that perceived fluctuations in past prices negatively impact consumers’ purchase behavior, as they may infer that retailers are attempting to exploit them, thereby reducing perceived price fairness. This research enhances the scholarly understanding of visual information processing and its effects on consumer behavior, providing valuable insights for retailers and policymakers.

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