Jim Hoover
Curriculum Vita

July 2025

Jack Faricy Professor
Director, Business Analytics and Artificial Intelligence Center
Department of Marketing
Warrington College of Business
Room 264, Stuzin Hall
University of Florida
Gainesville, FL 32611-7150
Phone (352) 294-0410
Email: jim.hoover@warrington.ufl.edu

Education

University of Florida, Gainesville, Florida
Doctor of Business Administration, 2017

University of Florida, Gainesville, Florida
Master of Business Administration, 1996

University of South Florida, Tampa, Florida
B.A Business, Accounting, 1984

Employment

2019-Present	Jack Faricy Professor, Clinical Professor, Marketing Department, Director, Business Analytics and Artificial Intelligence Center Warrington College of Business, University of Florida
2023-2024	U.F. Artificial Intelligence Academic Initiative Center (AI^2 Center), Faculty Fellow (2023-2024)
2009-2019	Client Account Lead, Managing Director, Accenture Federal Services
2018-2019	Adjunct Professor, Barnett Business School, Florida Southern College
1997-1999	Lecturer, Fels School of Government, University of Pennsylvania
1984-2009	U.S. Navy

Patents

Hoover, James (2019). Decision Tree Machine Learning. U.S. Patent 10,325,222, filed June 2, 2016, and issued June 18, 2019.

Hoover, James. (2019). Precision health insight tool. U.S. Patent 20190027253, filed July 7, 2017, pending.

Hoover, James. (2018). Database management and presentation processing of a graphical user interface. U.S. Patent 9,978,021, filed June 08, 2011, and issued May 22, 2018.

Hoover, James (2017). Machine learning classifier that compares price risk score, supplier risk score and item risk score to a threshold. U.S. Patent 9,679,261, filed February 22, 2017, and issued June 13, 2017.

Hoover, James. (2017). Machine learning classifier that can determine classifications of high-risk items. U.S. Patent 9,600,779, filed February 22, 2017, and issued June 13, 2017.

Hoover, James. (2017). Machine learning based procurement system using risk scores pertaining to bids, suppliers, prices, and items, U.S. Patent 9,779,364, filed June 8, 2011, and issued October 3, 2017.

Hoover, James. (2014). Business outcome tradeoff simulator. Australian Patent AU2012202980, filed July 22, 2011, and issued December 11, 2014.

Grants and Funded Research

Proposals Under Review

Current Funded Research

Proposal Number – 2522412 (co-Principal Investigator: James Hoover)
Funding Organization – National Science Foundation
Amount Proposed: $219,152
Proposed period of proposed award – 09/01/2025-08/31/2027
Grant Title - ***Collaborative Research: Enhancing Artificial Intelligence Chatbot Interviews for Personnel Assessment via A Process-Driven Approach***

Previous Funded Research

Statement of Work Market Research – AGR00032377 (Principal Investigator: James Hoover)
Funding Organization – Bank of America
Amount Awarded: $5,000
Period of research award – 10/01/2024-9/30/2025

Grant Number – 2123440 (co-Principal Investigator: James H Hoover)
Funding Organization – National Science Foundation
Amount Awarded: $1,498,319
Period of Grant Award – 01/01/2022 to 12/31/2024
Grant Title - ***AI across the Statewide Curriculum***

Statement of Work Market Research – AGR00029646 (Principal Investigator: James Hoover)
Funding Organization – Bank of America
Amount Awarded: $5,000
Period of research award – 11/28/2023-5/1/2024

Statement of Work Market Research – AGR00026403 (Principal Investigator: James Hoover)
Funding Organization – Bank of America
Amount Awarded: $5,000
Period of research award – 2/13/2023-5/1/2023

Fellowships

University of Florida Artificial Intelligence Academic Initiative Center (AI^2 Center) Faculty Fellow
July 2023 – June 2024

Peer Reviewed Journal Publications

Hoover, J. (2025). Review of "*Forecasting: Principles and Practice, The Pythonic Way"*, *Foresight, The International Journal of Applied Forecasting.* Accepted for publication.

Tomaino, G., Cooke, A., and Hoover, J. (2024), AI and the Advent of the Cyborg Behavioral Scientist, *Journal of Consumer Psychology*. (35):2, 297-315.

Goodwin, P., Hoover, J., Makridakis, S., Petropoulos, F., and Tashman, L (2023), Business forecasting methods: Impressive advances, lagging implementation. *PLoS ONE* 18(12): e0295693. https://doi.org/10.1371/journal.pone.0295693

Hoover, J., Tashman, L. (2022), The UFO Project (Usage of Forecasting in Organizations): Final Survey Results. *Foresight, The International Journal of Applied Forecasting.* (65): 41-47.

Hoover, J. (2022). Book Review: Intermittent Demand Forecasting: Context, Methods, and Applications. *Foresight: The International Journal of Applied Forecasting.* (64): 9-11.

Hoover, J. (2021). The UFO Project: Initial Survey Results. *Foresight: The International Journal of Applied Forecasting*. (60): 45-47.

Makridakis, S., Bonnell, E., Clarke, S. Fildes, R., Gilliland, M., Tashman, L., and Hoover, J. (2020). The Benefits of Systematic Forecasting for Organizations: The UFO Project. *Foresight: The International Journal of Applied Forecasting*. (59): 45-56.

Hoover, J., (2013). "Review of Supply Chain Forecasting Software." *Foresight: The International Journal of Applied Forecasting.* (30): 42-44.

Hoover, J., (2011). "Commentary on Forecast Error vs. Forecast Accuracy." *Foresight: The International Journal of Applied Forecasting.* (21): 45.

Hoover, J., (2009). "How to Track Forecast Accuracy to Guide Forecast Process Improvement." *Foresight: The International Journal of Applied Forecasting.* (14): 17-23.

Hoover, J., (2008). "Commentary on Benchmarking." *Foresight: The International Journal of Applied Forecasting.* (11): 24-25.

Hoover, J., (2007). "Forecasting Software: A Progress Report for the First Seven Years of the 21st Century." *Foresight: The International Journal of Applied Forecasting.* (7): 45-48.

Hoover, J., (2006). "Measuring Forecast Accuracy: Omissions in Today's Forecasting Engines and Demand-Planning Software." *Foresight: The International Journal of Applied Forecasting.* (4): 32-35.

Hoover, J., (2005). "Demand Works Express 3.5: Filling a Gap in the Demand Planning Software Spectrum." *Foresight: The International Journal of Applied Forecasting.* (2): 44-47.

Hoover, J., (2005). "How to Evaluate the Forecasting Ability of Demand Planning Software." *Foresight: The International Journal of Applied Forecasting.* (1): 47-49.

Hoover, J., (2004). "The Relationship of Weapon Cannibalization to Weapon System Mission Capability." *Military Operations Research: A Journal of the Military Operations Research Society.* 9(2): 32-42.

Hoover, J., (1999). "A Review of SmartForecasts V4.12." *The International Journal of Forecasting.* Volume 9(15), Number 4: 451-459.

Monograph Publications

Hoover, J., Jondrow, J., Trost, R., and Ye, M., (2002). "A Model to Study Cannibalization, FMC, and Customer Waiting Time." *CNA Research Memorandum*. D0005957.A2/Final.

Book Chapters

Hoover, J. H. (2021). The Future of Forecasting is Artificial Intelligence (AI) Combined with Human Forecasters. In Gilliland, M. (Ed.). *Business Forecasting: The Emerging Role of Artificial Intelligence and Machine Learning*. Wiley. 2015: 160-169.

Hoover, J. H. (2015). Forecasting Performance and Evaluation, Chapter 3. In: M. Gilliland. (Ed.), *Business Forecasting: Practical Problems and Solutions.* Hoboken, New Jersey: Wiley. 2015: 297-312.

Tashman, L. J. and Hoover, J. (2001). Diffusion of Forecasting Principles Through Software. In: Armstrong, J. S. (Ed.), *Principles of Forecasting.* Boston, MA: Kluwer Academic Publishers. 2001: 651-676.

Dissertation

Hoover, J. (2017). *Big Data Information Privacy Concerns (BDIPC): Assessing Privacy Concerns in a World with Big Data* [Doctoral dissertation]. University of Florida: 2017.

Conference Presentations

Hoover, J. (2025). "Data Science Group Briefing 2025," UF DSI Spring Symposium 2025, University of Florida, Gainesville, FL. (April 3, 2025).

Hoover, J. (2025). "AIS AI Discussion," UF AIS Monthly Meeting, Warrington College of Business, University of Florida, Gainesville, FL. (April 3, 2025).

Hoover, J. (2025). "AI in Academia and the Classroom," Doctor of Business Administration Research Symposium 2025, UF DBA program, Warrington College of Business, Gainesville, FL. (January 26, 2025).

Hoover, J. (2025). "The latest in AI Developments," Doctor of Business Administration Research Symposium 2025, UF DBA program, Warrington College of Business, Gainesville, FL. (January 26, 2025).

Hoover, J. (2024). “A Night of AI,” Clearwell Annual Meeting, Tampa, FL (November 12, 2024).

Hoover, J. (2024). "Generative AI and Medical Applications," UF PHHP’s AI Seminar Series. University of Florida College of Public Health and Health Professions, J. Hillis Miller Health Science Center, Gainesville, FL. (March 29, 2024).

Hoover, J. (2024). "Latest Innovations in LLMs and GPTs in 2024," Doctor of Business Administration Research Symposium 2024, UF DBA program, Warrington College of Business, Gainesville, FL. (March 17, 2024).

Hoover, J. (2024). "LLMs and Business Implications 2024," Doctor of Business Administration Research Symposium 2024, UF DBA program, Warrington College of Business, Gainesville, FL. (March 17, 2024).

Hoover, J. (2024). "LLMs and GPTs in Teaching and Research 2024," Doctor of Business Administration Research Symposium 2024, UF DBA program, Warrington College of Business, Gainesville, FL. (March 17, 2024).

Hoover, J. (2024). "AI and the Business Gold Rush" Young President's Organization - AI Meeting, Young President's Organization, West Palm Beach Chapter - February Meeting, West Palm Beach, FL. (February 22, 2024).

Hoover, J. (2023). The Organizational Dynamics, Politics, and Limits of Forecasting. Panel Presentation at The Future of Forecasting and the M6 Competition Conference 2023. November 6, 2023, sponsored by the University of Nicosia and the International Institute of Forecasters, The Harvard Club of New York City, NYC, NY.

Hoover, J. (2023). How AI is intersecting with Health and Human Performance. Panel presentation at AI Day at the College of Health and Human Performance Conference 2023. October 20, 2023, University of Florida, Gainesville, FL.

Hoover, J. (2023). A Model for Industry Collaboration. Presentation at UF AI Days Conference 2023. October 17, 2023. University of Florida, Gainesville, FL.

Hoover, J. (2023). Engaging Students and Businesses with AI. Presentation at College of Agriculture and Life Sciences (CALS) Teaching Enhancement Symposium, August 2023, University of Florida, Gainesville, FL.

Hoover, J. (2023). Does Forecast Accuracy Matter: The Impact of Accuracy Improvement on Supply Chain Outcomes. Presentation at the International Symposium on Forecasting, June 2023, University of Virginia, Charlottesville, VA.

Hoover, J. (2023). Panelist, MSBA and MSDS: Friends or Foes? MSBA Think Tank Conference, Panel, May 2023, Boston University, Boston, MA.

Hoover, J. (2023). Moderator, AI and Ethics Panel Webinar, May 2023, University of Florida, Virtual Conference.

Hoover, J., and Grant, D. (2023). Transparency, Explainability, and Interpretability, Presentation at Building Ethics in AI at UF Symposium, April 2023, University of Florida.

Hoover, J. and Russell, A. (2022). The Benefits of a Business Analytics Degree Program. Presentation at the AACSB AI and Analytics Conference, December 2022, Virtual Conference.

Hoover, J. (2022). Findings from the Foresight Survey and Implications. Presentation at the International Symposium on Forecasting, July 2022, Oxford, England.

Hoover, J. (2022). Teaching Data-Driven Decision-Making: Lessons from a Practitioner Turned Faculty Member. Conference: 2022 Management Accounting Section Midyear Meeting: Chartered Global Management Accountant, Teaching Symposium, January 2022, Virtual Conference.

Hoover, J. (2021). Panel Discussion: Expanding the Use of Systematic Forecasting in Organizations and Improving Its Value: The UFO Challenge. Presentation at the M5 Conference: Advances in Forecasting: Machine Learning Methods Applied to Hierarchical Retail Data, December 2021, New York City, NY.

Hoover, J. (2021). Addressing AI Bias through Probability Score Matching and Reinforcement Learning. Presentation at the Data Intelligence Symposium (DAISY), November 2021, Clearwater, FL.

Hoover, J. (2020). Considering Issues of Reproducibility, Interpretability, and Actionability in Artificial Intelligence Models to Detect Suicidal Ideation. Presentation at the Data Intelligence Symposium (DAISY) University of Florida, February 2020, Gainesville, FL.

Hoover, J. (2012). Tracking and Evaluating Forecast Accuracy. Presentation at International Institute of Forecasters (IIF) International Symposium on Forecasting (ISF) Conference; June 2012; Boston, MA.

Hoover, J. (2011). High Risk Procurements: Achieving Savings and Preventing Fraud, Waste, and Abuse in Your Procurement Processes. Presentation at the Analytics 2011 Conference; October 2011; Orlando, FL.

Hoover, J. (2008). Measuring Forecast Accuracy Improvement. Presentation at Forecasting Summit Conference; September 2008; Boston MA.

Commercial Citations

Abolghasemi, M. (Host). (2022, July 12). "Interview with Jim Hoover", [Audio podcast episode]. In *Forecasting Impact.* International Institute of Forecasters. https://www.buzzsprout.com/1641538/10926300-jim-hoover

Kesten, G. (2022). "Understanding the Benefits of Business Analytics for Your Business. American Express Industry Trends, May 5, 2022, Retrieved from: https://www.americanexpress.com/en-us/business/trends-and-insights/articles/benefits-of-business-analytics/.

Wilder, C. (2020). "Unexcused Absence: Why Is College Football Attendance Tanking?" Sports Illustrated (blog), January 10, 2020, Retrieved from: https://www.si.com/college/2020/01/10/college-football-attendance-decline-ncaa

Bialik, C., (2009). "Crystal Balls Have Become Hazy." The Wall Street Journal (blog) by The Numbers Guy, August 11, 2009, Retrieved from https://www.wsj.com/articles/BL-NB-779.

Academic Awards & Honors

Jack Faricy Professorship – Teaching Award, 2022-Present

Professional Service

Faculty Fellow, University of Florida, AI² Center, 2023-2024

Director, Business Analytics & Artificial Intelligence Center, Warrington College of Business, 2021-Present

Member, University of Florida, Graduate Curriculum Committee, 2022- 2025

Member, University of Florida, AI Ethics Committee, 2022-Present

Member, Advanced AI: Applications across the Curriculum Committee, 2020-Present

Member, AI Academic working group, 2020-Present

Member, Doctor of Business Administration Committee, 2020-2024

Chairman, Foresight Journal Advisory Board, 2020-Present

Software Editor, Foresight: The International Journal of Applied Forecasting, 2005 – 2013.

Advisory Board, Foresight: The International Journal of Applied Forecasting, 2013 – 2020.

Industry Co-Chair, American Council for Technology (ACT) - Industry Advisory Council (IAC); ACT-IAC Emerging Technology Special Interest Group, Analytics and Big Data Committee, Washington, D.C., 2013 – 2015.

Courses Taught

AI\ML Methods for Research (Doctorate)
Business Analytics Practicum Sequence (Masters)
Marketing Analytics I Python-based course (Masters)
Marketing Analytics II R-based course (Masters)
Marketing Analytics II Python-based course (Masters)
AI & ML with Applications in Marketing (MBA, Masters)

Analytics Processes for Business: R & Python Bootcamp (Masters)
Marketing Analytics (MBA, Masters)
Marketing Core (MBA, Masters)
New Product Development (MBA, Masters)
Business Analytics (Masters in Accounting)
Statistics (Masters)
Web Programing (Masters)

Non-Credit Courses Taught

AI in Business / AI in Marketing – 15 Hour Continuing Education Course – Offered by the University of Florida (2022)

Dissertation Committees

Committee Chair or Co-Chair

Ashish Karve - "When it Pays to Speak Up: Guiding Strategic Partisan Actions" (Proposal) - Co-Chair.

Abdullai Lorik - "CEO orientation as predicting product diversity" (2025) - Co-Chair.

Emily Walsvik - "The Effect of Consumer Review Content on Word of Mouth" (2025) - Co-Chair.

Kjiel Carson - "Does an Owner's Humble Leadership Behaviors Improve Firm Performance?" (2025) - Co-Chair.

Jerald Estime – Choosing Your Neighbors Wisely: How a National Retail Apparel Chain Formulates Its Site Selection Criteria (2023) - Chair

Carl Henson – Application of the Technology Acceptance Model to the Adoption of Artificial Intelligence with Field Sales (2023) - Chair

Chad Meley – A Picture is Worth a Thousand Words, and Even More in Dollars: Image Content as a Predictor of Sales in Online Marketplaces (2023) - Chair

Mike Jones – Organizational Design Makes a Difference: The Impact of Organizational Design on Airport Financial Performance (2023) – Co-Chair

Committee Member

Alexis Fitzsimmons – Purpose and Public Relations (2022) – Member