

Amirhossein Torkzad

CONTACT INFORMATION	Beedie School of Business Simon Fraser University 500 Granville Street Vancouver, BC, Canada, V6C 1W6	amirhossein_torkzad@sfu.ca Linkedin.com/in/Amirhossein-Torkzad
RESEARCH INTERESTS	<ul style="list-style-type: none">• Consumer durables• Social media• Multi-sided platforms• Microeconometrics	
EDUCATION	PhD in Business Administration, Beedie School of Business, Simon Fraser University, Vancouver, BC, Canada. 2022–Present Master of Business Administration, Graduate School of Management and Economics (GSME), Sharif University of Technology, Tehran, Iran. 2018–2021 <ul style="list-style-type: none">• GPA: 4/4(18.54 in the 0-20 scale)• Thesis Topic: Strategic Behaviour of Passengers in Ride-hailing Platforms Thesis Supervisor: Dr. Shirin Aslani B.S in Civil Engineering, Department of Civil Engineering, Sharif University of Technology, Tehran, Iran. 2013–2018	
TECHNICAL SKILLS	<ul style="list-style-type: none">• Programming Languages: Python(Proficient), R(Proficient)• Software: SQL Server(Proficient), SPSS(Familiar), Power Bi(Proficient), Stata(Familiar)• Writing: MS Office(Proficient), LaTeX(Proficient)• Languages: Persian(Native), English(Fluent)	
RESEARCH EXPERIENCE	<ul style="list-style-type: none">• Trade-Ins and Market Dynamics: Unveiling the Influence of Trade-In Incentives on Durable Product Introduction 2023 Beedie School of Business, Simon Fraser University In this research proposal, I referred to the literature on recycling and green products, switching costs, product substitutability, and information asymmetry to theorize the relationship between the existence of a trade-in option and the market introduction timing of new products. I hypothesized that a trade-in option accelerates the introduction time for the new products. Another hypothesis refers to the size of a trade-in incentive and its negative relationship with the market introduction time of new products.• The Customer Orientation of Salespeople: From a Customer Perspective 2023 Beedie School of Business, Simon Fraser University In this study, I investigated salespeople's customer-oriented behavior using customers' perspectives. Adopting a qualitative approach, I interviewed a sample of customers to examine if they perceive customer orientation of salespeople in a similar way to what famous scales in marketing literature, such as the Selling Orientation-Customer Orientation scale, predict.• The Role of Trust in Online Environments: Consequences for Consumers' Purchase Decisions 2023 Beedie School of Business, Simon Fraser University In this literature review, I explored the importance of trust in online environments, highlighting the crucial role it plays in facilitating consumers' purchase decisions. In this study, I reviewed two main themes in e-trust research: 1. The relationship between trust and perceived risk 2. Trust in recommendation agents (RA), product or service reviews, and eWOM.• Strategic Behaviour of Passengers in Ride-hailing Platforms 2020–2021 Graduate School of Management and Economics, Sharif University of Technology In this empirical research, I examined whether the strategic behaviour of passengers in a ride-hailing platform affects their performance and the platform's revenue. I used the data of one of the biggest platforms in Iran that included the rides' information of more than 20000 passengers in a five-month period.	

HONORS AND AWARDS	<ul style="list-style-type: none"> • Travel & Research award (\$1000) 2023 • Graduate Fellowship (\$7000)/year 2023 - Present • Beedie Family Graduate Scholarship (\$6500)/year 2022 - Present • Beedie Dean's PhD Fellowship (\$6500)/year 2022 - Present • Ranked among the top 1% in the national entrance exam for Iranian universities, Iran 2018 • Ranked among the top 0.1% in the national entrance exam for Iranian universities, Iran 2013
TEACHING EXPERIENCES	<ul style="list-style-type: none"> • Teaching Assistant, Beedie School of business <ul style="list-style-type: none"> – Marketing Tech-based Products and Services, Fall 2023 Dr.Brent McFerran – Business Strategy, Summer 2023 Dr.Pek Hooi Soh • Teaching Assistant, Graduate School of Management and Economics <ul style="list-style-type: none"> – Business Analytics, Fall 2020, Fall 2021 Dr.Sh.Asilani – Operations Management, Spring 2021 Dr.M.Asgari – Operations Management, Fall 2020 Dr.M.Sepehri – Operations Management, Spring 2020 Dr.M.Afzalabadi • Mathematics Tutor 2015-2017 • Educational Consultant at Kanoon Farhangi Amoozesh 2014-2016 (A vibrant private organization in Iran's educational sector helping students to be successful in the university entrance exam)
SELECTED ACADEMIC PROJECTS	<ul style="list-style-type: none"> • An analysis of weekly patterns in Iranian stock market returns, Financial Econometrics 2020 • An analysis of competition among cellphone manufacturers using the Game Theory concepts, Introduction to Game Theory 2019 • Use of a Machine learning model to analyze Iran's mobile market data, Business Analytics 2019 • Preparing strategic content and directions for one of the biggest advertising platforms in Iran, Business Strategic Planning 2019 • Use of the STP marketing model(Segmentation, Targeting, Positioning) in the building materials market in Iran, Marketing Management 2019 • Oil production and exporting policy of Norway in the 1950s and 60s in order to avoid Dutch diseases, Corporate Finance 2018
NOTABLE COURSES	<ul style="list-style-type: none"> • Statistical Learning and Prediction, Department of Statistics, SFU 2023 • Microeconomic Theory II, Department of Economics, SFU 2023 • Seminar in Management Theories (Macro), Beedie School of Business, SFU 2023 • Seminar in Management Theories (Micro), Beedie School of Business, SFU 2023 • Qualitative Methods & Analysis, Beedie School of Business, SFU 2023 • Applied Econometrics, Department of Economics, SFU 2023 • Quantitative Methods & Analysis, Beedie School of Business, SFU 2022 • Microeconomic Theory I, Department of Economics, SFU 2022 • Econometrics I, Department of Economics, SFU 2022 • Game Theory, GSME, Sharif University of Technology 2019 • Marketing Management, GSME, Sharif University of Technology 2019 • Business Analytics, GSME, Sharif University of Technology 2019
PROFESSIONAL EXPERIENCE	<ul style="list-style-type: none"> • Pricing Data Analyst at Snapp June 2019 - July 2022 Snapp is the first and leading ride-hailing platform in Iran. I worked there as a pricing data analyst. Among my responsibilities were to monitor pricing data and make changes in the pricing system. Moreover, I implemented some projects to improve the platform's pricing system, such as optimizing dynamic pricing thresholds and subsidy expenditure.

- **Technical Assistant at Arka Beton Arshia** August 2016 - December 2017
Arka Beton Arshia is one of the active engineering companies implementing many projects to improve the sewage system in Tehran, Iran. Among my responsibilities were ensuring pipe and sewer high quality based on some strict measurements, implementing some mathematical calculations to check some parameters, and reporting them to auditing organizations.

REFERENCES

- **Dr.Srabana Dasgupta** (Academic and Research Advisor)
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- **Dr.Shirin Aslani** (Academic and Research Advisor)
Assistant Professor, Graduate School of Management and Economics, Sharif University of Technology, Tehran, Iran.
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- **Dr.Mahshid Tootoonchy** (Academic Advisor)
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