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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

BUCHANAN, E.M., CUCCOLO, K., HEYMAN, T., VAN BERKEL, N., COLES, N.A., IYER, A. ... SEPEHRI, A. (2026). Measuring the semantic priming effect across many languages. *Nature Human Behaviour*, 10, pp. 182-201.

GHASEMI, H., ASTVANSH, V. et SEPEHRI, A. (2026). How should content creators narrate their content? The impact of emotionality flips on audience engagement. *Journal of the Academy of Marketing Science*, In press.

SEPEHRI, A., DUCLOS, R. et BERGER, J. (2026). Passive voice in consumer complaints reveals fault attribution and predicts escalation. *International Journal of Research in Marketing*, In press(https://doi.org/10.1016/j.ijresmar.2026.04.004).

GHASEMI, H., SEPEHRI, A. et LAMBERTON, C. (2026). EXPRESS: The Humanizing Power of Accents in Voicebots: When Accent-Based Humanization Increases User Engagement. *Journal of Marketing Research*, In press.

PETERS, K., JEFTIĆ, A., BALLARD, T., ZHOU, S., STEFFENS, N.K., INCEOGLU, I. ... ZIÓŁKOWSKI, A. (2026). Think political leader — think he or she? A multi-country test of a gender-fair language intervention to reduce gendered leadership stereotypes. *The Leadership Quarterly*, 37(6), pp. 101991.

SEPEHRI, A., DUCLOS, R. et HAGHIGHI, N. (2025). Ideas Worth Spreading? When, How, and for Whom Information Load Hurts Online Talks' Popularity. *Journal of Personality and Social Psychology*, 128(2), pp. 281-299.

ZEWAIL, A., SEPEHRI, A., BOGHRATI, R. et ATARI, M. (2025). Public Speakers With Nonnative Accents Garner Less Engagement. *Psychological Science*, 36(12), pp. 899-912.

HARDISTY, D., SEPEHRI, A., KUNREUTHER, H., KRANTZ, D. et ARORA, P. (2025). Precommitment in Stochastic Versus Deterministic Social Dilemmas. *Journal of Behavioral Decision Making*, 38(5), pp. e70052.

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., VINOO, 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.

Conférences

SEPEHRI, A. et HAJIGHASEMI, M. (2025). Narrating Negative Experiences on Behalf of Self vs. Other: Use of Passive Voice. Dans: 2025 European Marketing Academy (EMAC) Spring Conference. Madrid.

HAJIGHASEMI, M., SEPEHRI, A. et LAMBERTON, C. (2024). The Impact of Accent on Anthropomorphism and Downstream User Engagement with Voicebots. Dans: 2024 Association for Consumer Research. Paris.

Presse

ZEWAIL, A., SEPEHRI, A., BOGHRATI, R. et ATARI, M. (2026). Research: How the “Accent Penalty” Determines Who Gets Heard. *Harvard Business Review (online)*.

SEPEHRI, A. (2025). Ideas worth spreading. *ESSEC Knowledge*.