Sedigheh Monavari

Curriculum Vitae

Department of Marketing, Warwick Business School, University of Warwick
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Education

Ph.D., Marketing — **2024–2027 (Expected)**
Warwick Business School, University of Warwick

M.Res., Business and Management (Marketing) — **2024**
Warwick Business School, University of Warwick — Distinction

MSc, Business Administration — **2021**
Amirkabir University of Technology — GPA: 18.3/20

BSc, Computer Software Engineering — **2016**
Sharif University of Technology — GPA: 16.3/20

Research Interests

Topics: Pricing & Promotions, Promotional Timing, Digital Platforms, Consumer Health.
Methods: Econometrics, Causal Inference, Machine Learning, Meta-Analysis, LLM Synthetic Simulations.

Teaching Interests

Marketing Analytics, Pricing and Promotions, Consumer Behaviour, Research Methods (Quantitative), Digital Marketing.

Manuscripts Under Review

"Beyond Single LLMs: Using Model Ensembles to Improve Synthetic Data in Marketing Experiments" (with Mohammad Sheikhian Kazerooni, Marco Gregori, and Iman Ahmadi). *International Journal of Research in Marketing*, under review.

Using four LLM families (ChatGPT, Gemini, DeepSeek, Grok) across six published marketing experiments, we develop a framework that improves LLM-human correlations from $r = 0.091$ to $r = 0.355$ via multi-model ensembling, covariate recalibration, and response-style adjustment integrated through Recalibrated Prediction-Powered Inference (RePPI). The pipeline reduces standard errors by approximately 15% on average, corresponding to an effective labeled-sample-size increase of roughly 20%.

Working Papers

"Planned vs. Impulse: Discount Format" (with Iman Ahmadi, Nick Lee, and John Rudd). *Job Market Paper.*

Using a 17-month panel ($N \approx 45{,}000$) and a doubly robust PSM-TWFE design, we find that immediate discounts generate three times the net revenue response per month across all customer value tiers, whereas planned discounts fail to increase net spend among low-value consumers due to budgetary absorption.

"Decomposing Promotional Timing: When Discounts Are Given, When Rewards Arrive, and Why the Difference Matters."

A meta-analysis of effect sizes from published papers (2017–2026) decomposes promotional timing into signaling (immediate vs. planned) and reward delivery (instant vs. delayed). Instant rewards significantly outperform delayed ones; however, this disadvantage is nearly eliminated when consumers receive advance notice, enabling anticipatory mental accounting.

Other Research in Progress

"Consumer Expectations and Monetisation on a Digital Health Platform" (with Iman Ahmadi, Nick Lee, and John Rudd).

Examines how monetisation strategy on a publicly oriented digital health platform shapes user engagement and trust, applying difference-in-differences and dynamic topic modelling to user session data and app-store reviews.

"Polling with AI: Can LLM Surrogates Supplement Probabilistic Sampling for Voting-Intention Research?" (with Mohammad Sheikhian Kazerooni, Marco Gregori, and Iman Ahmadi).

Evaluates whether LLM predictions can supplement a small human survey ($N \approx 1{,}200$ Scottish residents via Prolific) to produce valid constituency-level estimates of voting intention for the 2026 Scottish Parliament election, combining human and synthetic responses through Prediction-Powered Inference.

Presentations

"Beyond Single LLMs: Using Model Ensembles to Improve Synthetic Data in Marketing Experiments." **INFORMS Marketing Science (ISMS)**, June 2026. Oral presentation (forthcoming).

"Beyond the Bargain: Deciphering the Complexities of Food Choices." **European Marketing Academy (EMAC)**, May 2023. Poster.

Marketing Research Brownbag, Warwick Business School **2023, 2024, 2025, 2026**

Teaching Experience

Marketing and Strategy Analytics **2024, 2025**
Graduate Teaching Assistant, MSc — Warwick Business School

Managerial Decision Making **2020–2021**
Graduate Teaching Assistant, MBA — Amirkabir University of Technology

Computer Programming **2013**
Teaching Assistant, BSc — Sharif University of Technology

Industry Experience

Product Manager, Snapp! (Iran's largest ride-hailing platform) **2022**
Developed the in-house A/B testing and experimentation platform; applied econometric methods to evaluate causal effects of platform interventions.

Product Analyst, Tapsell (digital advertising network) **2021–2022**
Analysed large-scale advertising data to optimise business operations; built dashboards and data models supporting data-driven decision-making.

Languages

Persian (native), English (fluent).

References

Prof. Iman Ahmadi (Advisor)
Associate Professor of Marketing, Warwick Business School
iman.ahmadi@wbs.ac.uk

Prof. Nick Lee (Advisor)
Professor of Marketing, Warwick Business School
nick.lee@wbs.ac.uk

Prof. John Rudd (Advisor)
Professor of Marketing, Warwick Business School
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