# Amir SEPEHRI

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## RESEARCH INTERESTS

Analysis of unstructured data, Consumer behaviour on online platforms, Financial decision-making,

## EDUCATION

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

## EMPLOYMENT

### Full-time academic positions

2021 - Present        Assistant Professor, ESSEC Business School, France

## PUBLICATIONS

### Journal Articles

SEPEHRI, A., MIRSHAFIEE, M.S. and 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. and 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. and 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. and 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.