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

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. and 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. and 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. and 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. and 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. and 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. and ARORA, P. (2025). Precommitment in Stochastic Versus Deterministic Social Dilemmas. *Journal of Behavioral Decision Making*, 38(5), pp. e70052.

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.

Conferences

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

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

Press

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

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