



Arash Talebi, PhD

Assistant Professor – Speciality: Marketing

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Arash Talebi is Assistant Professor of Marketing at EDHEC Business School (France). His research primarily focuses on understanding the role of emotions in consumer judgment and decision-making. His recent projects explore the hedonic benefits of uncertainty and examine how consumers' attitude, intention, and behavior change as a function of their affective responses in uncertain environments.

His other research projects focus on affective (mis)forecasting and consumers' well-being, the role of mixed emotions and attitude ambivalence in decision-making, windfall time with affective tags, marketing placebo effects in uncertain settings, and consumption patterns in the presence of thoughts about God and religion.

Prior to joining academia, he worked in the industry for five years. He experienced different aspects of the marketing industry and market research with multinational brands.

His current teaching interests include consumer behavior, marketing communication, pricing, marketing research, and experimental research.

EDUCATION

- 2020** **Ph.D., Marketing** (July 2020)
ESSEC Business School, Cergy, France
- **Dissertation Committee:** Sonja Prokopec (*ESSEC*), Leonard Lee (*National University of Singapore*), Stefano Puntoni (*Rotterdam School of Management*), and Ayse Onculer (*ESSEC*)
- 2017** **Mastère Spécialisé, Business Administration Research** (2017)
ESSEC Business School, Cergy, France
- 2010** **Master of Business Administration** (2010)
Shahrood University of Technology, Shahrood, Iran
- 2007** **Bachelor of Electrical Engineering** (2007)
University of Urmia, Urmia, Iran

ACADEMIC EXPERIENCE

09/20-Present **Assistant Professor – Marketing Department**
EDHEC Business School

PROFESSIONAL EXPERIENCE

- 08/13-08/15 **Assistant Brand Manager**
Savola Co., Iran
- 09/10-08/13 **International Trading Supervisor**
Ravar Trading Co., Iran
- 01/09-04/09 **Marketing Specialist**
Persia Media Marketing Agency, Iran

TEACHING EXPERIENCE

Associate Lecturer, Global BBA program, ESSEC Business School

- Principles of Marketing 1 (Fall 2019, Cergy Campus, 2 sections × 25 hours, 6 ECTS)
 - 69 students, **Teaching Evaluation: 4.88/5** (Section A: Evaluation Participation Rate: 69.6%, Detailed report available)
 - 68 students, **Teaching Evaluation: 4.84/5** (Section B: Evaluation Participation Rate: 63.2%, Detailed report available)
- Principles of Marketing 2 (Winter 2019, Singapore Campus, 25 hours, 3 ECTS)
 - 43 students, **Teaching Evaluation: 4.55/5** (Evaluation Participation Rate: 74.4%, Detailed report available)

Associate Lecturer, Bachelor's program, Allameh Tabataba'i University, Iran

- English for Business students (Fall & Winter 2014, 2 sections × 25 hours)

Associate Lecturer, Bachelor's program, Shahrood University of Technology, Iran

- Computer programs for Business students (Fall & Winter 2010, 2 sections × 25 hours)

Associate Lecturer, Bachelor's program, Parand Payam Nour University, Iran

- English for Business students (Fall & Winter 2008, 25 hours)

Teaching Assistant to Professor Sonja Prokopec, Masters in Marketing Management and Digital program, ESSEC Business School, Singapore

- Luxury Brand Management (Winter 2019)
- Innovation and Disruption in the Luxury industry (Winter 2019)

Other Teaching Interests: Consumer Behavior, Experimental Methods, Marketing Research, Pricing and Promotions, Retailing, Product and Brand Management.

PUBLICATIONS

Job Market Paper

Talebi, Arash, Sonja Prokopec, and Ayse Onculer, “*The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait for Resolution of Brand-Caused Uncertainty?*” (Preparing for submission to the *Journal of Consumer Research*) (Manuscript available)

Selected Works in Progress

Talebi, Arash, Sonja Prokopec, and Ayse Onculer, “Not All ‘Wins’ Are Equal: The Effect of Unequally Attractive Prizes on Stimulus Appraisal,” (Preparing for submission to the *International Journal of Research in Marketing*) (Manuscript available)

Talebi, Arash and Sonja Prokopec, “Vegas It Up to Boost Your Performance: The Effect of Gambled Promotions on Consumer Performance,” Field data collection in progress (Two lab studies completed)

Talebi, Arash and Sonja Prokopec, “Big Discounts Might Backfire on Consumer Satisfaction: The Informational Value of Affective Misforecasts,” Data collection in progress (Two lab studies completed)

Talebi, Arash, Sonja Prokopec, and Ayse Onculer, “Is a Delayed Loss Less Painful? Consumers’ Intertemporal Affective States,” Conceptual Development (One preliminary study completed)

Talebi, Arash and Ayse Onculer, “The Interplay of Immediate and Future Risk Perceptions: A Path-Dependency Approach in Risky Intertemporal Choice,” Conceptual Development (Two preliminary studies completed)

Talebi, Arash and Eisa Sahabeh Tabrizi, “To Cleanse or to Enjoy? The Effect of Affectively Tagged Windfall Time on Consumption Choice,” Conceptual Development (One online study completed)

CONFERENCE PRESENTATIONS

Talebi, Arash*, Sonja Prokopec, and Ayse Onculer (2020), “The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait For Resolution of Brand-led Uncertainty?,” competitive paper presented at the *1st-Ever Virtual ACR (Association for Consumer Research) Conference*, Paris

Talebi, Arash*, Sonja Prokopec, and Ayse Onculer (2020), “Not All “Wins” Are Equal: The Effect of Unequally Attractive Prizes on Stimulus Appraisal,” competitive paper presented at the *1st-Ever Virtual ACR (Association for Consumer Research) Conference*, Paris

Talebi, Arash and Easa Sahabeh* (2020), “To Cleanse or to Enjoy? The Effect of Affectively Tagged Windfall Time on Consumption Choice,” working paper presented at the *1st-Ever Virtual ACR (Association for Consumer Research) Conference*, Paris

Talebi, Arash*, *Sonja Prokopec, and Ayse Onculer* (2020), “The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait For Resolution of Brand-led Uncertainty?,” competitive paper presented at the *European Marketing Academy Conference (EMAC - virtual conference)*, University of Zagreb (Croatia)

Talebi, Arash*, *Sonja Prokopec, and Ayse Onculer* (2019), “Delaying the Resolution of Uncertainty: The Role of Discomfort and Excitement in Consumer Decision Making,” competitive paper presented at the *European Marketing Academy Conference (EMAC)*, University of Hamburg (Germany)

Talebi, Arash*, *Sonja Prokopec, and Ayse Onculer* (2019), “Delaying the Resolution of Uncertainty: The Role of Discomfort and Excitement in Consumer Decision Making,” competitive paper presented at the *ISMS Marketing Science Conference*, University of Roma Tre (Italy)

Talebi, Arash* and *Sonja Prokopec* (2018), “When Vegas and NBA Meet: The Impact of Uncertain Promotions on Consumers’ Performance,” working paper presented at the *European Marketing Academy Conference (EMAC)*, University of Strathclyde, Glasgow (UK)

Talebi, Arash, *Sonja Prokopec, and Ayse Onculer* (2018), “Pain of Loss: How Losing in a Promotional Competition Influences Consumer Attitude,” working paper accepted at the *Association for Consumer Research (ACR) Conference*, Dallas (USA)

Talebi, Arash and *Sonja Prokopec* (2017), “Vegas It Up to Boost Your Performance!” working paper accepted at the *Association for Consumer Research (ACR) Conference*, San Diego (USA)

Talebi, Arash, *Mohammad Ali Molaei**, and *Bozorgmehr Ashrafi* (2011), “Managing the Quality of Services in Knowledge Economy Firms (A Case Study in Iran Science and Research Foundation of Architecture and Urbanization),” working paper presented at the *Managing Services in the Knowledge Economy Conference, Famalicão (Portugal)*

Talebi, Arash and *Mohammad Ali Molaei** (2010), “Application of Genetic Algorithm in Portfolio Optimization,” competitive paper presented at the *1st International Conference of Business and Economics, Thessaloniki (Greece)*

Talebi, Arash, *Mohammad Ali Molaei**, and *Mohammad Javad Sheikh* (2010), “Performance Investigation and Comparison of Two Evolutionary Algorithms in Portfolio Optimization: Genetic and Particle Swarm Optimization,” competitive paper presented at the *joint conference of IEEE and IACSIT: The Conference on Information and Financial Engineering, Chongqing (China)*

AWARDS, HONORS AND GRANTS

- Fellow, 2019 EMAC Doctoral Colloquium, *University of Hamburg (Germany)*
- Fellow, 2019 The 5th SIM Doctoral & Research Colloquium, *Luiss University, Rome (Italy)*
- Fellow, 2019 ISMS Marketing Science Doctoral Consortium, *Rome (Italy)*
- Fellow, 2018 EMAC Doctoral Colloquium, *University of Strathclyde, Glasgow (UK)*
- Fellow, 2017 EMAC Doctoral Colloquium, *University of Groningen (Netherlands)*

- Recipient, 2018 Research Grant (#043-236-1-8-12-P-1; 4,500€), ESSEC Research Center, ESSEC Business School, *France*
- Recipient, 2017 Research Grant (#043-219-1-7-01-P-1; 4,250€), ESSEC Research Center, ESSEC Business School, *France*
- Recipient, 2015-2019 Doctoral Scholarship and Conference Travel Grants, ESSEC Business School, *France*
- Representative of ESSEC students, 2018 Accreditation by the French HCERES (Haut Conseil de l'évaluation de la recherche et de l'enseignement supérieur), Université de Cergy-Pontoise, *France*
- Recipient, 2014 Talent Management Ambassador award, Savola Co., *Iran*
- Nomination, 2010 1st International Conference of Business and Economics, the "Best Paper Award", *Greece*
- Recipient, 2010 Student Excellence award, Shahrood University of Technology, *Iran*
- Ranked in the top 0.65% among more than 28,000 participants in the 2007 National Universities Entrance Exam for Graduate Studies, *Iran*
- Ranked in the top 0.37% among more than 360,000 participants in the 2002 National Universities Entrance Exam for Undergraduate Studies, *Iran*

PROFESSIONAL SERVICE

Trainee Reviewer, *Journal of Consumer Research (JCR)*
Reviewer, European Marketing Academy Conference (EMAC)
Reviewer, The La Londe Conference

PROFESSIONAL AFFILIATIONS

European Marketing Academy (EMAC), Since 2017

PEDAGOGICAL CONTRIBUTION

Prokopec, Sonja and Arash Talebi, "Repositioning Hennessy VS in the U.S. Market," Business Case, in preparation for submission to The Case Centre

Arash Talebi, a "Distribution and Sales" exercise based on real market data, Applicable for teaching the "Principles of Marketing" and "Sales and Distribution" Courses

SELECTED DOCTORAL COURSEWORK & AUDITED COURSES

Statistics and Methodology

Applied Statistics

Multivariate Statistics in Marketing

Quantitative Research Methods 1&2

Marketing

Fundamentals of Marketing Research

Consumer Behavior Research

Marketing Strategy

Econometrics

Marketing Models 1 & 2

Component-Based SEM

Programming Languages – R

Skill Courses

Research Design

Professional Development Workshops 1-3

Experimental Design

Writing Skill Seminars 1 & 2

Network Analysis

Audited Courses

Experimental Methods for Behavioral Research, *Professor Leonard Lee, NUS, Singapore*

Judgement and Decision Making, *Professor Reid Hastie from the University of Chicago*

Booth School of Business, Visiting scholar at NUS, Singapore

RESEARCH INTERESTS

Affect and Decision Making, Affective Forecasting, Decision-making under Uncertainty, Temporal Perceptions and Judgement, Promotion and Pricing

LANGUAGES

Persian (native), English (fluent), French (intermediate), Turkish (beginner), Arabic (beginner)