

# Amir SEPEHRI

Professeur assistant  
Département: Marketing  
ESSEC Business School  
3 avenue Bernard Hirsch  
95021 Cergy-Pontoise  
France

Email: amir.sepehri@essec.edu

## INTERETS DE RECHERCHE

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

## FORMATION

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

## EXPERIENCE PROFESSIONNELLE

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### Positions académiques principales

2021 - Présent Professeur assistant, ESSEC Business School, France

## PUBLICATIONS

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### 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*, In press.

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.