

Amir SEPEHRI

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Department: Marketing

Campus de Cergy

DIPLOMAS

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2021 Doctor of Philosophy, Other, Marketing
(Ivey Business School Canada)

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

2021 - Now Assistant Professor (ESSEC Business School France)

PUBLICATIONS

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[HAJIGHASEMI, M., SEPEHRI, A. et LAMBERTON, C. \(2024\). The Impact of Accent on Anthropomorphism and Downstream User Engagement with Voicebots. Dans: 2024 Association for Consumer Research. Paris.](#)

PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA

[SEPEHRI, A. \(2025\). Ideas worth spreading. *ESSEC Knowledge*.](#)

JOURNAL ARTICLES

[SEPEHRI, A., MARKOWITZ, D.M. et DUCLOS, R. \(2021\). The Location of Maximum Emotion in](#)

[Deceptive and Truthful Texts. *Social Psychological and Personality Science*, 12\(6\), pp. 996-1004.](#)

[SEPEHRI, A., DUCLOS, R., KRISTOFFERSON, K., VINO, P. et ELAHI, H. \(2021\). The Power of Indirect Appeals in Peer-to-Peer Fundraising: Why “S/He” Can Raise More Money for Me Than “I” Can For Myself. *Journal of Consumer Psychology*, 31\(3\), pp. 612-620.](#)

[SEPEHRI, A., DUCLOS, R. et HAGHIGHI, N. \(2022\). Too Much of a Good Thing? The Unforeseen Cost of Tags in Online Retailing. *International Journal of Research in Marketing*, 39\(2\), pp. 336-348.](#)

[SEPEHRI, A., MIRSHAFIEE, M.S. et MARKOWITZ, D.M. \(2023\). PassivePy: A tool to automatically identify passive voice in big text data. *Journal of Consumer Psychology*, 33\(4\), pp. 714-727.](#)

[SEPEHRI, A., DUCLOS, R. et HAGHIGHI, N. \(2025\). Ideas Worth Spreading? When, How, and for Whom Information Load Hurts Online Talks' Popularity. *Journal of Personality and Social Psychology*, 128\(2\), pp. 281-299.](#)

[BUCHANAN, E.M., CUCCOLO, K., HEYMAN, T., VAN BERKEL, N., COLES, N.A., IYER, A. SEPEHRI, A. \(2025\). Measuring the semantic priming effect across many languages. *Nature Human Behaviour*, In press.](#)

[ZEWAIL, A., SEPEHRI, A., BOGHRATI, R. et ATARI, M. \(2025\). Public Speakers With Nonnative Accents Garner Less Engagement. *Psychological Science*, 36\(12\), pp. 899-912.](#)

[HARDISTY, D., SEPEHRI, A., KUNREUTHER, H., KRANTZ, D. et ARORA, P. \(2025\). Precommitment in Stochastic Versus Deterministic Social Dilemmas. *Journal of Behavioral Decision Making*, 38\(5\), pp. e70052.](#)