

# Amir SEPEHRI

Assistant Professor

Department: Marketing

ESSEC Business School

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## RESEARCH INTERESTS

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

## EDUCATION

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

## EMPLOYMENT

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### Full-time academic positions

2021 - Present Assistant Professor, ESSEC Business School, France

## PUBLICATIONS

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### Journal Articles

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

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.

BUCHANAN, E.M., CUCCOLO, K., HEYMAN, T., VAN BERKEL, N., COLES, N.A., IYER, A. ... SEPEHRI, A. (2025). Measuring the semantic priming effect across many languages. *Nature Human Behaviour*, In press.

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., VINO, 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

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*.