

## Arash Roghani

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### Education

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#### University of Arizona, Eller College of Business

*Ph.D. Candidate in Marketing with Economics Minor, Expected: 2025*

*Committee: Mrinal Ghosh (chair), Yong Liu, Inga Deimen, and Anthony Dukes*

#### University of Southern California, Marshall School of Business

*Master of Science in Business Research*

#### Sharif University of Technology

*Master of Business Administration*

*BS in Civil Engineering*

### Research Interests

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**Substantive:** Product Comparison, Online Reviews, Digital Platforms

**Theoretical:** Information Disclosure, Consumer Search, Marketing Channels

**Methodological:** Analytical Modelling, Experiments

### Working Research

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“The Role of Upstream Competition in Manufacturer Quality Disclosure” with Mrinal Ghosh, to be submitted to Marketing Science.

“Product Comparison: Redirecting Customers to Competitor’s Open Arms”, targeted to Marketing Science.

“SummarAIze: Substitutability and Complementarity of Online Reviews and Their Generative AI Summaries”, with Mrinal Ghosh, Anuj Kapoor, and Adrija Majumdar  
*Winner of Lundgren Retail Collaborative Research Grant, 2024*

“The Effect of the Disclosure of Customer Information on After-sales Service Competition”, with Mrinal Ghosh and Tirthankar Roy

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## Conference Presentations and Invited Talks

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“The Role of Upstream Competition in Manufacturer Quality Disclosure”

Arizona Quantitative Marketing Research Group, March 2024

ISMS Informs Marketing Science Conference, June 2023

George John Symposium, Austin, May 2023

The University of Nebraska-Lincoln Symposium, March 2023

“Product Comparison: Redirecting Customers to Competitor’s Open Arms”

Arizona Marketing Proseminar, April 2024

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## Honors and Awards

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Lundgren Retail Collaborative Research Grant, 2024

Winner of a \$2000 research grant for “SummarAIze: Substitutability and Complementarity of Online Reviews and Their Generative AI Summaries.”

Arizona Summer Research Award, 2022, 2023, 2024

ISMS Doctoral Consortium Fellow, 2023

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## Teaching Experience

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MKTG 376, Instructor, Marketing Analytics, Fall 2023

In this lecture-based course, students learned how to use Excel to derive marketing insights. We covered topics such as descriptive statistics, hypothesis testing, linear and log-based regression models, Logit, cluster analysis, conjoint analysis, market response models, pricing, and bundling.

MKTG 471, Instructor, Marketing Policies and Operations, Summer 2023

I offered this capstone course to senior students, covering diverse aspects of marketing strategy. I mainly relied on class discussions about recent HBR case studies to empower students in making and analyzing practical decisions.

MKTG 376, TA, Marketing Analytics, Spring 2023

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## Selected Graduate-Level Courses

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### University of Arizona

Theory I, Conceptual Foundations in CB Research, Martin Reimann

Theory II, Contributions in Quantitative Marketing, Yong Liu

Measurement and Validity, Mrinal Ghosh

Experimental Research, Jennifer Savary

Consumer Judgement and Decision Making, Anastasiya Ghosh

Consumer Culture Theory, Melanie Wallendorf

Information Asymmetry, Mrinal Ghosh

Analytical Models, Yong Liu  
Academic Writing, Caleb Warren  
Microeconomics III, Inga Deimen  
Experimental Economics, Charles Noussair  
Industrial Organizations and Regulations I, Stanley Reynolds

### **University of Southern California**

Marketing Models, Anthony Dukes and Lan Luo  
Advanced Quantitative Models in Marketing, Dina Mayzlin and Sha Yang  
Consumer Behavior Theory and Research, Joe Nunes  
Strategy and Marketing Mix Models, S. Siddarth and Gerrard Tellis  
Selected Issues in Economic Theory I, Anthony Marino  
Selected Issues in Economic Theory II, Joao Ramos  
Probability and Statistics for Economists, Geert Ridder  
Econometric Methods, Roger Moon  
Game Theory, Fanny Camara  
Industrial Organizations, Guofu Tan  
Empirical Industrial Organizations, Yu-Wei Hsieh

### **Relevant Skills**

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**Programming:** Mathematica, SPSS, Stata, R, z-Tree

**Language:** Persian (native), English (professional Proficiency)

### **References**

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#### **Mrinal Ghosh**

Professor of Marketing  
University of Arizona  
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#### **Anthony Dukes**

Professor of Marketing  
University of Southern California  
✉ dukes@marshall.usc.edu

#### **Yong Liu**

Professor of Marketing  
University of Arizona  
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## Selected Abstracts

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### “The Role of Upstream Competition in Manufacturer Quality Disclosure”

**Abstract:** *Vertical interactions in a channel can lead the manufacturer to disclose quality only for certain quality levels. The empirical evidence and real-world observations on disclosure, in contrast to the theoretical literature, suggest that high-quality levels can be disclosed. Two theoretical models provide an analytical explanation for this discrepancy by considering the effect of supplier-level competition on the manufacturer’s disclosure decision. In contrast with a setting with a monopoly supplier, we find that high competition between suppliers leads to a full disclosure equilibrium. Moreover, when the supplier competition level is not high, we obtain a partial disclosure equilibrium where the manufacturer discloses high and medium-low quality levels but avoids disclosing low and medium-high quality levels. By introducing upstream competition as a moderator, our two models explain why high-quality levels will be disclosed in a partial disclosure equilibrium. Furthermore, we show that for medium-high quality levels, suppliers can prod the manufacturer to disclose quality by providing incentives through side payments or pre-committing to a wholesale price. Finally, in contrast with the channels literature, we have shown that when consumers are uncertain of quality, and the downstream firm can resolve this uncertainty, introducing upstream competition to a bilateral monopoly may hurt channel efficiency.*

### “Product Comparison: Redirecting Customers to Competitor’s Open Arms”

**Abstract:** *In some markets with differentiated products, firms fully compare the attributes of their product to a competitor on their websites. This marketing practice looks counterintuitive as, by these two-sided comparisons, a firm reveals its inferiority in certain attributes, potentially leading to customer attrition. Employing a game-theoretic framework, we conceptualize product comparison as a means of manipulating the consumer search process by disclosing competitor information. Firms may have an incentive for comparison as helping consumers find their fit can reduce price competition. In our model, we consider quality advantage, product familiarity, and consumer search costs as the factors affecting the comparison decisions of firms. Our results show that when the quality advantage surpasses a threshold, only the lower-quality product should engage in comparison; however, if the quality advantage is below the threshold, it is optimal for both firms to compare their offerings. Finally, in contrast with past analytical literature, we have shown that a firm can benefit from comparing to a lower-quality competitor. Comparison to a lower quality is more likely if consumer search cost is higher and the higher-quality firm is less familiar. The latter suggests that a higher-quality new product may benefit from comparison to a familiar incumbent.*