

Mohammad Ghaderi

CONTACT INFORMATION	Department of Economics and Business Pompeu Fabra University Barcelona, Spain	<i>Phone:</i> +34 93 542 26 82 <i>E-mail:</i> mohammad.ghaderi@upf.edu <i>Web:</i> www.upf.edu/web/econ/entry
ACADEMIC APPOINTMENTS	Pompeu Fabra University, Department of Economics and Business Assistant Professor (tenure-track) Since July 2019 visiting Assistant Professor July 2017 - July 2019	
OTHER AFFILIATIONS	Barcelona Graduate School of Economics Since July 2019 UPF Barcelona School of Management Since July 2019	
EDUCATION	ESADE Business School , Barcelona, Spain • Ph.D. in Management Sciences (<i>Excellent - Cum Laude</i>) September 2013 - June 2017 - <i>ESADE Best Ph.D. 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 September 2012 - July 2013 Sharif University of Technology , Tehran, Iran • M.Sc. in Industrial Engineering September 2010 - August 2012 • B.Sc. in Mechanical Engineering September 2005 - July 2010 • B.Sc. in Industrial Engineering (Dual Major) September 2005 - July 2010	
PUBLICATIONS	[6] Ghaderi, M. , Kadziński, M., (2020), Incorporating Uncovered Structural Patterns in Value Functions Construction, (<i>Forthcoming</i>) OMEGA (JCR Rank 2 in OR & Management Science, SJR Q1, IF: 5.341) [5] 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: 3.806) [4] 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: 3.002) [3] 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: 3.806) [2] 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: 2.810) [1] Ghaderi, M. , Ruiz, F.,J., Agell, N. (2014). Understanding Color Trends by Means of Non-Monotone Utility Functions. in <i>Artificial Intelligence Research and Development: Recent Advances and Applications</i> , 269, 107-115.	

PAPERS IN
PREPARATION

- [1] **Ghaderi, M.**, Robust Discrete Choice with Limited Data
- [2] **Ghaderi, M.**, Public Health Interventions in the Face of Pandemics: Network Structure, Social Distancing, and Heterogeneity
- [3] **Ghaderi, M.**, Costa, A.S., Rui Figueira, J., Multiple Criteria Nominal Classification Problem
- [4] Bagherzadeh, M., **Ghaderi, M.**, Coopetition for innovation - the more, the better? An empirical study based on multiple criteria decision analysis
- [5] **Ghaderi, M.**, Ladron de Guevara, A., Agell, N., Colouring Pillars of Brand Personality: an Empirical Cross-Industry Study Based on Preference Disaggregation Approach
- [6] **Ghaderi, M.**, Singh, J. J., Eliciting Consumers Brand Preferences in the FMCG Industry in Spain
- [7] **Ghaderi, M.**, Towards Debiasing Preference Disaggregation: Mixed-Elicitation Method

TEACHING
EXPERIENCE

Pompeu Fabra University, Department of Business and Economics **Since 2017**
Developing and Teaching the following two courses:

Graduate Teaching:

- Professor for **Marketing Analytics** (Master of Science in Management), Spring 2018-19-20
- Professore for **Choice Analytics** section of the PhD course *Business Analytics for Marketing and Operations*, Winter 2020

Undergraduate Teaching:

- Professor for **International Marketing Decisions** (3rd year undergraduate core class), Winter 2018-19-20

ESADE Business School

2013 - 2017

- Co-Professor for **Marketing Research (MBA)**, 30 students, shared responsibility for lectures (taught 2 sessions out of 8), group projects, homework assignments, midterm and final exams, With Prof. Jatinder Singh, Fall 2013 & 2014.
- Co-Professor for **Applied Quantitative Methods (MBA)**, two sections, each of up to 30 students, shared responsibility for developing the course, lectures (taught 2 sessions out of 8), homework assignments, and final exam, With Prof. Jatinder Singh, Fall 2014.
- Co-Professor for **Research, Analysis and Metrics (MSc in Marketing)**, two sections, each of up to 50 students, shared responsibility for lectures (teaching 3, in the last year 4, sessions out of 8), group projects, homework assignments, final exam, With Prof. Jatinder Singh, Fall 2013 & 2014 & 2015.
- Co-Professor for **Writing MSc Thesis (general MSc Programme course)**, With Prof. Joan Manuel Batista (Course Co-ordinator), Spring 2014.
- Co-Professor for **Mathematics (1st year undergraduate)**, taught weekly sessions (12 weeks), for three sections each of 30 students, With Prof. Nuria Agell and Xari Rovira, Fall 2015 & 2016.
- Co-Professor for **Research Methods (3rd year undergraduate)**, taught 4 sessions on Statistical methods (Regression, Factor Analysis, and Clustering) and their implementation in SPSS, With Prof. Joan Manuel Batista and Joan Sureda, Spring 2013 & 2014.
- Teaching Assistant for **Marketing Analytics (MSc Marketing)**, With Prof. Skander Es-seghaier, Spring 2017.
- Teaching Assistant for **Operations (MBA)**, With Prof. Ignasi Puig de Dou, Spring 2017.
- Teaching Assistant for **Quantitative Methods in Management Sciences (Master of Research)**, With Prof. Joan Manuel Batista, Fall 2013.

Sharif University of Technology

2009 - 2011

- Teaching Assistant for **Operations Research (BSc)**, With Prof. Kourosh Eshghi, 2009-2011.

CONFERENCE
PRESENTATIONS

Ghaderi, M., Kadziński, M., Incorporating group-level uncovered structural patterns in estimation of individual-level preferences,
- 48th **EMAC** (European Marketing Academy) Annual Conference, May 28-31, 2019, Hamburg, Germany.
- 2019 **INFORMS Marketing Science** Conference, June 20-22, Rome, Italy.

Ghaderi, M., Kadziński, M., Agell, N., Better Together: Improved Predictive Accuracy of Preference Disaggregation by Discovering Structural Similarities in Preference Models,
- 29th European Conference on Operational Research (**EURO**), July 8-11, 2018, Valencia, Spain.
- 89th Meeting of EURO Working Group on Multiple Criteria Decision Aiding (**EWG-MCDA 89**), April 11-13, 201, Trento, Italy.

Ghaderi, M., Agell, N., Colors and Brand Personality, 85th Meeting of EURO Working Group on Multiple Criteria Decision Aiding (**EWG-MCDA 85**), April 20-22, 2017, Padova, Italy.

Ghaderi, M., Ruiz, F.J, Agell, N., Kadzinski, M., Disaggregation Approach for Understanding Heterogeneity in Consumers Preferences, 28th European Conference on Operational Research (**EURO**), July 3-6, 2016, Poznan, Poland.

Ghaderi, M., Ruiz, F.J, Agell, N., Disaggregation Approach for Recognizing Diversity in Collective Preferences, 82nd Meeting of EURO Working Group on Multiple Criteria Decision Aiding (**EWG-MCDA 82**), September 24-26, 2015, Odense, Denmark.

Ghaderi, M., Ruiz, F.J, Agell, N., Learning Non-Monotonic Value Functions: Restricting Variation in Derivatives, 23rd International Conference on Multiple Criteria Decision Making (**MCDM 23**), August 2-7, 2015, Hamburg, Germany.

Ghaderi, M., Agell, N., Ruiz, F.J, Modeling Consumers preferences Heterogeneity: A Novel Approach, 1st International Conference on Decision Support System Technology: Big Data Analytics For Decision Making (**ICDSST**), May 27-29, 2015, Belgrade, Serbia.

Ghaderi, M., Ruiz, F.J, Agell, N., On the Strategies of Criteria Discretization and Subintervals Design in UTA-Like methods, 81st Meeting of EURO Working Group on Multiple Criteria Decision Aiding (**EWG-MCDA 81**), March 26-28, 2015, Annecy, France.

Ghaderi, M., Ruiz, F.J, Agell, N., Learning Non-Monotonic Preferences, a New Algorithm, 20th Conference of the International Federation of Operational Research Societies (**IFORS**), July 13-18, 2014, Barcelona, Spain.

Ghaderi, M., Agell, N., Ruiz, F.J., Sanchez, M., Multi-Criteria Preference Disaggregation Analysis: A New Algorithm and an Application to Color Preferences, 22nd International Conference on Multiple Criteria Decision Making (**MCDM 22**), June 17-22, 2013, Malaga, Spain.

CONFERENCE
ATTENDANCE
(NO PRESENTATION)

EURO Working Group on Multiple Criteria Decision Aiding (**EWG-MCDA**) Meetings: 90 (Brest, France), 88 (Lisbon, Portugal), 87 (Delft, Netherlands),

OTHER ACTIVITIES

Graduate Thesis Supervision

Qiuping Yang, **M.Sc.** thesis title: Profit model, profit changes, and driving factors of webcast platforms – an exploratory case analysis, Spring 2020.

Laura Braggion, **M.Sc.** thesis title: Understanding diversity in consumers' interests in online media markets, Spring 2016.

Conference Organization

Organizing Committee of the 83rd Meeting of EURO Working Group on Multiple Criteria Decision Aiding (**EWG-MCDA 83**), March 31-April 2, 2016, Barcelona, Spain.

Ad Hoc Reviewer

- European Journal of Operational Research (**Outstanding Reviewer Award**)
- Journal of Mathematical Economics
- Annals of Operations Research

- Journal of Operational Research Society
- Pattern Recognition Letters
- Advances in Operations Research
- Journal of Air Transport Management

Project Participation

- SENSORIAL Research Project (TIN2010-20966-C02-01, 02) funded by the Spanish Ministry of Science and Information Technology.
- Mathematical structure for evaluating linguistics in decision making processes: advanced solutions for tourism management in smart cities (TIN2016-80049-C2-1-R), Funded by the Spanish Ministry of Economy and Competitiveness.
- Generalitat de Catalunya with the ESF (FI grants: FI-DGR2014, 2015FI.B1-00105, 2016FI.B2-00058)
- Severo Ochoa Programme for Centres of Excellence in R&D (SEV-2015-0563)

Invited Speaker

- *Choices, Preferences, and Decisions*, as part of the graduate course *Advanced Decision Making Methodologies*, Polytechnic University of Catalonia (UPC) and Universitat Rovira i Virgili (URV), Spring 2020, Barcelona, Spain
- *Preference Disaggregation: Towards an Integrated Framework*, 25th International Conference on Multiple Criteria Decision Making (MCDM), June 16-21, Istanbul, Turkey
- *Marketing in the Age of Data*, European Law Students' Association (ELSA) summer school on Creative Law and Business, July 23-30, 2017, Poznan, Poland

HONORS AND AWARDS

Awarded with the 2018 PhD Thesis Competition Prize by the European Doctoral Association in Management and Business Administration (EDAMBA), September 2018, University of Cologne, Germany

Best PhD Thesis Award - 2017 winner of the Extraordinary Doctorate Dissertation Award from Universitat Ramon Llull

Finalist (top 3) for the 2019 MCDM Doctoral Dissertation Award (International Society on Multiple Criteria Decision Making)

Awarded with the competitive pre-doctoral grant (FI-DGR2014) funded by the Catalan Government, 2013

Awarded with the doctoral scholarship grant by ESADE Business School, 2013

Awarded with the Student Talent Scholarship by ESADE Business School, 2012

Exempted from the M.Sc. Entrance Exam in Iran as Exceptionally Talented Student, 2009

Ranked **3rd** among more than **420,000** participants in the Iranian National University Entrance Exam, 2005

Outstanding Reviewer Award by the European Journal of Operational Research (EJOR), 2017

RESEARCH VISITS

- Visiting Scholar, Laboratory of Intelligent Decision Support Systems, Institute of Computing Science, May 2016 - July 2016 & February 2017
Hosted by prof. Roman Słowiński

COURSEWORK

- **Discrete Choice Analysis**: Predicting Individual Behavior and Market Demand, taught by **Moshe Ben-Akiva (MIT)** and **Michel Bierlaire (EPFL)**, February 2020, Lausanne, Switzerland.
- **12th MCDA/M** Summer School, July 18-29, 2016, Recife, Brazil.
- **1st** international Winter School on **Big Data**, January 26-30, 2015, Tarragona, Spain.
- International MCDA spring school on **Multiple criteria decision making: a key for sustainability**, May 26-31, 2014, Perugia, Italy.
- Selected Courses at **ESADE Business School**: Quantitative Methods in Management Research; Research Design in Quantitative Methods; Empirical Research for Social Sciences; Markets, Institutions and Incentives; Research Topics on Marketing

- Selected Courses at **Sharif University of Technology**: Decision Making, Combinatorial Optimization, Game Theory, Graph Theory, Computer Simulation, Design of Experiments, Stochastic Processes, Probability Models and Queueing