

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

Woiczyk, 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*.

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

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.

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.
