



**Farhana TABASSUM**

**PhD in Marketing**

**Post Doctoral Researcher, Marketing**

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## **EDUCATION**

**2023** PhD in Marketing, BI Norwegian Business School, Norway

**2017** MSc in Psychology, University of Sussex, United Kingdom

## **PROFESSIONAL EXPERIENCE**

### **ACADEMIC:**

**2023 - Present** Post Doctoral Researcher, IÉSEG School of Management, France

### **PROFESSIONAL:**

**2016 - 2017** Research Assistant, Public Health England, London, United Kingdom

## **COURSES TAUGHT**

- Market research, Grande école (bachelor cycle)

## **INTELLECTUAL CONTRIBUTIONS**

### **Communications in refereed conferences**

#### **International**

Tabassum F., Klemens Knoeferle K., Warlop L., (2024), *The visual illusion of truth effect* The Society for Personality and Social Psychology 2024 Annual Convention (Misinformation and Belief Science Preconference SPSP 2024), San Diego, USA

TABASSUM F., Knoeferle K., Warlop L., (2024), *Repeated Exposure to Images Increases Their Perceived Truth Ratings* AMA CBSIG 2024 Conference, Vienna, Austria

Tabassum F., Knoeferle K., Warlop L., (2024), *Repeated touch enhances liking towards touched surfaces* European Marketing Academy Conference (EMAC) 2024, Bucharest, Romania

Tabassum F., Knoeferle K., Warlop L., (2023), *Repeated exposures to images increase their perceived truth ratings* Association for Consumer Research, Seattle, USA