

# Masoud Jabbari

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## Research Fields

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Empirical Industrial Organization, Digital Economics, Quantitative Marketing

## Education

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Ph.D.-Economics, Rice University 2019 – May 2025 (Expected)  
M.Sc.-Economics, Sharif University of Technology 2016  
B.Sc.-Mechanical Engineering with Minor in Economics, Sharif University of Technology 2013

## Honors

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- Graduate Fellowship, Rice University, 2019-2024.
- Ranked 1<sup>st</sup> in the Economics M.Sc. Entrance Exam, Iran, 2012.
- Elite Graduate Fellowship, Sharif University of Technology, 2013-2014.
- Ranked 9<sup>th</sup> in Iran's Economics Olympiad, 2012.
- Ranked 6<sup>th</sup> in the Economics Ph.D. Entrance Exam, Iran, 2016.
- Ranked 154<sup>th</sup> in the Nationwide University Entrance Exam (Konkour), Iran, 2008.
- Top article, Iranian Economy Conference on Strategies for Achieving Sustainable Growth, 2015.

## Job Market Paper

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“Influencer-Brand Partnerships: A Matching Approach”:

*This paper investigates the welfare effects of Nano, Micro, Macro, and Mega influencers in Instagram marketing, using data from a digital-marketing platform in Iran. I develop a matching model to estimate brand preferences for influencer characteristics such as followers, engagement metrics, and media category, while accounting for brand decisions like campaign goals. Through counterfactual analysis, I assess how welfare varies across different influencer sizes based on these preference estimations.*

## Publications

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“Business Cycle Accounting: Iran's Stagflation”, with M. H. Rahmati, S. A. Madanizadeh, and A. Karimirad, *The Journal of Planning and Budgeting*, 20(3), 41-65. (in Persian), 2015

“Modeling the Impacts of Middle East and North Africa Unrest on the Global Oil Price”, with M. RafieiSakhaei, *Proceedings of the International System Dynamics Conference. St. Gallen, Switzerland.*, 2012

## Working Papers

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“Welfare Gains from Trade: Weak Links and Complementarity of Intermediate Goods”, with S. A. Madanizadeh, 2024 (submitted to *Review of World Economics* - - Under Review)

*We propose a theoretical model of international trade that demonstrates significantly higher welfare gains compared to existing literature. By emphasizing the complementarity of intermediate goods, we show that median welfare gains increase from 30.8% to 138.4% in a multi-industry, multi-country general equilibrium model using the 2014 WIOD dataset.*

## Work in Progress

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“Empirical Study of Sponsored-Link Auctions”

“Chat-GPT and Cheating Among Students”

## Policy Notes

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“Optimal Nutrition Protocol for Iranians”: *Donya-e-Eqtasad Daily Economic Newspaper*, Issue No. 3047 (761051), (in Persian), 2013

## Work Experience

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Research Fellow, Monetary and Banking Research Institute (Central Bank of Iran), 2014-2015, 2017

Research Fellow, Institute for Management and Planning Studies, Iran, 2015-2016

Research Fellow, Research Institute of Science, Technology, and Industry Policy-making, Iran, 2013-2014

## Teaching and Research Experience

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Instructor, Rice University, Urban Economics (UG) Summer 2022

Teaching Assistant, Rice University, Microeconomics I (G), Econometrics II (G), Game Theory (UG), Applied Econometrics (UG), Microeconomics (UG), Principles of Economics (UG) 2019–2024

Teaching Assistant, Sharif University of Technology, Macroeconomics I (G), Economy of Iran (G), Macroeconomics (UG), Principles of Economics (G-UG) 2013–2015

Teaching Assistant, Institute for Management and Planning Studies, Macroeconomics II (G) 2016-2017

Research Assistant for Professor M. Nili, Sharif University of Technology 2014-2016

Research Assistant for Professor Madanizadeh and Professor Rahmati, Sharif University of Technology 2014-2015

## Seminars and Conferences

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- Rice University - Brown Bag Series, 2023, 2024
- Sharif University Graduate School of Management and Economics, 2024
- Workshop at the Institute for Management and Planning Studies (Iran), 2017
- First Iranian Economy Conference on the Strategies for Achieving Sustainable and Job-Creating Growth, 2015

## Academic Services

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Referee: *Quarterly Review of Economics and Finance*

Columnist: *Sharif Daily Economy Page*, Sharif University of Technology's Official Newspaper, 2013-2014

Head of Azerbaijani Students' Association, Sharif University of Technology, 2008-2012

Editor-in-Chief: "*Kimlik*" Student Magazine, Sharif University of Technology, 2010-2012

## Other Information

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- Certificate in Teaching and Learning Program, Rice University, May 2025 (Expected)
- Leadership Foundations Digital Badge, *Doerr Institution for New Leaders*, Rice University, May 2025 (Expected)
- Certificate in AI Programming with Python, Machine Learning with Pytorch, Machine Learning with TensorFlow (Udacity Nanodegree)
- Certificate in Business Analytics, Marketing Analytics, Digital Marketing (Udacity Nanodegree)
- Certificate in Statistics for Data Analysis, Programming for Data Science with Python, Programming for Data Science with R (Udacity Nanodegree)
- **Programming and Software:** Julia, Python, Matlab, R, STATA, E-Views, HTML, CSS, SQL, Spreadsheets, Tableau, Latex
- **Language:** Azerbaijani (Native), Persian (Native), English(Fluent), Turkish(Fluent), Arabic(Basic)

## References

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- Professor Jeremy Fox, Economics Department, Rice University (Advisor) [fox@rice.edu](mailto:fox@rice.edu)
- Professor Yunmi Kong, Economics Department, Rice University [Yunmi.Kong@rice.edu](mailto:Yunmi.Kong@rice.edu)
- Professor Arun Gopalakrishnan, Jones Business School, Rice University [agopala@rice.edu](mailto:agopala@rice.edu)
- Professor James Brown, Economics Department, Rice University [jbrown@rice.edu](mailto:jbrown@rice.edu)