

Mohamed A. Hussein
Columbia Business School
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July 2026

EMPLOYMENT

Columbia Business School

Assistant Professor of Marketing (2025 – present)

EDUCATION

Stanford University

Ph.D. in Marketing, Ph.D. minor in Psychology

Dissertation committee: Christian Wheeler, Zakary Tormala, Szu-chi Huang, Robb Willer, and Dale Miller

Middlebury College

B.A. in Economics, minor in Mathematics

RESEARCH INTERESTS

Persuasion, Political Marketing, Advertising, Language, Media, Reputation Management

PUBLICATIONS

1. **Hussein, Mohamed A.**, Courtney Lee, and S. Christian Wheeler (2026), “Party-Defiance Ads,” *Journal of Consumer Research*.
2. Peng, Tianyi, Melanie Brucks,... **Mohamed A. Hussein**, ..., Olivier Toubia (2026), “Digital twins as funhouse mirrors: Five key distortions,” *Science Advances*, 12(36), ead8260.
3. **Hussein, Mohamed A.**, Courtney Lee, and S. Christian Wheeler (2025), “How do Consumers React to Ads that Meddle in Out-Party Primaries?” *Journal of Consumer Research*, 51(6), 1186-1208 (available [here](#)).

Ferber Award Honorable Mention, 2025

Select media coverage: [CBS Insights](#)

4. **Hussein, Mohamed A.** and Rhia Catapano (2025), “When is Political Advocacy Effective? Understanding the Goals and Actors of Political Advocacy,” *Consumer Psychology Review*, 9(1), 116-141 (available [here](#)).
5. **Hussein, Mohamed A.**, Zakary L. Tormala, and S. Christian Wheeler (2025), “Why Do People Choose Extreme Candidates? The Role of Identity Relevance,” *Journal of Experimental Social Psychology*, 122, Article 104821 (available [here](#)).

Select media coverage: [Character & Context](#), [CBS Insights](#), [PsyPost](#)

6. Bergman, Abby, **Mohamed A. Hussein**, Rhia Catapano, and Zakary L. Tormala (2025), “15 Reasons You Should Read this Paper: How Providing Many Arguments Increases Perceptions of Both Expertise and Persuasive Intent,” at *Personality and Social Psychology Bulletin*, Article 01461672251366068 (available [here](#)).

Select media coverage: [Rotman Insights Hub](#)

7. **Hussein, Mohamed A.** and S. Christian Wheeler (2024), “Reputational Costs of Receptiveness: When and Why Being Receptive to Opposing Political Views Backfires,” *Journal of Experimental Psychology: General*, 153(6), 1425-1448 (available [here](#)).

Select media coverage: [Stanford Business Insights](#), [Opinion Science Podcast](#), [International Center for Cooperation and Conflict Resolution](#), [The Fulcrum](#), [National Affairs](#), [Character & Context](#), [CBS Insights](#)

8. **Hussein, Mohamed A.** and Zakary L. Tormala (2024), “You versus We: How Pronoun Use Shapes Perceptions of Receptiveness,” *Journal of Experimental Social Psychology*, 110, Article 104555 (available [here](#)).

Select media coverage: [Wall Street Journal](#), [Stanford Business Insights](#), [Management Today](#), [A Slice with ‘Dice](#), [CBS Insights](#), [Macmillan Learning](#), [Opinion Science Podcast](#), [Business Talk Podcast](#)

9. **Hussein, Mohamed A.** and Zakary L. Tormala (2023), “Attitudinal Advocacy,” In C. Lamberton, D. Rucker, and S. Spiller (Eds.), *The Cambridge Handbook of Consumer Psychology* (Cambridge Handbooks in Psychology, pp. 7-27). Cambridge: Cambridge University Press (available [here](#)).
10. **Hussein, Mohamed A.** and Zakary L. Tormala (2021), “Undermining Your Case to Enhance Your Impact: A Framework for Understanding the Effects of Acts of Receptiveness in Persuasion,” *Personality and Social Psychology Review*, 25(3), 229-250 (available [here](#)).

MANUSCRIPTS UNDER REVIEW & RESEARCH IN PROGRESS

1. **Hussein, Mohamed A.**, Joey Reiff, and Kinshuk Jerath, “Expert Beliefs about Engagement and Persuasion and their Consequences for Ad Selection Accuracy,” revising for 3rd round of review at *Journal of Consumer Research*.
2. **Hussein, Mohamed A.**, Joey Reiff, Dan McCarthy and Oded Netzer, “Who Knows What Persuades? Examining Expert Beliefs about Persuasion and their Accuracy.”
3. **Hussein, Mohamed A.** and Andrey Simonov, “Anti-Establishment Orientation in Political Ads.”
4. Santoro, Erik and **Mohamed A. Hussein**, “Should you go Deep or Broad? Reducing Partisan Animosity with Multiple Conversations.”

INVITED TALKS

University of Florida, Warrington College of Business (scheduled)	2026
Harvard University, Psychology Department (scheduled)	2026
New York University, Psychology Department	2026
Northwestern University, Kellogg School of Management	2026
University of California Berkeley, Haas School of Management	2025
University of California Los Angeles, Anderson School of Management	2024
University of California San Diego, Rady School of Management	2023
Harvard University, Harvard Business School	2023
Columbia University, Columbia Business School	2023
New York University, Stern School of Business	2023
University of Southern California, Marshall School of Business	2023
Notre Dame University, Mendoza College of Business	2023
The Ohio State University, Fisher College of Business	2023
Hong Kong University of Science and Technology (virtual)	2023
Chinese University of Hong Kong (virtual)	2023
University of Hawaii at Manoa, Shidler College of Business	2023

FELLOWSHIPS, AWARDS, AND GRANTS

JCR Ferber Award Honorable Mention	2025
Award for Teaching Excellence	2025
Bernstein Center Research Grant	2025
Knight-Hennessy Scholar, three-year fellowship, acceptance rate of 1.4% (\$350,000)	2023
Diversifying Academia Recruiting Excellence, competitive fellowship (\$230,000)	2023
Center of Philanthropy and Civil Society, research grant	2023
AMA-Sheth Doctoral Consortium Fellow (unable to attend due to visa issues)	2023
The Lab for American Values, research grant	2021
Knight-Hennessy Academic Enrichment Grant, research grant	2021
F. Dirks Prize	2017
Harry M. Fife Memorial Award	2017
Phi Beta Kappa Prize (awarded to one student who best exemplifies academic excellence)	2017
Christian A. Johnson Prize in Economics for Outstanding Achievement	2017

TEACHING EXPERIENCE

2025:

- B6601-004 (MBA Core) Marketing, Columbia Business School, 4.9/5
- B6601-002 (MBA Core) Marketing, Columbia Business School, 4.8/5
- B6601-010 (MBA Core) Marketing, Columbia Business School, 4.8/5

2024:

- B6601-005 (MBA Core) Marketing, Columbia Business School, 5/5
- B6601-008 (MBA Core) Marketing, Columbia Business School, 4.9/5
- B6601-009 (MBA Core) Marketing, Columbia Business School, 4.9/5

2021:

- Consumer Psychology, Middlebury College, 5.00/5.00

SERVICE

Personality and Social Psychology Review, Editorial Board Member	2022-present
• Invited to the only early career faculty editorial board in social psychology	
Journal of Consumer Research, reviewer	2025-present
Journal of Marketing Research, reviewer	2024-present
Management Science, reviewer	2026-present
Journal of Personality and Social Psychology, reviewer	2024-present
Journal of Experimental Psychology: General, reviewer	2023-present
PNAS, reviewer	2025-present
Scientific Reports, reviewer	2024-present
Journal of Public Policy and Marketing, reviewer	2025-present
Journal of Experimental Social Psychology, reviewer	2022-present
Cognition, reviewer	2024-present
Personality and Social Psychology Review, reviewer	2024-present
Association of Consumer Research, reviewer	2022-present
Society of Consumer Psychology, reviewer	2022-present
U.S-Israel Binational Science Foundation, grant reviewer	2025-present
Acta Psychologica, reviewer	2025-present

PHD COMMITTEES (Dissertation Title)

- Eli Sugerman (Marketing Tags and Consumer Inference Under Conditions of Limited Knowledge)
- Dean Baltiansky (Political Behavior in Unrepresentative Democracy)
- Daniel Russman (The Body as a Machine or as a Temple)

CHAired SYMPOSIA & ROUNDTABLES

- Hussein, Mohamed A.** and Vohs, K. (2026), Uniting the Tribes of Politics in Marketing, Triennial Invitational Choice Symposium, Vail, Colorado.
- Reiff, Joey and **Mohamed A. Hussein** (2025), New Perspectives on Socio-Political Advocacy, Association of Consumer Research, Washington D.C.
- Hussein, Mohamed A.** and Vohs, K. (2023), Emerging Threats to Democracy, Association of Consumer Research, Seattle.
- Hussein, Mohamed A.** (2023), Receptiveness to Opposing Views, Society for Consumer Psychology, Puerto Rico.
- Hussein, Mohamed A.** and Zakary L. Tormala (2022), Three Perspectives on Censorship, Association of Consumer Research, Denver, Colorado.
- Hussein, Mohamed A.** and Zakary L. Tormala (2022), Receptiveness: Antecedents and Consequences, Association of Consumer Research, Denver, Colorado.
- Hussein, Mohamed A.** and Zakary L. Tormala (2022), Navigating Disagreement and Opposition Across Political and Moral Divides, Society for Personality and Social Psychology.
- Hussein, Mohamed A.** (2020), Obstacles and Opportunities to Consumer Engagement in Medical Decision Making, Association of Consumer Research.

CONFERENCE PRESENTATIONS

- Hussein, Mohamed A., Courtney Lee, and S. Christian Wheeler (2025). How do Consumers React to Disloyalty Ads? Association of Consumer Research.
- Hussein, Mohamed A., Courtney Lee, and S. Christian Wheeler (2025). How do Consumers React to Ads that Meddle in Out-Party Primaries? Society for Consumer Psychology.
- Hussein, Mohamed A., Courtney Lee, and S. Christian Wheeler (2024). How do Consumers React to Ads that Meddle in Out-Party Primaries? Association of Consumer Research.
- Hussein, Mohamed A. and Zakary L. Tormala (2022). What do People Censor and Why? How Mere Pronoun Use Predicts Censorship Likelihood, Association of Consumer Research.
- Hussein, Mohamed A. and S. Christian Wheeler (2022). Reputational Costs of Receptiveness: When and Why Being Receptive to Opposing Views Backfires, Association of Consumer Research.
- Hussein, Mohamed A. and S. Christian Wheeler (2022). How Partisan Identity Reverses the Benefits of Receptiveness to Opposing Views, Society for Consumer Psychology.
- Hussein, Mohamed A. and Tormala, Zakary L. (2022). Undermining Your Case to Enhance Your Impact: A Framework for Understanding the Effects of Acts of Receptiveness in Persuasion, Society for Personality and Social Psychology.
- Hussein, Mohamed A., Catapano, R. and Tormala, Zakary L (2021). 15 Reasons You Should Attend This Talk: Overjustification Increases Source Bias and Source Expertise, Association of Consumer Research.
- Hussein, Mohamed A. and Tormala, Zakary L. (2020). Undermining Your Case to Enhance Your Impact: A Framework for Understanding the Effects of Acts of Receptiveness in Persuasion, Association of Consumer Research.

Hussein, Mohamed A. and Huang, SC (2020) How Search Strategy Biases Consumers' Self-Diagnosis, Association of Consumer Research.

Hussein, Mohamed A. and Huang, SC (2020). Consumers' Aversion to Managing Mental Health using Artificial Intelligence, Association of Consumer Research.

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest: *None*.