
SHERVIN SHAHROKHI TEHRANI

Naveen Jindal School of Management, University of Texas at Dallas

Assistant Professor of Marketing

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EDUCATION

- | | |
|-------|---|
| Ph.D. | University of Toronto, Rotman School of Management, 2018
Marketing
<i>Committee:</i> Sridhar Moorthy (co-chair), Andrew T. Ching (co-chair), Tanjim Hossain |
| Ph.D. | University of Toronto, Department of Mathematics, 2012
Mathematics
<i>Supervisor:</i> Steve S. Kudla |
| M.Sc. | Sharif University of Technology, Iran, 2006
Mathematics |
| B.A. | University of Tabriz, Iran, 2004
Mathematics |

ACADEMIC POSITIONS

2018-Present Assistant Professor of Marketing, University of Texas at Dallas

RESEARCH INTERESTS

Marketing

Methods: Game Theory, Structural Modeling, Machine Learning, Applied Econometrics

Topics: Consumers' Choice Behavior, Digital and Cultural Market, Advertising, Retailing, Healthcare Industry

Mathematics

Arithmetic Geometry, Computational Algebra and Algebraic Geometry

PUBLISHED BOOK

1. Shahrokhi Tehrani, Shervin. On the Strict Endoscopic Part of Modular Siegel Threefolds, Scholars' Press, ISBN-10: 3639666496, 2014

PUBLICATIONS

1. Shahrokhi Tehrani, Shervin and Andrew T. Ching. "A Heuristic Approach to Explore: Value of Perfect Information," forthcoming *Management Science*, 2023
2. Moorthy, Sridhar and Shervin Shahrokhi Tehrani. "Targeting Advertising Spending and Price on the Hotelling Line," forthcoming *Marketing Science*, 2023
3. Moorthy, Sridhar, Yongmin Chen, and Shervin Shahrokhi Tehrani. "Selling your product through competitors' outlets: channel strategy when consumers comparison shop," *Marketing Science*, 37(1), 138-152, 2018.
4. Shahrokhi Tehrani, Shervin. "On the strict endoscopic part of modular Siegel threefolds," arXiv.org > math > *arXiv:1305.4313*, 2014

WORKING PAPER

1. Roshangarzadeh, Reza, TI Kim, and Shervin Shahrokhi Tehrani. "Expert's Recommendations in Product Choices: Information Sharing, Conflicts of Interest, and Consumer Protection among U.S. Kidney Disease Patients," *Major Revision, Marketing Science*
2. Jameei Osgouei, Ata, Andrew Ching, Brian Rachford, Shervin Shahrokhi Tehrani. "Estimating Position and Social Influence Effects in Online Search: An Empirical Generalized Weitzman Model," accepted in MDC, 2022, Submitted to *Marketing Science*
3. Alavi, Soogand, Shervin Shahrokhi Tehrani, and Ying Xie. "Assessing the Effectiveness of Digital Political Fundraising Ads on Meta: Ad Content, Ad Delivery Algorithm, and Impressions," *Reject and Resubmit*
4. Remi Daviet, Shervin Shahrokhi Tehrani, Sharon Shahrokhi Tehrani, A Recommendation System with Hierarchical Bayes for Large Datasets, *the draft will be available soon.*
5. Moorthy, Sridhar and Shervin Shahrokhi Tehrani. "Competitive Targeted Advertising with Price Discrimination: Comment," to be submitted to *Marketing Science*
6. Ching, Andrew T, Tanjim Hossain, Shervin Shahrokhi Tehrani, and Clarice Zhao. "How do people update beliefs? Evidence from the laboratory," accepted in UTD Bass Conference 2021 and IIOC 2021, *the draft is available upon request*
7. Nozari, Salar, Shervin Shahrokhi Tehrani, and Ying Xie. "How Post-purchase service

triggers E-WOM: A Casual Inference Approach Using R-Learner,” accepted in 2022 Conference on Artificial Intelligence, Machine Learning, and Business Analytics and 3rd AI in Management (AIM) Conference by USC-Marshall, *the draft is available upon request*

8. Jameei Osgouei, Ata, Shervin Shahrokhi Tehrani, and Andrew Ching. “Choosing Music by Your Ears or Eyes? Evidence of Rational Herding from MusicLab,” *the draft is available upon request*
9. Foroughifar, Mohsen, Reza Roshangarzadeh, and Shervin Shahrokhi Tehrani. “Who should be rewarded more? Evaluating the effect of reward allocation,” *the draft is available upon request*
10. Shahrokhi Tehrani, Shervin “The Dynamic of Online Word of Mouth in Tablet Market: User Generated Content Impact on Sales,” *the draft is available upon request*

WORKING IN PROGRESS

1. Bagheri Tirtashi, Ali, Khai Chiong, and Shervin Shahrokhi Tehrani. “Structural models of persuasion: an empirical application to video advertising”
2. Moorthy, Sridhar and Shervin Shahrokhi Tehrani. “Add-on pricing puzzle: Sophisticated vs Novice Consumers,”

HONORS AND AWARDS

- Nominated for the 2022 President's Teaching Excellence Award in Graduate/Professional Instruction, UTD, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, University of Iowa, Iowa City, 2017
- SGS Travel Grant, 2017
- Ontario Graduate Scholarship, Government of Ontario, 2015-16
- Joseph L. Rotman School of Management Scholarship, 2013-2017
- The Queen Elizabeth II Graduate Scholarship in Science & Technology, 2011
- Letter of Excellent Teaching, Department of Mechanical and Industrial Engineering, University of Toronto, Advance Topics in Mathematics, 2010
- University of Toronto research scholarship, 2007- 2011
- Clay Institute Scholarship, 2007
- European Mathematics Society scholarship for summer school, 2006

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- Rank 6 at the Iranian International Mathematics Olympiad for university students, 2004
 - Rank 4 at the Iranian M.Sc. entrance exam for universities, out of 7000+ students, 2004
 - Top Student of the University of Tabriz in Mathematics, 2000-2004
 - Rank 9 at the Iranian International Mathematics Olympiad for university students, 2003

CONFERENCE AND OTHER PUBLIC PRESENTATIONS

- Estimating Position and Social Influence Effects in Online Search: An Empirical Generalized Weitzman Model, John Hopkins University, HEC Lausanne, Lausanne Switzerland, June 2023
- Estimating Position and Social Influence Effects in Online Search: An Empirical Generalized Weitzman Model, John Hopkins University, Baltimore, USA, May, 2023
- Advertising and Price Targeting, Consumer Addressability and Firms' Strategic Responses: A Game Theory Approach, Amirkabir Business School, Online, Tehran, February, 2022
- Targeting Advertising Spending and Price on the Hotelling Line, Sharif University of Technology, Tehran, July, 2021
- How do people update beliefs? Evidence from the laboratory, Sharif University of Technology, Tehran, July, 2021
- A Heuristic Approach to Explore: Value of Perfect Information, Sharif University of Technology, Tehran, June, 2021
- How do people update beliefs? Evidence from the laboratory, 2021 Virtual Meeting of the International Industrial Organization Conference, May, 2021
- Behavior in Dynamic Learning Problem: Value of Perfect Information, 41th Marketing Science Conference, Rome, June, 2019
- A Heuristic Approach to Explore: Value of Perfect Information, Carey Business School, Johns Hopkins University, Baltimore, October, 2018
- A Heuristic Approach to Explore: Value of Perfect Information, AMA Summer Conference 2018, Boston, August, 2018
- A Heuristic Approach to Explore: Value of Perfect Information, Workshop on Multi-Armed Bandits and Learning Algorithms, Rotterdam School of Management, Erasmus

University, May, 2018

- A Heuristic Approach to Explore: Value of Perfect Information, Job Talk Presentations, USC (Marshall), University of Washington St. Louis, University of Guelph, UTD, UBC (Sauder), University of Michigan (Ross), University of Pennsylvania (Wharton), Koc University, Sabanci University, Bilkent University, Erasmus University (RSM), University of Virginia (Darden), Imperial College of London, Deakin University, September 2017-December 2017
- A Heuristic Approach to Explore: Value of Perfect Information, 39th Marketing Science Conference, USC, June, 2017
- A Heuristic Approach to Explore: Value of Perfect Information, Poster Presentation at the 5th Annual Empirical and Theoretical Symposium, Desautels School of Management, McGill University, Canada, May, 2017
- A Heuristic Approach to Explore: Value of Perfect Information, Eleventh Annual Frank M. Bass UTD-FORMS Conference, UT Dallas, March, 2017
- A Heuristic Approach to Explore: Value of Perfect Information, 1st Behavioral Industrial Organization & Marketing Symposium, University of Michigan, August, 2016
- A Heuristic Approach to Explore: Value of Perfect Information, 4th Annual Doctoral Workshop in Applied Econometrics, University of Toronto, June, 2016
- Selling Through Competitor's Outlet, TADC conference, London Business School, London, 2016
- Advertising and Price Targeting on the Hotelling Line, Poster Presentation at the 3rd Annual Empirical and Theoretical Symposium, Rotman School of Management, University of Toronto, Canada, 2015
- Selling Through Competitor's Outlet, Poster Presentation at the 2nd Annual Empirical and Theoretical Symposium, DeGroot Business School McMaster University, Canada, 2014
- Selling Through Competitor's Outlet, Marketing Bag Lunch, Rotman School, University of Toronto, 2014
- Arithmetic Geometry of Siegel Modular Forms, Gantia Lab, University of Toronto, Canada, 2011
- Local Systems on Siegel Modular Varieties and Their Cohomology, Ganita Lab, University of Toronto, Canada, 2011
- Hilbert Modular Forms and Cohomology, The Toronto-Montreal Number Theory Seminar, Fields Institute, Toronto, Canada, April 2011

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- A Classical Diophantine Problem and Modular Forms of Weight $3/2$, Ganita Lab, University of Toronto, Canada, 2009
 - Automorphic Forms of $GL(2, A)$, Lecture series, Sharif University of Technology, Tehran, Iran, 2006
 - Tate's Thesis, Lecture series, Sharif University of Technology, Tehran, Iran, 2006
 - Grobner Basis and Its Application in Algebraic Geometry, Sharif University of Technology, Tehran, Iran, 2005

GRANTS/CONTRACTS AWARDED:

- "Social Media Polarization," Principal investigator: Shervin Shahrokhi Tehrani, Co-investigator(s): Soogand Alvai, Approval of IRB 20-106

DOCTORAL ADVISEMENT/DIRECTION:

- *Chair of PhD dissertation committee for the following students:*

<i>Name</i>	<i>Expected graduation date</i>	<i>First placement</i>
Ata Jameei Osgouei	Summer 2023	TBA

- *Member of dissertation committee for the following students:*

<i>Name</i>	<i>Expected graduation date</i>	<i>First placement</i>
Keyvan Kasaian	Summer 2021	Albion College
Omid Elmi	Summer 2022	PNC Financial Services
Thyagarajan	Subramanian	University of Central Florida

MASTER ADVISEMENT/DIRECTION:

<i>Name</i>	<i>Expected graduation date</i>	<i>Research Topic</i>
Anurag Sethi	Summer 2020	Unsupervised learning methods
Anu Jose	Summer 2021	Video mining in political ads
Tharun Peddisetty	Summer 2021	Video mining in mobile ads
Sandhya Subramani	Summer 2021	Topic modeling
Vamika Mehta	Spring 2023	CLV models

TEACHING EXPERIENCE***PHD LEVEL***

Year	Semester	Course number	Course name	Evaluation
2019-2021	Fall	MKT 7316.001	Marketing Model III	5/5

MASTER LEVEL

Year	Semester	Course number	Course name	Evaluation
2019	Spring	MKT/BUAN 6337.002	Predictive Analytics	4.82/5
2019	Spring	MKT/BUAN 6337.501	Predictive Analytics	4.67/5
2020	Spring	MKT/BUAN 6337.001	Predictive Analytics	4.40/5
2020	Spring	MKT/BUAN 6337.501	Predictive Analytics	4.73/5
2021	Spring	MKT/BUAN 6337.001	Predictive Analytics	4.5/5
2021	Spring	MKT/BUAN 6337.501	Predictive Analytics	4.87/5
2022	Spring	MKT/BUAN 6337.501	Predictive Analytics	4.85/5
2022	Spring	MKT/BUAN 6337.501	Predictive Analytics	4.82/5
2023	Spring	MKT/BUAN 6337.501	Predictive Analytics	4.81/5

UNDERGRADUATE LEVEL

Year	Semester	Course number	Course name	Evaluation
2021	Spring	MKT3300.002	Principles of Marketing	4.03/5

OTHER TEACHING:

1. RSM 250 H1F (Principles of Marketing) University of Toronto, 2015-2016
2. MAT 188F (Linear Algebra for Engineers) University of Toronto, 2013-2014
3. MAT 223H1F (Linear Algebra) University of Toronto, 2011-2012
4. MAT 134Y (Calculus for life Science) University of Toronto, 2011-2012
5. MAT 223H1S (Linear Algebra) University of Toronto, 2010-2011
6. MAT 196F (Calculus for Engineers) University of Toronto, 2009- 2010

ADMINISTRATIVE ROLES & MAJOR SERVICES

- Undergraduate Committee, University of Texas at Dallas, 2022-present
- PhD Admission Committee, Marketing group, University of Texas at Dallas, 2018-2021
- The Academic Advisor of Marketing Analytics Club ([MAC](#)), University of Texas at Dallas, 2018-present
- Leading the [UTD I-COM Data Science Hackathons](#) Team, University of Texas at Dallas, 2021
- Library committee representative of Math Graduate Students Association of the University of Toronto, 2008-2010
- Undergraduate representative of Mathematics Department at the University of Tabriz, 2002-2004

EDITORIAL ACTIVITIES

Ad-hoc reviewer:

Marketing Science, Management Science, Quantitative Marketing and Economics, Production and Operation Managements, International Journal of Research in Marketing, The Review of Industrial Organization