

# Moha Ghaderi

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CONTACT INFORMATION	Department of Economics and Business Pompeu Fabra University Barcelona, Spain <i>Last update: May 4, 2026</i>	<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 Google Scholar
RESEARCH INTERESTS	Decision Sciences, Bounded Rationality, Choice Modeling, Optimization, Machine Learning, Computational Methods, Simulation	
ACADEMIC POSITIONS	<b>Pompeu Fabra University, Department of Economics and Business</b> Assistant Professor (tenure-track) 2019— <i>Ramón y Cajal Fellow</i> 2023— visiting Assistant Professor 2017–2019	
ADDITIONAL AFFILIATIONS	Barcelona School of Economics 2019— UPF Barcelona School of Management 2019—	
VISITING SCHOLAR	<b>Columbia Business School, Marketing Division</b> , NY, USA 08–12/2023 & 10–11/2024 Hosts: prof. Oded Netzer & prof. Kamel Jedidi <b>Ecole Polytechnique Fédérale de Lausanne (EPFL)</b> , Switzerland 05/2022–07/2022 Host: prof. Michel Bierlaire <b>Erasmus School of Economics</b> , Rotterdam, the Netherlands 10–12/2021 Host: prof. Bas Donkers <b>Institute of Computing Sciences</b> , Poznan, Poland 05–07/2016 Host: prof. Roman Słowiński	
EDUCATION	<b>PhD (cum-laude) in Management Sciences</b> 2013–2017 ESADE Business School, Barcelona, Spain <b>Master of Research in Management Sciences</b> 2012–2013 ESADE Business School, Barcelona, Spain <b>MSc in Industrial Engineering</b> 2010–2012 Sharif University of Technology, Tehran, Iran <b>BSc in Mechanical Engineering</b> 2005–2010 Sharif University of Technology, Tehran, Iran <b>BSc in Industrial Engineering (Dual Major)</b> 2005–2010 Sharif University of Technology, Tehran, Iran	
AWARDS	<ul style="list-style-type: none"><li>• Bernard Roy Award "<i>The highest EURO-MCDA recognition to a researcher under 40</i>" 2024</li><li>• INFORMS MCDM <i>Junior Researcher Best Paper Award</i> 2022</li><li>• Graduate Teaching Excellence Award by UPF-BSM 2022</li><li>• Omega Journal <i>Best Paper Award</i> (twice) 2021 &amp; 2025</li><li>• INFORMS-MCDM Doctoral Dissertation Award Finalist 2019</li><li>• Doctoral Dissertation Competition Award by the European Doctoral Association in Management and Business Administration 2018</li><li>• Extraordinary Doctorate Dissertation Award, ESADE 2017</li><li>• Outstanding Reviewer Award, European Journal of Operational Research 2017</li></ul>	

## Pre-Doctoral

- Ranked 3rd among more than 400,000 participants in the Iranian National University Entrance Exam, 2005
- Exempted from the nationwide MSc Entrance Exam in Iran as an Exceptionally Talented Student, 2009

## GRANTS

- Ramon y Cajal, Individual Fellowship (5 years), Spanish Ministry of Science, €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

## PUBLICATIONS

- [1] Kadziński, M, Wójcik, M, **Ghaderi, M**, (2025), From investigation of expressiveness and robustness to a comprehensive value-based framework for multiple criteria sorting problems, **Omega**, **131** (JCR Rank 6/104 in OR & Management Science, SJR Q1, IF: 7.2)
  - 2025 Omega **Best Paper Award**
- [2] **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)
- [3] 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)
- [4] **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: 7.2)
  - 2021 Omega **Best Paper Award**
  - 2022 INFORMS **Junior Researcher Best Paper Award**
- [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: 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)
- [7] 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)
- [8] **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)
- [9] **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] Random Preference Model, with Kamel Jedidi, Bas Donkers, and Miłosz Kadziński– (*Complete-ready for submission*) To see a draft, click here.
- [2] Attention-Entropy Random Utility: Endogenous Attention and Context Effects in Discrete Choice– (*Complete-ready for submission*) To see a draft, click here.

- [3] Robust Discrete Choice with Limited Data as an Optimal Transport Problem
- [4] A Model of Context-Dependent Preferences, with Bas Donkers and Oded Netzer

WORK  
IN PROGRESS

- What Drives Attention in Medical Decisions? with Bas Donkers
- Unimodal Random Preference Model: Formulation and Identification
- EM-Algorithm for Fast Random Preference Model Estimation
- A Reason-Based View of Consumer Search with Limited Attention
- Sequential Inference Procedure for Robust Discrete Choice Analysis

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 2018–2025

***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

EDITORIAL  
SERVICE

- **Editorial Board Member:** Analytics (Springer Discover series)
- **Reviewer:**
  - European Journal of Operational Research (>20 reviews)
  - Production and Operations Management
  - Journal of Mathematical Economics
  - Omega
  - Artificial Intelligence Review
  - Artificial Intelligence (Nature portfolio)
  - Decisions in Economics and Finance
  - 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

ORGANIZATION OF SCIENTIFIC MEETINGS	<ul style="list-style-type: none"> <li>○ Annual Meeting of EURO Working Group on Revenue Management &amp; Pricing, Barcelona (scheduled for December 4) 2026</li> <li>○ INFORMS Session Organizer and Chair: New Perspectives in Multiple Criteria Decision Making, Phoenix, Arizona 2023</li> <li>○ 83rd Meeting of EURO Working Group on Multiple Criteria Decision Aiding, Barcelona 2016</li> </ul>
DEPARTMENT SERVICE (UPF)	<ul style="list-style-type: none"> <li>○ Organizer, Operations and Marketing Seminar Series 2020 &amp; 21 &amp; 24 &amp; 25</li> <li>○ Coordinator, Operations Junior Faculty Recruiting Committee 2025-26</li> </ul>
INVITED TALKS	Euro Working Group on MCDA 100th meeting (09/2025), 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	<p><b>2026:</b> IFORS (Vienna), INFORMS Marketing Science (Lisbon), EWG-MCDA (Leeds, UK), EWG Revenue Management &amp; Pricing (Barcelona, <i>Organizer</i>)</p> <p><b>2025:</b> EURO (Leeds, UK), EWG Pricing and Revenue Management (Luxembourg), EWG-MCDA (Poznan),</p> <p><b>2024:</b> INFORMS (Seattle, Washington), EURO (Copenhagen), INFORMS Advances in Decision Analysis (Helsinki)</p> <p><b>2023:</b> INFORMS (Phoenix, Arizona), Columbia Business School (New York City)</p> <p><b>2022:</b> INFORMS (Indianapolis, USA), Econometrics Institute at Erasmus University (Rotterdam), EPFL (Switzerland), EURO (Helsinki)</p> <p><b>2021:</b> EURO (Athens), Erasmus School of Economics Rotterdam (Marketing Department), EWG-MCDA (Krakow)</p> <p><b>2020:</b> Polytechnic University of Catalonia UPC (online), Discrete Choice Analysis (Lausanne, Switzerland), EWG-MCDA (online)</p> <p><b>2019:</b> INFORMS Marketing Science (Rome), EMAC (Hamburg), EWG-MCDA (Trento), EWG-MCDA (Brest)</p> <p><b>2018:</b> EURO (Valencia), EWG-MCDA (Delft, Netherlands), EWG-MCDA (Lisbon, Portugal)</p> <p><b>2017:</b> European Law Students Association Summer School, EWG-MCDA (Padova, Italy), EWG-MCDA (Paris, France)</p> <p><b>2016:</b> EURO (Poznan), MCDM (Recife, Brazil), EWG-MCDA (Barcelona, <i>Organizer</i>)</p> <p><b>2015:</b> EWG-MCDA (Odense), MCDM (Hamburg), EWG-MCDA (Annecy, France), Big Data Winter School (Tarragona, Spain)</p> <p><b>2013-2014:</b> IFORS (Barcelona), MCDM (Perugia, Italy), MCDM (Malaga)</p>

- GRADUATE THESIS SUPERVISION
- Tània Barberan, MSc thesis title: Consumer Choice Behaviour: Does decoy matter? 2025
  - Fernanda Garrido, MSc thesis title: Nonparametric inference with limited data: robustness and stability (UPF-BSM Best Thesis Award) 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

EXTRACURRICULAR ACTIVITIES Marathon and half-marathon road racing (PB 199' and 93'), Oil painting, Boxing, Hiking