Curriculum Vitae – Spring 2023

Family name: Safari
Given name: Sepehr
Gender: Male
Date of birth: 22/12/1993
Citizenship: Iranian
Email address: Sepehr.Safari@unibocconi.it

Qualifications

Sept 2019 – Present
  Bocconi University, Milan, Italy
  PhD student in Business Administration and Management – Marketing

Sep 2016 – Jan 2019
  Shahid Beheshti University, Tehran, Iran
  MSc. In Information Technology Management – E-commerce

Sep 2012 – Sep 2016
  Shahid Beheshti University, Tehran, Iran
  BA in Industrial Management

Research Interests

Social Media Marketing, Online Reviews, Marketing-Finance Interface, AI, Machine Learning, NLP

Working Papers

Dissertation:

  Managing Customer-Firm Interactions on Social Media: The Role of Reply Personalization (in progress)
  Advisor: Prof. Gaia Rubera

  The Game After the Whistle: The Effect of World Cup Matches on Bond Yields (complete manuscript)
  Advisor: Prof. Gaia Rubera

  The Role of Generative Language Models in Customer-Firm Interactions on Social Media"
  Advisor: Prof. Gaia Rubera

Publications

Shokouhyar, S., Shokoohyar, S. and Safari, S. (2020) "Research on the influence of after-sales service quality factors on customer satisfaction," Journal of Retailing and Consumer Services, 56, p. 102139. Available at: https://doi.org/10.1016/j.jretconser.2020.102139.

Shokouhyar, S., Safari, S., & Mohsenian, F. (2017). Improving Candy Industry Competitiveness: Retailers Perception Regarding Customer Satisfaction. Journal of Food Products Marketing, 24(6), 761-783.

Awards, Scholarships and Certificates

- *HPC Microsoft Azure Research Grant, 2021*
- *BEAT PhD Students – Bocconi Excellence in Advanced Teaching Certificate 2020 ,*
- *PhD Fellowship in Business Administration and Management Program, Marketing Department, Bocconi University, Italy, 2019*
- *Received Membership of the Iran's National Elites Foundation, 2017*

Revision Activities

International Journal of Research in Marketing - Ad hoc Reviewer (2022)

Journal of Product Innovation Management - Ad hoc Reviewer (2022)

Teaching Activities

- *Marketing Analytics*
  BEMACS; Jessica Jumee Kim, Sungkyun Moon– Teaching Assistant (Fall 2022)
- *Pricing Analytics*
  MM; Sungtak Hong – Teaching Assistant (Fall 2021 – Fall 2022)
- *Strategic Marketing and Analytics*
  MM; Sara Valentini, Anwesha De – Teaching Assistant (Fall 2021)

Presentations

- *Annual PhD Days Event at Bocconi University (June 2022)*
- *AMS World Marketing Congress (July 2023)*

IT Skills

Programming Languages and OS

- *Python*
- *R*
- *Linux*

Databases

- *SQL*
- *MongoDB*

Statistical Packages

- *Stata*
- *SPSS Statistics*

IDE

- *PyCharm*
- *Visual Studio*

Language

- Persian (Native)
- English (Fluent)
- Italian (Intermediate)
- French (Basic)