

Soroush Verdi

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RESEARCH INTERESTS

Judgment & Decision-Making: Price Evaluation, Mental Accounting, Trade-off Evaluation, Incentive Response, Donation and Prosocial Decisions.

Psychology of AI: AI Influence on People's Decisions, Biases Caused by AI.

EDUCATION

Ph.D. Candidate in Marketing 09/2024 – Present
University of Groningen  Netherlands

Dissertation Title:

- *Artificial Intelligence in Marketplace: Consumers' Judgment and Decision-making in the Age of AI*

Promotors:

- Prof. dr. Koert van Ittersum (*University of Groningen*)
- Dr. Mehrad Moeini-Jazani (*University of Groningen*)

MSc. Research Master in Economics and Business - Business Track 09/2022 – 08/2024
University of Groningen Netherlands

GPA: 8.0 / 10

Thesis Grade: 9.0 / 10

List of Relevant Coursework (Coordinators):

- *Marketing Theory* (Prof. dr. Jenny van Doorn)
- *Experimental Research Design* (Prof. dr. Marijke Leliveld)
- *Empirical Methods of Economics* (Prof. dr. Viola Angelini)
- *Behavioral Decision-making* (Prof. dr. Bernard Nijstad)
- *Consumer Psychology* (Dr. Sumaya Albalooshi)
- *Building Brands for Impact* (Dr. Mehrad Moeini-Jazani)

BSc. in Accounting 09/2017 – 08/2021
University of Hormozgan Iran

GPA: 18.0 / 20.0

WORKS IN PROGRESS

Manuscript Under Review:

- **Verdi, S.**, Moeini-Jazani, M., & Schwarz, N. The Cost of Transparency: When and How AI Disclosure Undermines Environmental Donation Appeals (2nd round review at JAMS)

Working Paper:

- **Verdi, S.**, Moeini-Jazani, M., Klesse, A. K., & Van Ittersum, K. (Topic: AI and Evaluative Judgments).

CONFERENCE PRESENTATIONS

Verdi, S., Moeini-Jazani, M., & Schwarz, N. The Cost of Transparency: When and How AI Disclosure Undermines Environmental Donation Appeals

Presented at:

- **2026 Dutch Consumer Behavior Day**, Wageningen, Netherlands (19 January 2026)
- **2025 SPUDM**, Lucca, Italy (1 September 2025)
- **54th EMAC**, Madrid, Spain (30 May 2025)
- **University of Groningen PhD Conference**, Groningen, Netherlands (8 April 2025)
- **Marketing Research Camp** (with University of Münster), Groningen, Netherlands (3 April 2025)

TEACHING AND SUPERVISION

Master's Level:

- Artificial Intelligence: A Multifaceted Perspective (*Guest Lecturer*) 2026 – Present
MSc. Multidisciplinary Course, University of Groningen
- Master's Thesis (*First supervisor*) 2025 – Present
MSc. Marketing Management, University of Groningen
2025-2026 Academic year: 2 students
- Building Brands for Impact (*Tutor*) 2024 – Present
MSc. Marketing Management, University of Groningen

Bachelor's Level:

- Bachelor's Thesis (*First supervisor*) 2024 – Present
BSc. International Business, University of Groningen
2025-2026 Academic year: 16 students
2024-2025 Academic year: 12 students
- Marketing for E&BE (*Tutor*) 2024 – Present
BSc. Economics & Business Economics, University of Groningen
- Research Methodology for IB (*Tutor*) 2024 – Present
BSc. International Business, University of Groningen

GRANTS AND SUPPORTS

- Research conference grant, University of Groningen (€2,000) 2026
- Research conference grant, University of Groningen (€2,200) 2025
- Research Master Scholarship, University of Groningen (€17,800) 2023 – 2024
- Research Master Scholarship, University of Groningen (€16,200) 2022 – 2023
- NL Scholarship (Dutch Ministry of Education, Culture and Science) (€5,000) 2022 – 2023

SKILLS

Methodological & Analytical Skills:

- **Experimental Design:** Multi-study sequencing, controlled lab and online experiments, Human-AI/Robot interaction studies, field studies.
- **Advanced Analytics:** Causal inference, advanced mediation and moderation analysis (e.g., Hayes PROCESS).


Technical Proficiencies:


- **Programming & Data Science:** R, STATA, SPSS.
- **Data Acquisition:** API integration, web scraping.
- **Experimental Platforms:** Qualtrics, oTree, Prolific, CloudResearch.
- **Data & Visualization:** Publication-quality visualization and analytical workflows in R; transparent and reproducible research practices.

Languages:

- **English:** Professional & Academic Proficiency (C1-C2).
- **Dutch:** Elementary Proficiency (A2).

REFERENCES

Prof. dr. Koert van Ittersum  , *Full professor of Marketing*, University of Groningen
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Dr. Mehrad Moeini-Jazani  , *Associate professor of Marketing*, University of Groningen
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