

# AMIRREZA FAGHIHINIA

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## RESEARCH INTERESTS

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SUBSTANTIVE | Sequential Word-of-Mouth, Repeat Consumption, Rating Behavior

METHODS | Lab/Field Experiments, Secondary Data

## EDUCATION

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2021—2027 (EXPECTED) Doctor of Philosophy in BUSINESS (Marketing)  
**University of Alberta** | Edmonton, Alberta  
Advisors: Dr. Sarah G. MOORE, Dr. Katie S. MEHR, and Dr. Paul R. MESSINGER  
GPA: 4.0 — PhD Candidate, Coursework Completed

2017—2020 Master of Science in BUSINESS ADMINISTRATION — MARKETING  
**University of Isfahan** | Isfahan, Iran  
Advisors: Dr. Azarnoush ANSARI and Dr. Arash SHAHIN  
GPA: 4.0 — Graduated with highest distinction

2012—2017 Bachelor of Science in MECHANICAL ENGINEERING  
**Daneshpajooan Institute of Higher Education** | Isfahan, Iran  
GPA: 4.0 — Graduated with highest distinction

## PUBLICATIONS

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### *Journals*

Sept. 2025 Park, Alexander B., Katie S. Mehr, **Amirreza Faghihinia**, “Who Shares Matters: How Review Source and Quality Change Affect Product Evaluations”, Under Review.

In progress **Faghihinia, Amirreza**, Katie S. Mehr, Sarah G. Moore, Paul R. Messinger, “Sender-Receiver Differences in Sequential Word-of-Mouth”, Manuscript In Progress.

In progress Weber, Virginia, Sarah G. Moore, Jennifer J. Argo, **Amirreza Faghihinia**, “Mikey Doesn’t Like It: Negative Feedback on Word-of-Mouth Recommendations”, Running Studies.

### *Conferences*

Oct. 2023 **Faghihinia, A.**, Moore, S. G., & Messinger P. R., “How Expressions of Gratitude Influences Psychological Ownership of Joint Consumption Experiences?”, *Association for Consumer Research Conference (ACR) 2023*. (Working Paper)

Nov. 2018 Ansari, A., **Faghihinia, A.**, “Analyzing the Effect of Strategic Pricing on Exports”, In Proceedings of *12th International Conference on Strategic Management (ICSM12)*, 19-20 November, 2018, Tehran, Iran. (In Persian language) [Link to the article’s page](#)

## SERVICE

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SEPT. 2023 | Co-President of the Business Doctoral Association | Alberta School of Business

APR. 2024 | Highlight: Initiated and organized the distribution of gratitude notes among supervisors and students

## HONORS AND AWARDS

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2021—2025	Research Assistantship Fellowship, University of Alberta,
2021—2026	PhD Program Scholarship, University of Alberta
2019	Ranked the 1 <sup>st</sup> student in the Department of Management at the University of Isfahan
2017—2019	Gifted and Talented Students Award, University of Isfahan, \$1200
2017	Full tuition waiver award for Master's study in University of Isfahan due to outstanding performance in Iranian University Entrance Exam for graduate programs
2017	Ranked in top 0.02% (19 <sup>th</sup> out of 94,434 test-takers) in Iranian University Entrance Exam for graduate programs
2016	Ranked the 1 <sup>st</sup> student in the Department of Mechanical Engineering at the Daneshpa-jooan Institute of Higher Education
2012	Ranked in top 0.6% among over 1 million participants in Iranian University Entrance Exam for undergraduate programs

## WORK EXPERIENCES

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SEPT. 2019	Dept. of Administrative Sciences & Economics, University of Isfahan   Isfahan, Iran
SEPT. 2017	<i>Research Assistant</i>
SEPT. 2014	Afarinesh Startup   Isfahan, Iran
APR. 2013	<i>Marketing Expert</i>

## SELECTED COURSEWORK (SCORES OUT OF 20)

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DOCTORATE	Consumer Behavior (A), Design and Analysis in Psychological Research I (A), Memory and Cognition (A), Advanced Social and Cultural Psychology (A), Marketing Theory (A), Experimental Methods for Behavioral Science (A), Research Methodology in Marketing (A), Marketing Models (A), Analysis of Narratives in Online Reviews (A), Mediation/Moderation/Conditional Process Analysis (A), Human Judgment And Decision Making (A), Persuasion in Social Media Ads (A)
MASTER'S	Statistical Analysis in Business Management (20), Consumer Behavior (18.5), Electronic Commerce (19), Advanced Operations Research (20), Service Marketing (19.5), Marketing Research (19), Sales Management (20), Market Analysis (18), Advanced Management Theories (19), Advanced Strategic Management (19), Industrial Marketing (19)
BACHELOR'S	Computer Programming (19), Differential Equations (19), General Mathematics 1 & 2 (19.5 & 19.5), Numerical Analysis (20), Engineering Mathematics (20), Project Control and Management (18.25)

## COMPUTER SKILLS

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R, Python, MS Office

## NON-ACADEMIC ACTIVITIES

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SINCE 2009 | REPOUSSÉ AND CHASING (the art of shaping and sculpting metal using solely chisels and hammers), have completed 12 copper artworks and displayed them in 2 exhibitions (March & August 2016)

INTERESTS | Cycling, Visual Art, Playing Piano, Dancing, Basketball, Chess

## STANDARDIZED TESTS

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SEPT. 2019 | GRE: 332 — Q: 169, V: 163, AWA: 4.0

DEC. 2019 | TOEFL iBT: 106 — R: 28, W: 27, L: 26, S: 25

## LANGUAGES

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ENGLISH	Full Professional Proficiency
FRENCH	Basic Knowledge
PERSIAN	Native Speaker
ARABIC	Basic Knowledge