

Amirhossein (Miros) ZOHREHVAND

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Academic Positions

Leiden University Software and AI in Business, Leiden Institute of Advanced Computer Science Assistant Professor, Strategy & Entrepreneurship	2020–present
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Education

UCL School of Management PhD in Strategy and Entrepreneurship	2015–2020
UCL School of Management Master of Research	2014–2015
Sharif University of Technology MBA with specialization in Strategy	2011–2014
Sapienza University of Rome One semester of selected coursework in architecture	2007–2008
Sharif University of Technology BSc in Mechanical Engineering	2006–2011

Research Interests

Strategy, Strategic Leadership, Human-Centred Generative AI, Social Media, and Machine Learning

Research Portfolio

Publications

Zohrehvand A, Doshi A, Vanneste B. (2024) Beyond Shareholder Returns using Synthetic Controls: An Application to the Dollar Tree–Family Dollar Acquisition. *Long Range Planning*, 102392

– Academy of Management Best Paper Proceedings, 2018 (Chicago)

Work in Progress

The Wade test: Generative AI and CEO communication (revise & resubmit at *Management Science* with Choudhury P and Vanneste B)

– Featured at [Harvard Business Review](#) and [Bloomberg](#)

CEO responsibilities and social media activity (with Chai S and Doshi R, in preparation for submission to *Organization Science*)

Examining CEO social media participation impact on CEO pay (with Crilly D and Vanneste B, data analysis)

Generative AI, self-reflection, and patterns of human capital development in entry-level employees (pilot studies)

Fifty million followers can't be wrong, or can they? Effects of Social Media feedback on CEO communication (single-authored, in preparation for submission)

- Nominated for SMS London PhD Paper Prize

Computer Science Proceedings

Klumperbeek S, Gadyatskaya O, Zohrehvand A (2024) Strategic impression management: Pre-announcement social-media discourse and market reactions to data-breach announcements. In *Proceedings of the International Conference on Data Science and Artificial Intelligence (ICDSAI)*. Springer Nature, Singapore, 211–225.

Visser B, van der Putten P, Zohrehvand A (2024) The impact of AI-avatar appearance and disclosure on user motivation. In *Proceedings of the International Conference on Data Science and Artificial Intelligence (ICDSAI)*. Springer Nature, Singapore, 142–155.

Presentations (presenting author only)

The Wade Test

- Academy of Management Annual Meeting, Copenhagen, 2025
- BAIC Conference, SDA Bocconi School of Management, 2025
- Strategy Science Conference, IESE Business School, 2025
- Society, Artificial Intelligence and Life Sciences (SAILS) Seminar Series, Leiden University, 2025
- ISB-SRITNE 6th “AI & Strategy” Consortium, 2025
- Economics of AI Conference, IESE Business School, 2024
- Graz Business School Alumni visit, Leiden University, 2024
- LIACS Research Seminar, 2024

Strategic Impression Management

- ICDSAI conference, Medan, Indonesia, 2024

Fiduciary Obligations and CEO Social Media Activity

- Data Science and Artificial Intelligence Forum, Bangkok, 2022
- Strategic Management Society Special Conference, Milan, 2022

Social Media Impact on CEOs’ Strategic Decisions

- Strategic Management Society, 41st Annual Conference, 2021
- Academy of Management Annual Meeting, 2021

Effects of Social Media Feedback on CEO Communication

- Strategic Management Society, 40th Annual Conference, 2020
- Academy of Management Annual Meeting, 2020
- European Group for Organizational Studies, 35th Colloquium, Edinburgh, 2019

Beyond Shareholder Returns using Synthetic Controls

- The Methodological Frontier of Causal Inference PDW at Academy of Management Annual Meeting, 2023
- KNAW workshop on “The Methodological Challenges of Studying Social Media Platforms”, Lorentz Center, 2022
- ESMT Berlin, 2020
- IESEG School of Management, 2020
- Indian School of Business, “AI & Strategy” workshop (partner: Microsoft), Hyderabad, 2019
- Strategic Management Society, 38th Annual Conference, Paris, 2018
- Imperial Business School, PhD Research Day in Innovation, Entrepreneurship & Strategy, 2018

Invited Seminars, Panels, Consortia, and Fora

AOM PDW, Generative AI and the Epistemology of Knowledge: Redefining Individual and Collaborative Research, Discussant, 2025
AI + Management Doctoral Consortium, UCL School of Management, invited Faculty, 2025
Society, Artificial Intelligence and Life Sciences (SAILS) Seminar Series, Leiden University, invited speaker, 2025
SOWI Economics Symposium, Leiden University, 2024
AOM PDW, The Methodological Frontier of Empirical Identification, Panelist, 2023
Data Science and Artificial Intelligence (DS&AI) Forum, Bangkok, Invited speaker, 2022
STR Junior Faculty Consortium, 2022
ESMT Berlin, 2020
IÉSEG School of Management, 2020
SMS Annual Doctoral Workshop, Paris, 2018
Imperial Business School, PhD Research Day in Innovation, Entrepreneurship & Strategy, 2018

Awards and Grants

Winner of the first School of Management Happiness Award (PhD Category)	2019
Indian School of Business (Partnered with Microsoft, India) USD 1000 travel expenses award	2019
Strategic Management Society Meeting Doctoral Scholarship	2018
Academy of Management Best Paper Proceedings	2018
Ranked 12 in National University Entrance Exam for MBA among more than 40,000 participants	2011
Ranked 165 in National University Entrance Exam in the Maths-Physics group among more than 240,000 participants	2006
Placed in the 99 Percentile in Azad University Entrance Exam in the Math-Physics group	2006

Teaching and Education

Program Management

Director of Business Internship Program (MSc, Specialization in Business Studies at Faculty of Science, <i>Leiden University</i>)	2024–present
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Teaching

AI for Strategy (MSc, Specialization in Business Studies, <i>Leiden University</i>)	2022–present
AI for Business (Science, Business and Innovation Minor, <i>Leiden University</i>)	2021–present
AI Fundamentals (Executive education, <i>Rotterdam School of Management</i> , guest lecturer)	2022
AI for Innovation (Science, Business and Innovation Minor, <i>Leiden University</i>)	2020
Statistics for Business Research (MSc Management, <i>UCL School of Management</i>)	2018

Service & Affiliations

Reviewer

Ad-hoc reviewer for *Strategic Management Journal*, *Organization Science*, *Strategic Entrepreneurship Journal*, *Journal of Business Venturing*, and *CHI Conference on Human Factors in Computing Systems*
Reviewer for AOM and SMS conferences

Reviewer for Best PhD-Thesis Award, AOM TIM Division 2025

External Service

Member, Communication Team (website management), Strategic Management Division, AOM 2020–present

Internal Service

Co-Chair, LIACS Cluster Representative Council 2023–2025

Member, LIACS Social Committee 2022–2024

Organizer, Leiden SBB Reading Group 2020–2022

Representative, PhD Programme, UCL School of Management 2017–2019

Department Lead Academic Representative, UCL School of Management 2018–2019

Affiliations

Member, Academy of Management (AOM) 2015–present

Member, Strategic Management Society (SMS) 2015–present

Languages

Persian (native), English (fluent), Italian (intermediate/beginner), Dutch (B1), and Arabic (basic)

Other Work Experience

Business Advisor, Noyan Afra Teb (co-founder) 2014–2022

Strategy Consultant, Institute for Nanoscience and Nanotechnology, Sharif University 2013–2014