



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

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

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