

CURRICULUM VITAE

Contact Information

Farid Tarrahi
European University Viadrina
Chair of Marketing
Große Scharrnstraße 59
15230 Frankfurt (Oder), Germany
+49 (0)335 5534 2492
Tarrahi@europa-uni.de

Academic Background

2016 – present: Research Assistant at Chair of Marketing
 European University Viadrina Frankfurt (Oder) ,Germany
 Funded by German Research Foundation (DFG)

2013 – 2016: PhD Candidate, and Research and Teaching Assistant
 at the Juniorprofessor in Marketing
 European University Viadrina Frankfurt (Oder), Germany

2009 – 2012: Master studies in International Business Administration
 University College Lessius Antwerp, Belgium
 Degree: Masters in Commercial Science

2008 – 2009: Studies in International Business Administration: Marketing
 Artesis University College of Antwerp, Belgium

2004 – 2008: Bachelor studies in International Business Administration
 University College of Antwerp, Belgium
 Degree: Bachelor of Business Management

Professional Experience

01.2013 – 12.2015:	Market Research Consultant:	trnd, Munich (Germany)
03.2009 – 07.2010:	Membership Consultant:	HealthCity, Antwerp (Belgium)
12.2007 – 02.2008:	Import-export Activities (internship):	TAS Express, Zaventem (Belgium)
10.2007 – 12.2007:	Commercial Activities (internship):	Conti7, Antwerp (Belgium)

Teaching Experience

Undergraduate, graduate and/or PhD classes in Quantitative Methods, Applied Market Research, Replication Studies, Marketing Mythbusters, Pricing, and Decision Making.

Professional Training

2015 GSERM Summer School in Empirical Research Methods, St. Gallen (Switzerland):
“Data Mining”

2014 ICPSR Summer Program in Quantitative Methods of Social Research, Ann Arbor (USA):
“Simultaneous Equation Models”, “Applied Multilevel Models”, and “Missing Data”

Publications

Eisend, Martin and Farid Tarrahi (2016), The Effectiveness of Advertising: A Meta-meta-analysis of Advertising Inputs and Outcomes, *Journal of Advertising*, 54, 519-531.

Tarrahi, Farid and Martin Eisend (2016), The Influence of Judgment Calls on Meta-analytic Findings: A Meta-meta-analysis, *Multivariate Behavioral Research*, 51, 314-329.

Tarrahi, Farid, Martin Eisend, and Florian Dost (2016), A Meta-analysis of Price Change Fairness Perceptions, *International Journal of Research in Marketing*, 33, 199-203.

Eisend, Martin and Farid Tarrahi (2014), Meta-analysis Selection Bias in Marketing Research, *International Journal of Research in Marketing*, 31, 317-326.

Papers in Preparation

Tarrahi, Farid (2017), A Meta-analysis on the Consequences of Price Fairness Perceptions: The Moderating Influence of the Macroeconomic Context. Working Paper.

Conference Presentations

2016 INFORMS Marketing Science Conference, Shanghai (China):

Tarrahi, Farid, Consequences of Price Fairness Perceptions: A Meta-analytic Study.

2014 INFORMS Marketing Science Conference, Atlanta (USA):

Tarrahi, Farid, Martin Eisend, and Florian Dost, Antecedents and Consequences of Price Fairness Perceptions: A Meta-analytic Study.

2013 Forschungstagung Marketing, Berlin (Germany):

Tarrahi, Farid, A Meta-analysis of Determinants and Consequences of Price Fairness.

2013 INFORMS Marketing Science Conference, Istanbul (Turkey):

Simon, Ulrike, Farid Tarrahi, and Florian Dost, Amplified Word-of-mouth Effectiveness and Efficiency in the Marketing Mix.

Awards

Journal of Advertising Best Paper Award 2016: "The Effectiveness of Advertising: A Meta-meta-analysis of Advertising Inputs and Outcomes"

Research Interests

Price Fairness (Perceptions)

Pricing Strategies

Meta-analysis

Cross-cultural Studies

Persuasion Knowledge