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Bita Ziarati

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👤 Link to Bio

Advisor: Prof. Ana Valenzuela

Research Group: Marketing

Research Interests:

→ Consumer Behavior and Technology
→ Human– Generative AI Collaboration
→ Creativity
→ Problem Solving

Short Bio:

Bita Ziarati is a PhD candidate in Management Sciences at Esade Business School, specializing in consumer behavior and human–AI interaction. She holds a Master of Research (MRes) in Management Sciences from Esade and an MBA with a focus on Marketing from Sharif University of Technology.

Her research explores how consumers collaborate with generative AI, with a particular emphasis on creativity and problem-solving. Her research has been presented at international academic conferences.

Before beginning her doctoral studies, she held research and teaching assistant roles in consumer behavior, organizational studies, and marketing management, and brings prior professional experience in digital marketing and content strategy.