

Moha Ghaderi

CONTACT INFORMATION	Department of Economics and Business Pompeu Fabra University Barcelona, Spain <i>Last update: September 18, 2024</i>	<i>Phone: +34 93 542 26 82</i> <i>E-mail: mohammad.ghaderi@upf.edu</i> <i>Web: www.upf.edu/web/econ/entry</i> Google Scholar
RESEARCH INTERESTS	Decision Sciences, Bounded Rationality, Mathematical Programming, Choice Modeling, Machine Learning, Computational Methods, Simulation	
ACADEMIC APPOINTMENTS	Pompeu Fabra University, Department of Economics and Business Assistant Professor (Tenure-track) 2019– <i>Ramón y Cajal Fellow</i> 2023– visiting Assistant Professor 2017–2019	
OTHER AFFILIATIONS	Barcelona School of Economics 2019– UPF Barcelona School of Management 2019–	
EDUCATION	PhD (cum-laude) in Management Sciences 2013–2017 ESADE Business School, Barcelona, Spain <i>ESADE Best PhD Thesis Prize</i> <i>EDAMBA 2018 Doctoral Thesis Award</i> <i>Finalist (top three) MCDM Society Doctoral Dissertation Award</i> Master of Research in Management Sciences 2012–2013 ESADE Business School, Barcelona, Spain MSc in Industrial Engineering 2010–2012 Sharif University of Technology, Tehran, Iran BSc in Mechanical Engineering 2005–2010 Sharif University of Technology, Tehran, Iran BSc in Industrial Engineering (Dual Major) 2005–2010 Sharif University of Technology, Tehran, Iran	
RESEARCH VISITS	<ul style="list-style-type: none">• Columbia Business School, New York City 08/2023–12/2023 Marketing Department Hosts: prof. Oded Netzer & prof. Kamel Jedidi• Ecole Polytechnique Fédérale de Lausanne (EPFL), Switzerland 05/2022–07/2022 Transportation and Mobility Laboratory Host: prof. Michel Bierlaire• Erasmus University Rotterdam, Netherlands 10/2021–12/2021 Erasmus Choice Modelling Centre Host: prof. Bas Donkers• Laboratory of Intelligent Decision Support Systems, 02/2017 & Institute of Computing Science, Poland 05/2016–07/2016 Host: prof. Roman Słowiński	
FELLOWSHIPS & AWARDS	<ul style="list-style-type: none">• Ramon y Cajal, Individual Fellowship (5 years), Spanish Ministry of Economy, €236,000 2023• BSE Seed Grant SG2021-13, Individual Fellowship 2021• Waste recycling for planetary wellbeing through Planetary Wellbeing initiative 2021• Generalitat de Catalunya with the ESF FI Grant (3 years), Individual Fellowship, €48,000 2015	

- PEER RECOGNITION
- INFORMS MCDM *Junior Researcher Best Paper Award* 2022
 - Graduate Teaching Excellence Award by UPF-BSM 2022
 - Omega Journal *Best Paper Award* 2021
 - INFORMS-MCDM Doctoral Dissertation Award 2019
 - Doctoral Dissertation Competition Award by the European Doctoral Association in Management and Business Administration 2018
 - Extraordinary Doctorate Dissertation Award, ESADE 2017
 - Outstanding Reviewer Award, European Journal of Operational Research 2017
- PUBLICATIONS
- [1] **Ghaderi, M.** (2022) *Public Health Interventions in the Face of Pandemics: Network Structure, Social Distancing, and Heterogeneity*, **European Journal of Operational Research**, **298(3)**, 1016-1031 (ABS 4, SJR Q1, IF: 6.4)
 - [2] Bagherzadeh, M, **Ghaderi, M.**, Fernandez, A.S, (2022), *Coopetition for innovation - the more, the better? An empirical study based on preference disaggregation analysis*, **European Journal of Operational Research**, **297(2)**, 695-708 (ABS 4, SJR Q1, IF: 6.4)
 - [3] **Ghaderi, M.**, Kadziński, M, (2021), *Incorporating Uncovered Structural Patterns in Value Functions Construction*, **Omega**, **99** (JCR Rank 6/104 in OR & Management Science, SJR Q1, IF: 6.9)
 - Recipient of the Omega 2021 **Best Paper Award**
 - INFORMS 2022 **Junior Researcher Best Paper Award**
 - [4] Kadziński, M, **Ghaderi, M.**, Dabrowski, M, (2020), *Contingent Preference Disaggregation Model for Multiple Criteria Sorting Problem*, **European Journal of Operational Research**, **281(2)**, 369-387. (ABS 4, SJR Q1, IF: 6.4)
 - [5] **Ghaderi, M.**, Ruiz, F.J, Agell, N, (2017), *A Linear Programming Approach for Learning Non-Monotonic Additive Value Functions in Multiple Criteria Decision Aiding*, **European Journal of Operational Research**, 259 (3), 1073-1084. (ABS 4, SJR Q1, IF: 6.4)
 - [6] Kadziński, M, **Ghaderi, M.**, Wasilowski, J, Agell, N, (2017), *Expressiveness and Robustness Measures for the Evaluation of an Additive Value Function in Multiple Criteria Preference Disaggregation Methods: an Experimental Analysis*, **Computers & Operations Research**, 87, 146-164. (ABS 3, SJR Q1, IF: 4.6)
 - [7] **Ghaderi, M.**, Ruiz, F.J, Agell, N, (2015), *Understanding the Impact of Brand Colour on Brand Image: a Preference Disaggregation Approach*, **Pattern Recognition Letters**, 67 (1), 11-18. (ABS 3, SJR Q1, IF: 5.1)
 - [8] **Ghaderi, M.**, Ruiz, F.J, Agell, N, (2014), *Understanding Color Trends by Means of Non-Monotone Utility Functions*, in *Artificial Intelligence Research and Development: Recent Advances and Applications*, 269, 107-115.
- WORKING PAPERS
- [1] From investigation of expressiveness and robustness to a comprehensive value-based framework for multiple criteria sorting problems, with Kadziński, M and Wójcik, M (*under review, round 3*)
 - [2] Random Preference Model, with Jedidi, K, Donkers, B, and Kadziński, M
 - [3] Robust Discrete Choice with Limited Data, with Bierlaire, M
 - [4] A Model of Context-Dependent Preferences, with Donkers, B
- WORK IN PROGRESS
- Unimodal Random Preferences: Estimation and Identification
 - Random Attention, Information Sampling, and Stochastic Choice
 - A nonparametric choice model to capture compromise effect
 - Contingent Binary Choice Model: Inconsistency and Salience

- Sequential Inference Procedure for Robust Discrete Choice Analysis
- Multiple Criteria Nominal Classification Problem

EDITORIAL
SERVICE

- **Editorial Board Member:** Analytics (Springer Discover series)
- **Reviewer:**
 - European Journal of Operational Research (*¿20 reviews*)
 - Journal of Mathematical Economics
 - Omega
 - Artificial Intelligence Review
 - Decisions in Economics and Finance
 - Production and Operations Management
 - Annals of Operations Research
 - Computers & Operations Research
 - Journal of Operational Research Society
 - IEEE Transactions on Computational Social Systems
 - Pattern Recognition Letters
 - Advances in Operations Research
 - Journal of Air Transport Management
- **Referee:** EDAMBA 2021 Doctoral Thesis Competition

TEACHING

Executive

- Marketing Analytics and Product Design (UPF-BSE) 2023
- Thinking with Data (ESADE) 2021 & 2022

Master

- Marketing Analytics (MSc Management & MSc Marketing) 2018–
- Marketing Analytics and Big Data (MSc Marketing) 2020–2022

PhD

- Choice Models (PhD Economics Research Seminar) 2020 & 2022

Undergraduate

- Computational Marketing 2024–
- Global Marketing 2018–

ESADE (MBA, MSc, BBA)

- Co-Professor for:
 - Research, Analysis, and Metrics (MSc), 4/8 sessions 2013 & 14 & 15
 - Applied Quantitative Methods (MBA), 2/8 sessions 2014
 - Marketing Research (MBA), 4/8 sessions 2013 & 14
- Instructor for (teaching seminar & practice sessions):
 - Research Methods (undergraduate), 12 weeks, 3 groups 2015 & 16
 - Mathematics (undergraduate), 4 weeks 2013 & 14
- Teaching Assistant for:
 - Marketing Analytics (MSc) 2017
 - Operations Management (MBA) 2017
 - Quantitative Methods in Management Sciences (PhD) 2013

ORGANIZATION OF
SCIENTIFIC
MEETINGS

- INFORMS Session Organizer and Chair: New Perspectives in Multiple Criteria Decision Making, Phoenix, Arizona 2023
- Coordinator of the Operations and Marketing Seminar Series at Pompeu Fabra University 2020–2021 & 2024
- 83rd Meeting of EURO Working Group on Multiple Criteria Decision Aiding, Barcelona 2016

INVITED
TALKS

Columbia Business School NYC (11/2023), Erasmus School of Economics Rotterdam (12/2021 and 12/2022), EPFL Switzerland (05/2022), Polytechnic University of Catalonia UPC (04/2020), European Law Students Association Summer School (07/2017)

SEMINARS,
CONFERENCES,
AND WORKSHOPS

- 2024: INFORMS (Seattle, Washington), EURO (Copenhagen), INFORMS Advances in Decision Analysis (Helsinki)
- 2023: INFORMS (Phoenix, Arizona), Columbia Business School NYC
- 2022: INFORMS (Indianapolis, USA), Econometrics Institute at Erasmus University (Rotterdam), EPFL (Switzerland), EURO (Helsinki)
- 2021: EURO (Athens), Erasmus School of Economics Rotterdam (Marketing Department), EWG-MCDA (Krakow)
- 2020: Polytechnic University of Catalonia UPC (online), Discrete Choice Analysis (Lausanne, Switzerland), EWG-MCDA (online)
- 2019: INFORMS Marketing Science (Rome), EMAC (Hamburg), EWG-MCDA (Trento)
- 2018: EURO (Valencia)
- 2017: European Law Students Association Summer School, EWG-MCDA (Padova, Italy)
- 2016: EURO (Poznan), MCDM (Recife, Brazil), EWG-MCDA Barcelona (organizer)
- 2015: EWG-MCDA (Odense), MCDM (Hamburg), EWG-MCDA (Annecy, France), Big Data Winter School (Tarragona, Spain)
- 2013-2014: IFORS (Barcelona), MCDM (Perugia, Italy), MCDM (Malaga)

GRADUATE THESIS
SUPERVISION

- Fernanda Garrido, MSc thesis title: Nonparametric inference with limited data: robustness and stability 2024
- Daniil Henish, MSc thesis title: Personality traits and impulsive purchase behaviour: an empirical investigation based on real and synthetic AI-generated data 2024
- Yining Chang, MSc thesis title: Human-Generative AI interactions in creative product promotions 2024
- Qiuping Yang, MSc thesis title: Profit model, profit changes, and driving factors of webcast plat-forms: an exploratory case analysis 2020
- Laura Braggion, MSc thesis title: Understanding diversity in consumers? interests in online media markets 2016