



Shiva Mostafavi



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Advisor: Dr Alexis Mavrommatis

Research Group: The Research Group on Judgements and Decisions in the Marketplace (JUICE)

Research Interests:

- Consumer and managerial judgment and decision making
- Pricing
- Luxury Brands and Conspicuous Consumption
- Consumer wellbeing

Short Bio:

Shiva Mostafavi is a Ph.D. candidate specializing in consumer behavior at Esade Business School. She is interested in finding solutions for luxury brands' challenges. More specifically, she is looking for the ways that price promotions will be applicable to a luxury purchase setting without threatening their core concepts. She follows experimental and quantitative methods.

Shiva holds an MBA degree from Sharif Graduate School of Management and Economics and a B.Sc. in Electrical Engineering from Isfahan University. Before joining esade, she was a Marketing Associate at a VC in Iran.
