

Rahil Hosseini

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Academic Background

Assistant Professor of Marketing (Sep. 2022 - Current), Universidad Carlos III de Madrid, Spain
Visiting Scholar (Sep-Dec 2023), Rotterdam School of Management, Erasmus University, Netherlands
ERC Postdoctoral Researcher (Oct. 2020 – Sep. 2022), *Pompeu Fabra University*, Spain
Economics, Finance and Management, PhD (Sep. 2016 - Sep. 2020), *Pompeu Fabra University*, Spain
Economics, Finance and Management, MRes (2015 - 2016), *Pompeu Fabra University*, Spain
Cognitive Science, MSc (2013 - 2015), *University of Vienna*, Austria
Physical Chemistry, MSc (2007 - 2010), *Shahid Beheshti University*, Iran

Research

Woiczuk, T., Hosseini, R., & Le Mens, G. (forthcoming). *The Common Behavior Effect in Norm Learning: When Frequent Observations Override the Behavior of the Majority*. Organizational Behavior and Human Decision Processes. [Article reference: YOBHD_104441]

Lee, H. C., De Vries, E. L., & Hosseini, R. (2025). *Balancing generosity with profitability: The role of relative market price and value perceptions in crypto philanthropy*. International Journal of Research in Marketing.

Third-Party Attributions Amplify Judgments of Others

With *Ignazio Ziano* (UNIGE), *Gabriele Paolacci* (RSM), and *Deming Wang* (Zhejiang University)
Manuscript preparation for JPSP

The Interplay of Overall and Feature Ratings

With *Bram Van den Berg* (RSM) and *Christophe Lembregts* (RSM)
Manuscript preparation for JCR

Information Aggregation in Multi-Source Evaluations: The Case of Numerosity Cues

With *Gaël Le Mens* (UPF)
Manuscript preparation for Management Science

The Effect of Distribution on the Perceived Difference Between Scores

With *Hans Alves* (RUB) and *Gaël Le Mens* (UPF)
Data Collection

Conference Proceedings

- Hosseini, R., & Le Mens, G. (2021). The Scale Effect: How Rating Scales Affect Product Evaluation. *ACR North American Advances*.
 - Hosseini, R., Galli, M., & Valenzuela, A. (2019). The Persuasive Power of Online Social Presence. *ACR North American Advances*.
 - Hosseini, R., Valenzuela, A., & Galli, M. (2017). 13-L: When Dissimilar Others Positively Impact Online Purchase Intentions. *ACR North American Advances*.
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Teaching

Consumer Behavior (Undergraduate), UC3M - Fall Semester 2024
Market Analysis & Experimental Research (MSc.), UC3M - Fall Semester 2024
Digital Marketing (Undergraduate), UC3M - Spring Semester 2023
Digital Marketing (MSc.), UC3M - Spring Trimester 2023
Marketing Research Seminar (Undergraduate), UPF - Spring Trimester (2017 - 2021)
Marketing Foundations - Pricing Section (Undergraduate), ESADE - Spring Trimester (2020)

Consumer Behavior Seminar (Undergraduate), UPF - Winter Trimester (2015 - 2020)
Social Psychology of Organizations Seminar (Undergraduate), UPF - Autumn Trimester (2015 - 2022)
Strategic Management Seminar (Undergraduate), UPF - Winter Trimester (2017)
Marketing Seminar (MSc), Barcelona School of Management - Autumn Trimester (2017 - 2018)
Teaching Assistance

- *Thinking With Data* (MSc), ESADE - Winter 2021 / Instructor: Uri Simonsohn
 - *Marketing Communications Strategy* (MSc), ESADE - Winter 2017-2018 / Instructor: Maria Galli
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Professional Activities

Research Assistant - Pompeu Fabra University (2018 - 2020) / Supervisor: *Gaël Le Mens*

- Designing and Conducting Experiments
- Data Analysis

Research Assistant - ESADE Business School (2017 - 2019) / Supervisor: *Maria Galli*

- Designing and Conducting Lab Experiments
- Data Analysis

Prototype Developer - TransferHub2015, University of Vienna (Mar. 2015 - Sep. 2015)

- Developing an interactive consumer decision aid prototype for apparel size in online stores.

Research Assistant - The Austrian Research Institute for Artificial Intelligence (Mar. 2014 - Jul. 2014)

- Using sparse coding to train a dictionary of 3D receptive fields (Neural Networks).

Research Assistant - Donau Universität Krems (Mar. 2014 - Jul. 2014)

- User experience research for an event network web-tool (ENA).

Erasmus Project - University of Comenius (Oct. 2014 - Feb. 2015)

- Body image perceptual bias effect on apparel size decision in online stores.

Researcher - Shahid Beheshti University (2010 - 2011)

- Optimizing biochemical reactions by means of statistical models.
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HONOURS, AWARDS, and GRANTS

EMAC Junior Faculty Visiting Program Award 2023

Ayuda Movilidad 2023 PPI Jóvenes doctoras de UC3M (2023)

Best Paper - 3rd EMAC Junior Faculty and Doctoral Student Research Camp (Sep. 2018)

- Paper Title: The persuasive power of social presence in product reviews.

Best Project Grant - TransferHub 2015 University of Vienna (2015)

Pid2022-140026nb-I00 Proyecto Competitivo, Agencia Estatal De Investigacion (Aei) 2023 - 2026

Spanish Ministry of Education Research Grant 2018-2020 (MINECO-ECO2017).

Barcelona GSE Seed Grant (2018)

Barcelona GSE Seed Grant (2017)

Teaching Assistant Scholarship - Pompeu Fabra University (2015 - 2020)

Short-Term Grants Abroad (KWA) - University of Vienna (2015 - 2016)

CONFERENCE, and WORKSHOPS

The Interplay of Overall and Feature Ratings

- ACR Conference – Oct. 2024 / Paris / Oral presentation.

The Effect of Distribution on the Perceived Difference Between Scores

- EMAC Annual Conference – May. 2023 / Odense / Oral presentation.
- 2023 AMA Winter Conference – Feb. 2023 / Virtual / Oral presentation.
- Also accepted at ACR 2023, EACR2023, and SJDM 2023, but not presented.

The Scale Effect: How Rating Scales Affect Product Evaluation

- European DS Seminar Series – March. 2022 / Virtual / Oral presentation.
- 2022 AMA Winter Academic Conference – Feb. 2022 / Virtual / Oral presentation.
- ACR Conference – Oct. 2021 / Virtual / Oral presentation.
- Subjective Probability, Utility and Decision-Making Conference (SPUDM) – Aug. 2021 / Virtual / Oral presentation.
- EMAC Annual Conference – May. 2021 / Virtual / Oral presentation.
- The Society for Judgment and Decision Making (SJDM) – Dec. 2020 / Virtual / Poster.
- Doctoral Consortium on Behavioral Decision Making by IE – Oct. 2020 / Virtual / Oral presentation.
- 5th Mediterranean CB Symposium – Nov. 2019 / Madrid / Oral presentation.

Do People Follow the Majority Behavior or the Behavior of the Majority?

- EMAC Annual Conference – May. 2023 / Odense / Oral presentation.
- The 2022 North American Economic Science Association Conference (ESA) – Oct. 2022 / Santa Barbara / Oral presentation by coauthor.
- The European Social Cognition Network (ESCON) – Aug. 2022 / Milan / Oral presentation by coauthor.
- International Conference on Social Dilemmas (ICSD) – July. 2022 / Copenhagen / Oral presentation by coauthor.
- The Foundations of Utility and Risk Conference (FUR) – July. 2022 / Ghent / Oral presentation by coauthor.
- 12th International Conference of the French Association of Experimental Economics (ASFEE) – June. 2022 / Lyon // Oral presentation by coauthor.
- The Strategic Organization Design (SOD) group Seminar of SDU – Feb. 2022 / Virtual / Oral presentation by coauthor.

The Persuasive Power of Online Social Presence

- ACR Conference – Oct. 2019 / Atlanta / Special Session / Oral presentation by coauthor.
- INFORMS Marketing Science – June. 2019 / Rome / Oral presentation.
- La Londe conference – June. 2019 / La Londe les Maures (French Riviera) / Oral presentation.
- EMAC 32nd Doctoral Colloquium – May. 2019 / Hamburg / Oral presentation.
- Theory+Practice in Marketing (TPM) Conference – May. 2019 / Chicago / Oral presentation by coauthor.
- 4th Mediterranean CB symposium – Dec. 2018 / Barcelona / Oral presentation.
- EMAC Junior Faculty & Doctoral Student Research Camp – Sep. 2018 / Vienna / Oral presentation.
- ACR Conference – Oct. 2017 / Poster.

IJRM Reviewer Workshop – May. 2023 / Odense.

EDEN Doctoral Seminar on Consumer Research – Nov. 2018 / Brussels.

Summer Institute on Bounded Rationality, Max Planck Inst. – June. 2016 / Berlin.

Summer School in Service Design, CIID – June. 2015 / Copenhagen.
