
PhD Student in Consumer Behaviour _ Quantitative track, Grenoble Ecole de Management

Research interest: Food consumption, Virtual Worlds, Luxury Consumption, Gamification, Experimental Design

Nationality: Iranian

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I. EDUCATION

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| 2022-2027 | PhD in Marketing, Grenoble Ecole de Management, France Advisors: Prof. Laurie Balbo, Prof. Robert Mai |
| 2012-2014 | MBA European University, Geneva, Switzerland |
| 2003-2007 | BSc Architectural Engineering, Azad University of Tehran, Iran |

II. ACADEMIC TEACHING EXPERIENCE

Pedagogical training

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| 2023 | Pedagogy and course planning, Grenoble Ecole de Management, France |
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Teaching experience

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| 2023 | Advanced Quantitative Method in Marketing, Grenoble Ecole de Management, France (2 groups, Total 24 hours; Student evaluations : NA) |
| 2023 | Digital Literacy, Grenoble Ecole de Management_Grenoble, France (4 groups, Total 36 hours; Student evaluations : NA) |
| 2023 | Workshop Supporting learning interaction(s) held by Prof. Isabelle Chaboud |
| 2024 | Experimental design and analysis, Grenoble Ecole de Management (Paris & Grenoble) one session (7 groups, Total 21 hours; Student evaluations: NA) |
| 2025 | Digital Literacy, Grenoble Ecole de Management, France (2 groups, Total 60 hours; (Student evaluations : 4.00 and 4.2) |

III. WORK EXPERIENCE

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| 2014-2022 | Head of Marketing & Strategy, Ramona Shahdnoush Kish Co., Tehran, Iran. |
| 2007-2012 | Atelier manager, Fiuzi International Architecture Co., Tehran, Iran. |

IV. FUNDS

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| 2024 | Sheth Foundation Scholarship; \$1,255.00 Travel stipend to attend the 2024 ACR Conference in Paris. |
| 2024 | Erasmus+ Research Visit Grant; €1,905.00 Grant to support a two-week research visit at Aalto University School of Business, December 2024. |

V. RESEARCH (* indicates first authorship)

Academic conferences

Werle, C., Luffarelli, J., Yamim, A., & Masoumzadeh, M. (2025). *Healthy or sustainable? How do consumers balance health and sustainability in food choices*. 41ème Congrès International de l'Association Française du Marketing (AFM), Lille, France.

Masoumzadeh, Mona, Balbo, Laurie, & Mai, Robert. (2024a). The effect of shape (length) of cutlery on food consumption; the moderating effect of consumption goals. *53rd Annual Conference of The European Marketing Academy*. EMAC European Marketing Academy, Bucharest, Romania.

Masoumzadeh, Mona, Balbo, Laurie, & Mai, Robert. (2024b). *Understanding how length of cutlery impacts food consumption: The moderating effect of consumption goals*. 40eme congrès international de l'Association Française du Marketing, AFM Association Française de Marketing, Paris, France.

Masoumzadeh, Mona, Balbo, Laurie, & Mai, Robert. (2024c). *Understanding How Length of Cutlery Handle Impacts Food Consumption: The Moderating Effect of Consumption Goals*. Poster presentation of a working paper at the Association for Consumer Research (ACR) 2024, Paris, France.

Movarrei, R., & Masoumzadeh, M. (2021). The Effect of Consumer Traits on Their Intention to Use Luxury Virtual-Reality (VR) Products: The Mediating Role of Status Signaling. *2021 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM)*, 1235–1239.

Working papers

PhD thesis: Food Consumption and Decision Making

**"The effect of shape (length) of cutlery on food consumption; the moderating effect of consumption goals"* with Balbo L.¹, Mai R.¹

Status: Final edits of manuscript and replicating studies; Tentative Target: JBR

**"Studying consumers' rating of food products as a function of (inflation-driven) temporal price fluctuations and the distribution of prices in food product category"* with Mai R.¹

Status: Early stage, first draft of manuscript and running experiments; Tentative Target: To Be Determined.

"Using AI to promote healthy eating: when AI can be more effective to suggest healthier food substitutes" with Yamim A. P.¹, Rossi P, Bakpayev M.

Status: Early stage, framing paper and designing experiments; Tentative Target: To Be Determined.

**"Eaten or Left Behind: How Consumption Focus Shapes Behavioral Responses in Online Weight Loss Apps"* with Werler C.¹, Balbo L.¹.

Status: Early stage, framing paper and designing experiments; Tentative Target: JCR.

Project 1: Gamification

"The Dark Side of Gamifying Traditional Household Devices: The Elevated Data Privacy Concerns" with Movarrei R.², Aspara J.⁴, Wittkowski K.²

Status: second round of review at European Journal of Marketing; submitted on 10th March 2024; Contribution: 4th author.

"Psychographic Tendencies Predict Willingness to Invest in a Gamified Solution" with Movarrei R.², Aspara J.⁴, Hassan L., and Wittkowski K.²

Status: submitted to European Journal of Marketing on 25th Sep 2023; Contribution: 3rd author

Project 2: Consumer Contamination

* *"A Measurement Scale for Consumer Contamination in Service Contexts"* with Movarrei R.², Aspara J.⁴, Mai R.¹

Status: Submitted to Association for Consumer Research Conference (ACR) 2024 Paris

* *"Consumer Contamination in Service Applications"*, with Movarrei R.², Aspara J.⁴, Mai R.¹

Status: running experiments with a well-developed manuscript; Tentative Target: JSR.

Project 3: Diagnostics Test Results Decision Making

"Promoting Medical Diagnostic Tests: The Effect of (In-) Accuracy Information on Test-Taking Behavior" with Movarrei R.², Aspara J.⁴, Rezaee V. S.⁵, Rezaee V. S.⁶

Status: Final edits; Tentative Target: Management Science; Contribution: 2nd author.

"Analysing test takers behavior based on different costs of the test; comparing simulated vs. real behavior" with Movarrei R.², Aspara J.⁴, Vessal S. R.⁵, Vessal S. R.⁶

Status: Early stage; Tentative Target: To Be Determined ; Contribution: 5th author.

Project 4: Virtual world and its intersection with luxury domain

"The effect of influencers' (real vs. virtual) use of humanized language and emojis on interactions with their followers" with Guitar I.³, Mai R.¹, Beal M.³

Status: Running experiments; Tentative Target: Journal of retailing; Contribution: To Be Determined.

“Virtual (fashion) products; how positioning against the physical counterparts shapes consumers’ perceptions and evaluations” with Movarrei R.², Aspara J.⁴

Status: Early stage, running experiments; Tentative Target: To Be Determined; Contribution: coequal.

“The Effect of Consumer Traits & Product Type on Willingness to Adopt Status-Signaling Virtual-Reality (VR) Products” with Movarrei R.², Vessal S. R.⁶

Status: Final edits; Tentative Target: Technological Forecasting and Social Change; Contribution: 2nd author.

“The effect of conspicuous product care on the status-signaling of luxury products” with Movarrei R.², Aspara J.⁴

Status: two experiments remained to run, final edits; Tentative target: JM; Contribution: 2nd author.

VI. REVIEW

MICA ICMC: *International Communication Management Conference*, January 7-9, 2025, Ahmedabad, India.

2025AMSAC: *Academy of Marketing Science*, July 02-04, 2025, Dijon, Burgundy, France – Reviewer for AI and Marketing Analytics and Consumer Behavior tracks

JCB: *Journal of Consumer Behavior*

Institutional Affiliations of Co-authors

Grenoble ecole de management ¹

- [Laurie Balbo](#) (1st advisor), [Robert Mai](#) (2nd advisor), [Amanda Purski Yamim](#), [Carolina Werle](#)

Aalto University School of Business ²

- [Reza Movarrei](#), [Kristina Wittkowski](#)

Hanken School of Economics ⁴

- [Jaakko Aspara](#)

EMLV École de commerce ⁶

- [Saeedeh Rezaee Vessal](#)

emlyon Business school ³

- [Ivan Guitart](#), [Mathieu Beal](#)

ESSEC Business school ⁵

- [Sara Rezaee Vessal](#)

Lappeenranta University of Technology ⁷

- [Lobna Hassan](#)