

SEPEHR KHADEM

sk2687@cornell.edu

RESEARCH INTERESTS

Advertising and Personalization, Consumer Decision-Making and Behavioral Economics, Platform Economics and Digital Markets

EDUCATION

Cornell University, Ithaca, NY

Ph.D., Quantitative Marketing, Co-Advisor: Vrinda Kadiyali & Omid Rafieian, 2029 (expected)

Sharif University of Technology, Tehran, Iran

M.B.A., 2016

Sharif University of Technology, Tehran, Iran

B.Sc., Industrial Engineering, 2012

RESEARCH IN PROGRESS

Khadem, S., Rafieian, O., “Value of Perfect User Tracking in Ad Personalization”

Khadem, S., Rafieian, O., Kadiyali, V., “Do Social Movements Have Lasting Effects? Evidence from Black Lives Matter and Healthcare Evaluations”

CONFERENCE PRESENTATION

2025 AI, ML, & Business Analytics at Columbia University

TEACHING EXPERIENCES

Cornell University, Ithaca, NY

Teaching Assistant, Managerial Statistics by Prof. Rafieian

Teaching Assistant, Data Analytics and Modeling with AI by Prof. Rafieian

Teaching Assistant, Marketing Management by Prof. Thomas

Teaching Assistant, Digital Marketing by Prof. Bondi

Sharif University of Technology, Tehran, Iran

Teaching Assistant, System Dynamics by Prof. Mashayekhi

Teaching Assistant, Game Theory for Managers by Prof. Talebian

INDUSTRY EXPERIENCES

Snapp Group, Tehran, Iran

Director of Business Finance, June 2021 - August 2022

Karafs, Tehran, Iran

Business Director, May 2018 - May 2021

Myket, Tehran, Iran

Marketing Manager, September 2015 - April 2018

B.A Production Group, Tehran, Iran

Data Analyst, July 2013 - August 2015

HONORS

- ◇ Cornell SC Johnson College of Business Doctoral Fellowship, 2023-2029
- ◇ Ranked 27th (top 0.05%) in the National Entrance Exam for MBA, 2013
- ◇ Ranked 62nd (top 0.1%) in the National Entrance Exam for MBA, 2012
- ◇ Ranked 193rd (top 0.1%) in National University Entrance Exam for Math & Physics, 2008