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INTERETS DE RECHERCHE

Analyse de données non structurées, Analyse de texte, Comportement du consommateur sur les

FORMATION

2021 Doctor of Philosophy, Autre, Marketing, Ivey Business School, Canada

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2021 - Présent Professeur assistant, ESSEC Business School, France

PUBLICATIONS

Articles

SEPEHRI, A., DUCLOS, R. et HAGHIGHI, N. (2024). Ideas Worth Spreading? When, How, and for Whom Information Load Hurts Online Talks' Popularity. *Journal of Personality and Social Psychology*, Forthcoming.

SEPEHRI, A., MIRSHAFIEE, M.S. et MARKOWITZ, D.M. (2023). PassivePy: A tool to automatically identify passive voice in big text data. *Journal of Consumer Psychology*, 33(4), pp. 714-727.

SEPEHRI, A., DUCLOS, R. et HAGHIGHI, N. (2022). Too Much of a Good Thing? The Unforeseen Cost of Tags in Online Retailing. *International Journal of Research in Marketing*, 39(2), pp. 336-348.

SEPEHRI, A., MARKOWITZ, D.M. et DUCLOS, R. (2021). The Location of Maximum Emotion in Deceptive and Truthful Texts. *Social Psychological and Personality Science*, 12(6), pp. 996-1004.

SEPEHRI, A., DUCLOS, R., KRISTOFFERSON, K., VINO, P. et ELAHI, H. (2021). The Power of Indirect Appeals in PeertoPeer Fundraising: Why "S/He" Can Raise More Money for Me Than "I" Can For Myself. *Journal of Consumer Psychology*, 31(3), pp. 612-620.