

# Mansour Shahhosseini

University of Texas at Dallas  
Naveen Jindal School of Management

 mansour.shahhosseini@utdallas.edu

 linkedin.com/in/mansourshahhosseini

 mansourshahhosseini.github.io

 github.com/MansourShahhosseini

## EDUCATION

---

### University of Texas at Dallas

*PhD, Marketing*

- GPA: [to be updated]

**Richardson, TX**

2025 – Present

### Temple University

*Master of Business Research – Quantitative Marketing*

- GPA: 4.0/4.0

**Philadelphia, PA**

2023 – 2025

### Sharif University of Technology

*Master of Business Administration*

- GPA: 19.1/20 (4.0/4.0)

**Tehran, Iran**

2020 – 2023

### Iran University of Science and Technology

*B.S., Materials Engineering*

- GPA: 17.15/20 (3.59/4.0)

**Tehran, Iran**

2016 – 2020

## RESEARCH INTERESTS

---

**Areas:** Customer Analytics, Social Media, Unstructured Data in Marketing

**Methods:** Econometrics, Causal Inference, Deep Learning

## PUBLICATIONS

---

- [1] **Shahhosseini, M.**, & Khalili Nasr, A. (2024). What attributes affect customer satisfaction in green restaurants? An aspect-based sentiment analysis approach. *Journal of Travel & Tourism Marketing*, 41(4), 472–490.

## WORKING PAPERS

---

- Signaling Quality in Accommodation Platforms with Hosein Behrad (Major Revision-European Journal of Marketing)
- Experiential Story Telling with Lily Gao, Qiong Tang, Xiangnan Zhang, Jesús Cambra, Alexander Mafael (Major Revision-Journal of Academy of Marketing Science)
- Strategic Visual Disclosure and Behavioral Frictions in Secondhand Markets: A Model of Price Dispersion Beyond Quality Asymmetry with Shervin Shahrokhi Tehrani, Monica Wadhwa
- What Makes a Movie Trailer Great? with Lily Gao, Xingming Yang, Qiong Tang, Xiangnan Zhang

## SELECTED WORK IN PROGRESS

---

- Customer-Guided GenAI *with Shervin Shahrokhi Tehrani, Elham Yazdani*
- The Economic Value of Influencers *with Betty Ji, Shervin Shahrokhi Tehrani, Ruhai Wu*

## AWARDS & HONORS

---

- **Research Excellence Award**, Temple University 2024
- **Ranked 2nd** among 90 MBA Students, SUT 2023
- **Ranked 13th** in MBA National University Entrance Exam (20,000+ participants) 2020
- **Ranked Top 10** in Materials Engineering Class, IUST 2020
- **Ranked Top 1%** in National University Entrance Exam (Konkour) 2016

## EXPERIENCE

---

### Teaching Assistant

*University of Texas at Dallas* 2025 – Now  
Courses: Predictive Analytics for Data Science

*Sharif University of Technology* 2020 – 2023  
Graduate Level Courses: Data Analysis; Operation and Service Management; Strategic Planning; Special Topics in Economics; Research Methodology (Econometrics and Causal Inference)

**High School and Konkour Mathematics Teacher** 2017 – 2019  
*Farzanegan Kharazmi*

## INVITED TALKS & CONFERENCES

\*PRESENTED BY COAUTHOR

---

- **The Economic Value of Influencers**
  - Marketing Science Conference\* (June 2026)
  - Marketing Dynamics Conference\* (May 2026)
- **Strategic Visual Disclosure and Behavioral Frictions in Secondhand Markets: A Model of Price Dispersion Beyond Quality Asymmetry**
  - Association of Collegiate Marketing Educators Conference 2026 (March 2026)
    - 🏆 Best Paper Award in *Marketing & AI Applications* Track
  - BizAI Conference 2026 (March 2026)
- **What Attributes Affect Customer Satisfaction in Green Restaurants?**
  - Sharif University of Technology (October 2024)

## SKILLS

---

**Programming Languages** Python (Deep Learning, LLMs, Selenium), STATA, R  
Farsi (Native), English (Fluent)