



# Soroush Verdi

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## RESEARCH INTERESTS

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**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

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### Ph.D. Candidate in Marketing

University of Groningen 

09/2024 – Present

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

University of Groningen

09/2022 – 08/2024

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

University of Hormozgan

09/2017 – 08/2021

Iran

GPA: 18.0 / 20.0

## WORKS IN PROGRESS

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### 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

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**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

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### 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

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- 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

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### 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

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**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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