Amirreza Faghihinia

2-24 Business Building, University of Alberta, Edmonton, AB, Canada. T6G 2R6
faghihin@ualberta.ca +1 780 935 5097

Research Interests

Substantive | Dynamic Word-of-Mouth, Online Ratings, Repeat Consumption

Methods | Lab/Field Experiments, Secondary Data

Academic Work Experience

Jul. 2028 *(Expected)* – Jul. 2026 | Alberta School of Business, University of Alberta | Edmonton, Alberta, Canada
Postdoctoral Scholar

Sep. 2019 – Sep. 2017 | Dept. of Administrative Sciences & Economics, University of Isfahan | Isfahan, Iran
Research Assistant

Education

2021—2026 Doctor of Philosophy in Business—Marketing
University of Alberta | Edmonton, Alberta, Canada
Dissertation title: Cautious Tellers, Curious Listeners: Preference Mismatch for Consistency in Word-of-Mouth about Multiple Experiences,
Dissertation Committee: Dr. Sarah G. Moore (advisor), Dr. Katie S. Mehr (advisor), Dr. Paul R. Messinger, Dr. Katie Lafreniere, Dr. John Pracejus, and Dr. Kirk Kristofferson

2017—2020 Master of Science in Business Administration—Marketing
University of Isfahan | Isfahan, Iran
Advisors: Dr. Azarnoush Ansari and Dr. Arash Shahin

2012—2017 Bachelor of Science in Mechanical Engineering
Daneshpajoohan Institute of Higher Education | Isfahan, Iran

Selected Research in Progress

In progress **Faghihinia, Amirreza**, Katie S. Mehr, Sarah G. Moore, Paul R. Messinger, "Cautious Tellers, Curious Listeners: Preference Mismatch for Consistency in Word-of-Mouth about Multiple Experiences", *Data collection and studies completed; manuscript in preparation for submission to the Journal of Marketing Research.*

Apr. 2026 Park, Alexander B., Katie S. Mehr, **Amirreza Faghihinia**, "Who Shares Matters: How the Number of Sharers Affects Perceptions of Change and Choice", *Under Review at the Journal of Experimental Psychology: General.*

In progress Weber, Virginia, Sarah G. Moore, Jennifer J. Argo, **Amirreza Faghihinia**, "Mikey Doesn't Like It: Negative Feedback on Word-of-Mouth Recommendations", *Data collection in progress.*

Conference Presentations

May 2026 **Faghihinia, Amirreza**, Katie S. Mehr, Sarah G. Moore, Paul R. Messinger, "Cautious Tellers, Curious Listeners: Preference Mismatch for Consistency in Word-of-Mouth about Multiple Experiences", *Southern Ontario Behavioural Decision Research (SOBDR) Conference 2026, Guelph, Ontario, Canada.* (Paper Presentation)

Feb. 2026 **Faghihinia, Amirreza**, Katie S. Mehr, Sarah G. Moore, Paul R. Messinger, "Cautious Tellers, Curious Listeners: Preference Mismatch for Consistency in Word-of-Mouth about Multiple Experiences", *American Marketing Association (AMA) Winter Academic Conference 2026, Madrid, Spain.* (Paper Presentation)

Oct. 2023 **Faghihinia, A.**, Moore, S. G., & Messinger P. R., "How Expressions of Gratitude Influences Psychological Ownership of Joint Consumption Experiences?", *Association for Consumer Research Conference (ACR) 2023.* (Poster Presentation)

Nov. 2018 Ansari, A., **Faghihinia, A.**, "Analyzing the Effect of Strategic Pricing on Exports", In Proceedings of *12th International Conference on Strategic Management (ICSM12)*, 19-20 November, 2018, Tehran, Iran. (Paper, in Persian language)

Honors and Awards

2025—2030 Contributed to the development of the Insight Grant "When and why do consumers post online reviews?", Social Sciences and Humanities Research Council (SSHRC), $193,440

2026 PhD Completion Award, University of Alberta, $5,000

2021—2025 Research Assistantship Fellowship, University of Alberta, $40,000

2021—2026 PhD Program Scholarship, University of Alberta

2019 Ranked the 1st student in the Department of Management at the University of Isfahan

2017—2019 Gifted and Talented Students Award, University of Isfahan, $1200

2017 Full tuition waiver award for Master's study in University of Isfahan due to outstanding performance in Iranian University Entrance Exam for graduate programs

2017 Ranked in top 0.02% (19th out of 94,434 test-takers) in Iranian University Entrance Exam for graduate programs

2016 Ranked the 1st student in the Department of Mechanical Engineering at the Daneshpajoohan Institute of Higher Education

2012 Ranked in top 0.6% among over 1 million participants in Iranian University Entrance Exam for undergraduate programs

Teaching Experience

Apr. 2027 / Jan. 2027 *(Expected)* | Digital Marketing | Alberta School of Business
Principal Instructor

Apr. 2026 / Sep. 2025 | Sustainability and Responsible Marketing | Alberta School of Business
Teaching Assistant

Dec. 2024 / Sep. 2024 | Introduction to Marketing | Alberta School of Business
Co-Instructor

Dec. 2023 / Sep. 2023 | Introduction to Marketing | Alberta School of Business
Co-Instructor

Apr. 2023 / Jan. 2023 | Digital Marketing | Alberta School of Business
Teaching Assistant and Guest Lecturer

Service

Apr. 2024 / Sep. 2023 | Co-President of the Business Doctoral Association | Alberta School of Business
Highlight: Initiated and organized the distribution of gratitude notes among supervisors and students

Industry Work Experience

Sep. 2014 / Apr. 2013 | Afarinesh Startup | Isfahan, Iran
Marketing Expert

Standardized Tests

Jul. 2026 | CELPIP General—Reading: 11/12, Writing: 12/12, Listening: 10/12, Speaking: 11/12

Sep. 2019 | GRE: 332/340—Quantitative Reasoning: 169/170, Verbal Reasoning: 163/170, Analytical Writing: 4/6

Dec. 2019 | TOEFL iBT: 106/120—Reading: 28/30, Writing: 27/30, Listening: 26/30, Speaking: 25/30

Selected Coursework (scores out of 20)

Doctorate	Consumer Behaviour (A), Design and Analysis in Psychological Research I (A), Memory and Cognition (A), Advanced Social and Cultural Psychology (A), Marketing Theory (A), Experimental Methods for Behavioural Science (A), Research Methodology in Marketing (A), Marketing Models (A), Analysis of Narratives in Online Reviews (A), Mediation/Moderation/Conditional Process Analysis (A), Human Judgment And Decision Making (A), Persuasion in Social Media Ads (A)
Master's	Statistical Analysis in Business Management (20), Consumer Behaviour (18.5), Electronic Commerce (19), Advanced Operations Research (20), Service Marketing (19.5), Marketing Research (19), Sales Management (20), Market Analysis (18), Advanced Management Theories (19), Advanced Strategic Management (19), Industrial Marketing (19)
Bachelor's	Computer Programming (19), Differential Equations (19), General Mathematics 1 & 2 (19.5 & 19.5), Numerical Analysis (20), Engineering Mathematics (20), Project Control and Management (18.25)

Computer Skills

R, MS Office

Non-Academic Activities

Since 2009	Repoussé and Chasing (the art of shaping and sculpting metal using solely chisels and hammers), have completed 12 copper artworks and displayed them in 2 exhibitions (March & August 2016)
Interests	Cycling, Calisthenics, Fine Art, Chess

Languages

English	Full Professional Proficiency
Persian	Native Speaker
French	Basic Knowledge

References

Sarah G. Moore
Professor, Thornton A. Graham Chair
Associate Dean Research and PhD Program
Alberta School of Business
University of Alberta, Edmonton, Alberta, Canada
sgmoore1@ualberta.ca

Katie S. Mehr
Assistant Professor
Alberta School of Business
University of Alberta, Edmonton, Alberta, Canada
kmehr@ualberta.ca