

# Amin Shiri

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## Education

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2021 – 2026	<b>Marketing, Behavioral Science Track   PhD</b> <b>Texas A&amp;M University</b> <b>Dissertation Committee:</b> Dr. Keith Wilcox (chair), Dr. Chuck Howard, Dr. Ximena Garcia-Rada
2019 – 2021	<b>Marketing Science, Consumer Behavior   M.Sc.</b> <b>University of Florida</b>
2015 – 2017	<b>FinTech Marketing   MBA</b> <b>Bilkent University</b>
2010 – 2015	<b>Business Administration (Marketing)   B.B.A</b> <b>METU</b>

## Research Interests

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- Judgment and Decision-Making under Uncertainty
- Cognitive Biases and Heuristics

## Research Portfolio

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### Invited Revisions:

[1] **Shiri, Amin**, Felipe M. Affonso, and Keith Wilcox, "When Consumers Prefer Point Versus Range Estimates of Product Performance".

- *Journal of Marketing Research* (1st round)

[2] **Shiri, Amin**, Felipe M. Affonso, Diego Aparicio, Marco Bertini, Minzhe Xu, Xiang Wang, and Chris Janiszewski, "Should Companies Hold Back Prices from Consumers? Effect of Delayed Price Disclosure on Purchase Behavior".

- *Journal of Consumer Research* (4th round)

[3] Wang, Xiang, **Amin Shiri**, and Chris Janiszewski, "Turning Uncertainty into Opportunity: Concurrent Preference Uncertainty and Outcome Uncertainty Increases Purchase Intention".

- *Journal of Consumer Research* (3rd round)

### Manuscripts in Prepration to Submit:

[4] **Shiri, Amin** and Keith Wilcox, "Disconfirming but Convincing: How Deviations from Defaults Enhance Persuasion"

- Target: *Journal of Consumer Research*

[5] **Shiri, Amin**, Keith Wilcox, and Xiang Wang, "Need for Certainty Increases Overconfidence in Judgment of Veracity".

- Target: *Psychological Science*

## Research Portfolio

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[6] **Shiri, Amin**, Rory Waisman, and Gerald Häubl, "Mind Over Body in Games of Chance: Mental Roles Generate Greater Optimism Than Physical Roles".

- Target: *Journal of Personality Social Psychology*

[7] Rude, Eitan, **Amin Shiri**, Felipe M. Affonso, Hal Hershfield, and Craig Fox, "Predictions under Epistemic and Aleatory Uncertainty".

- Target: *Journal of Experimental Psychology: General*

[8] Howard, Chuck, **Amin Shiri**, and Yusu Wang, "What's Average?".

- Target: *Nature*

### Research in Progress:

[9] **Shiri, Amin** and Howard, Chuck, "Metacognitive Uncertainty".

[10] **Shiri, Amin**, "Synthetic Uncertainty: A Conceptual Framework for Understanding AI-Generated Uncertainty"

## Conference Presentations

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1- Rude, Eitan, **Amin Shiri**, Felipe M. Affonso, Hal Hershfield, and Craig Fox, (2025), "Evaluating Point and Range Predictions Under Epistemic vs. Aleatory Uncertainty," *Society for Consumer Psychology*, Las Vegas, Nevada.

- Special Session: Consumer Judgment Under Uncertainty

2- **Shiri, Amin\*** and Felipe M. Affonso (2024), "Conveying Information Effectively under Epistemic and Aleatory Uncertainty," *Society for Consumer Psychology*, Nashville, Tennessee.

3- Rude, Eitan, **Amin Shiri**, Felipe M. Affonso, Hal Hershfield, and Craig Fox, (2024), "Evaluating Point and Range Predictions Under Epistemic vs. Aleatory Uncertainty," *Association for Consumer Research*, Paris, France.

- Special Session: Novel Perspectives on Consumer Judgments Under Uncertainty

4- **Shiri, Amin\*** and Keith Wilcox (2023), "Faith in Falsity: Why "Fake" Labels Resonate More Than Verified Truths," *Association for Consumer Research*, Seattle, Washington.

- Special Session (Chair): The Great Deception: Disentangling Fact from Fiction in the Era of Misinformation.

5- **Shiri, Amin\*** and Keith Wilcox (2023), "The Less You Know, The Better: How Persuasion Knowledge Increases Preference for Ambiguity," *Society for Consumer Psychology*, San Juan, Puerto Rico

6- **Shiri, Amin\*** and Felipe M. Affonso (2023), "Improving Claim Credibility under Epistemic and Aleatory Uncertainty," *Association for Consumer Research*, Seattle, Washington.

- Special Session (Chair): Navigating Uncertainty: The Influence of Uncertainty on Consumer Trust

7- **Shiri, Amin\*** and Keith Wilcox (2022), "The Less You Know, The Better: How Persuasion Knowledge Increases Preference for Ambiguity," *Association for Consumer Research*, Denver, Colorado.

8- **Shiri, Amin\***, Gerald Häubl, and Rory Waisman (2022), "Mind Over Body in Gambling Behavior," *Association for Consumer Research*, Denver, Colorado.

## Conference Presentations

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9- **Shiri, Amin\***, Keith Wilcox, and Xiang Wang (2022), "Intolerance of Uncertainty Fuels Misinformation", *Association for Consumer Research*, Denver, Colorado

10- Howard, Chuck\*, and **Amin Shiri** (2022), "What's Average?," *SJDM*, San Diego.

## Teaching Interests

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- Consumer behavior,
- Brand management,
- Advertising and promotion,
- Principles of marketing,
- Retailing, marketing research, and digital marketing,
- Emerging technologies marketing.

## Teaching Experience

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Marketing Research (undergraduate), Mays Business school, Texas A&M University

- Fall 2023 (Session A; teaching evaluation: 4.3/5.0—department average: 3.9/5.0)
- Fall 2023 (Session B; teaching evaluation: 4.1/5.0—department average: 3.9/5.0)