



Rahil Hosseini

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Assistant Professor of Marketing (Sep. 2022 - Current)
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I am a behavioral scientist with a multidisciplinary background in physics (MSc), cognitive science (MSc), and marketing (PhD). My area of specialization is consumer behavior. More specifically my research examines the interplay of numerical cognition and market-related practices. I gain insight into my research questions using lab experiments and field data employing a variety of analytical approaches to explore and learn from the data.

I am also passionate about teaching. Through the years, I have developed my own approach based on the co-creative learning philosophy. I always welcome opportunities to create new courses and refine my teaching approach to have a meaningful impact on my students' path for growth.

Academic Background

ERC Postdoctoral Researcher (Oct. 2020 – Sep. 2022), *Pompeu Fabra University*, Spain
Economics, Finance and Management, PhD (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

Multi-Unit Amplification of Numerosity Effects in Multi-Source Evaluations

With *Gaël Le Mens* (UPF)

Under review at JCP

Abstract

Consumers frequently see multiple estimates of the same latent quantity expressed using different units (e.g., a 5-point rating and a 100-point rating for the same movie). We study how the units of these estimates affect their relative weights in evaluations produced in such multi-unit contexts. Prior research on unit effects has focused on single-unit contexts: in between-unit-conditions comparisons, it has shown that product comparisons and evaluations change when the unit used to express a product attribute is manipulated. It has documented systematic numerosity and familiarity effects. We propose that unit effects operate differently in multi-unit contexts and the single-unit contexts of prior research: in multi-unit contexts, numerosity effects are amplified relative to familiarity effects. This multi-unit amplification occurs because consumers find that giving more importance to larger numbers is justifiable, and they give more importance to more justifiable information in multi-unit contexts than in single-unit contexts. We find support for these hypotheses in three studies ($N = 1,524$). These findings expand the scope of unit effects because they demonstrate unit effects in multi-unit evaluations with the frequently used 5-point and 100-point rating scales even though there is no unit effect with these rating scales in comparisons of single-unit contexts.

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

With *Thomas K.A. Woiczuk* (UIB) and *Gaël Le Mens* (UPF)

Manuscript preparation for OBHDP

Abstract

Decisions are strongly influenced by the perceived popularity of available options. We study how people form such expectations based on a sample of behaviors by others. Past research has assumed that such expectations are best explained by the behavior of the majority. Based on recent findings from research on impression formation, we hypothesized that instead, the most common or majority behavior would explain said expectations better. Parsing out between these two hypotheses is important in settings where people obtain larger samples of observations about some individuals compared to others. In 4 online studies ($N = 1,845$), we found that not only participants' expectations, but also their own, consequential behavior were better explained by the majority behavior than by the behavior of the majority. These results persist even accounting for memory bias and computational ease. Our findings cast new light on how social influence operates in social environments.

The Effect of Distribution on the Perceived Difference Between Scores

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

Manuscript preparation for JCR

Abstract

We argue and show that the perceived difference between two scores (e.g., product ratings, prices, and academic grades), depends on the distribution of scores across the respective context. Across five studies, we have found that the score difference is perceived to be higher in areas of the score distribution where majority of scores are concentrated (i.e., fat part of the distribution) compared

to areas where scores are less concentrated rank d. We further show that the proximity of the context upper bound to the fat part of the distribution does not explain the observed effect, thus ruling out the possibility that motivation for choosing or achieving better scores could affect the perceived difference between the two scores.

The Influence of Crypto Value on the Choice of Cryptocurrency and the Donation Amount

With *Eline L.E. De Vries* (UC3M) and *Hyun Jung Lee* (UC3M)

Under review at IJRM

Abstract

Drawing on theories of philanthropic motivations, resource perceptions, and numerosity bias, our study reveals that cryptocurrency donors' decisions regarding which cryptocurrency to donate and the amount they donate are influenced by their desire to retain a greater number of crypto units in their wallets. Consequently, donors exhibit a preference for higher-priced cryptocurrencies. However, we also find that when donating with higher-priced cryptocurrencies, donors tend to contribute smaller monetary amounts compared to lower-priced ones. Importantly, we demonstrate that this discrepancy in donation amounts can be mitigated by reminding donors of the remaining number of crypto units in their wallet following the donation. This reminder alleviates their concerns about the number of crypto units in their possession and encourages more generous contributions.

Numerical vs. Subjective Estimation of Frequent Events

With *Gert Cornelissen* (UPF) and *Martina Cossu* (University of Amsterdam)

Data collection stage.

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

Digital Marketing (Undergraduate), UC3M - Spring Trimester

Digital Marketing (MSc.), UC3M - Spring Trimester

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 size effect on apparel size decision in online stores.

Researcher - Shahid Beheshti University (2010 - 2011)

- Optimizing biochemical reactions by means of statistical models.

R&D Manager - Nanocid Co. (2004 - 2007)

- Developing nano-chemicals for antibacterial purposes.
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HONOURS, AWARDS, AND GRANTS

National Award of Grants for Research in Social Sciences by Fundación Ramón Areces (2023-2025)

Visiting Grant For Researchers at Foreign Research Centers by UC3M (2023)

EMAC Junior Faculty Visiting Program Award 2023

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

- Principal Investigator: Bart De Langhe.
- Project Title: Consumidores Vulnerables: Datos economicos y comportamentales de laboratorio y campo, teoria y resultados empiricos.

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

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

Barcelona GSE Seed Grant (2018)

- Project Title: Objectification, Unforeseen Effects of the “Thumb Culture”

Barcelona GSE Seed Grant (2017)

- Project Title: Recipes for Success, They taste good, but are they healthy?

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

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

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

CONFERENCE

The Effect of Distribution on the Perceived Difference Between Scores

- Upcoming: ACR Conference – Oct. 2023 / Seattle / Oral presentation by coauthor.
- EMAC Annual Conference – May. 2023 / Odense / Oral presentation.
- 2023 AMA Winter Conference – Feb. 2023 / Virtual / Oral presentation.

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?

- Upcoming: ACR Conference – Oct. 2023 / Seattle / Oral presentation by coauthor.
- Subjective Probability, Utility and Decision-Making Conference (SPUDM) – Aug. 2023 / Vienna / Oral presentation.
- 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.

ACADEMIC REVIEW SERVICE

Lalonde Conference 2023
ACR 2022 Conference
2022 AMA Summer Academic Conference
2021 ACR/Sheth Foundation Dissertation Awards
EMAC Annual Conference 2020, 2021
SCP Conference 2021, 2022