

Reihane Boghrati

Department of Information Systems
Arizona State University

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- ACADEMIC EMPLOYMENT
- ◇ **Assistant Professor** Aug. 2021 - Present
Department of Information Systems
W. P. Carey School of Business, Arizona State University, Arizona, United States
 - ◇ **Postdoctoral Scholar** Sept. 2018 - Aug. 2021
Department of Marketing
Wharton Business School, University of Pennsylvania, Pennsylvania, United States
- RESEARCH INTERESTS
- ◇ Data Analytics, IT Impacts, User Generated Content, Natural Language Processing, Machine Learning
- EDUCATION
- ◇ **Ph.D., Computer Science** Aug. 2013 – Aug. 2018
Department of Computer Science
University of Southern California, Los Angeles, California, United States
DISSERTATION TITLE: Conversation Level Syntax Similarity Metric
SUPERVISOR: Morteza Deghani
 - ◇ **B.Sc., Software Engineering** Sept. 2009 – June 2013
Department of Computer Engineering
Sharif University of Technology, Tehran, Iran
DISSERTATION TITLE: Empirical Study and Analysis of Programmers Behavior While Doing the Monkey See, Monkey Do Operation
SUPERVISOR: Abbas Heydarnoori
- WORKING PAPERS
- ◇ Amir Sepehri, Reihane Boghrati, Jonah Berger, “Bias Mitigation in Machine Learning,” Invited for 2nd review at *International Journal of Research in Marketing*.
 - First two authors contributed equally.
 - Winner, EMAC-Sheth Foundation Sustainability Research Award 2022
 - ◇ Demi Oba, Jonah Berger, Reihane Boghrati, “The Persuasive Impact of Different Types of Hedges,” Under 2nd review at *Journal of Consumer Psychology*.
 - ◇ Reihane Boghrati, Amir Sepehri, Pei-yu Chen, “Navigating Consumer Complaints: The Impact of Firm Resolution Strategy on Complaint Escalation,” Major revision at *ISR*.
 - ◇ Reihane Boghrati, Raghu Santanam, Matthew Semadeni, “MeToo Movement Impact on Career Trajectories and Workplace Dynamics,” Major revision at *MISQ*.
 - ◇ Jiarong Xu, Zenan Zhou, R. Boghrati, “Unleashing the Power of Emojis in Texts via Self-supervised Graph Pre-Training,” Targeting *Information Systems Research*.
 - ◇ Aanchal Setia, Reihane Boghrati, Amir Sepehri, and Mohammad Atari, “Quantifying the Gender Differences in Public Discourse Engagement,” Under review at *PNAS NEXUS*.
- WORK IN PROGRESS
- ◇ Healthcare and empathicAI. With Thomas Ware III and Tongxin Zhou.
 - ◇ Weight stigmatization. With Selena Han
 - ◇ Multi-agent. With Selena Han and Tian Lu
 - ◇ GenAI and entrepreneurship. With Jisu Cao and Raghu Santanam
- JOURNAL PUBLICATIONS
- ◇ Reihane Boghrati, Jonah Berger, “What Drives Longer Conversations?,” *Journal of the Association for Consumer Research* (2025).
 - ◇ Aliah Zewail, Amir Sepehri, Reihane Boghrati, Mohammad Atari, “Public Speakers with Non-Native Accents Garner Less Engagement,” *Psychological Science* (2025).
 - Covered by SPSP.

- ◇ Matthew Rocklage, Jonah Berger, Reihane Boghrati, “The Trajectory of Confidence: Experience, Certainty, and Consumer Choice,” *Journal of Marketing Research* (2025).
- ◇ Irina Kozlenkova, Caleb Warren, Suresh Kotha, Reihane Boghrati, Robert W. Palmatier, “Conceptual Research: Multidisciplinary Insights for Marketing,” *Journal of Marketing* (2024).
- ◇ Reihane Boghrati, Marissa Sharif, Siavash Yousefi, Arsalan Heydarian, “Emotion Tracking (vs. Reporting) Increases the Persistence of Positive (vs. Negative) Emotions,” *Journal of Experimental Social Psychology* (2023).
 - Covered by W.P.Carey News.
- ◇ Reihane Boghrati, Jonah Berger, “Quantifying Cultural Change: Gender Bias in Music,” *Journal of Experimental Psychology: General* (2023).
 - Covered by Billboard and Wharton Risk Center.
- ◇ Reihane Boghrati, Jonah Berger, Grant Packard, “Style, Content, and the Success of Ideas,” *Journal of Consumer Psychology* (2023).
 - Covered by Inside Higher Ed, Elsevier, and W.P.Carey News.
- ◇ Grant Packard, Jonah Berger, Reihane Boghrati, “How Verb Tense Shapes Persuasion,” *Journal of Consumer Research* (2023).
 - Covered by Ariyh and Knowledge at Wharton.
- ◇ Li Jiang, Leslie John, Reihane Boghrati, Maryam Kouchaki, “Fostering Perceptions of Authenticity via Sensitive Self-disclosure,” *Journal of Experimental Psychology: Applied* (2022).
 - Covered by W.P.Carey News and Gorick.
- ◇ Jonah Berger, Grant Packard, Reihane Boghrati, Ming Hsu, Ashlee Humphreys, Andrea Luangrath, Sarah Moore, Gideon Nave, Christopher Olivola, and Matthew Rocklage, “Marketing Insights from Text Analysis,” *Marketing Letters* (2022).
 - Covered by W.P.Carey News.
- ◇ Kate Johnson, Reihane Boghrati, Cheryl Wakslak, Morteza Dehghani, “Measuring Abstract Mindsets through Syntax: Automating the Linguistic Category Model with the Syntax-LCM,” *Social Psychological and Personality Science* (2020).
- ◇ Sonya Sachdeva, Reihane Boghrati, Morteza Dehghani, “Testing the Influence of Purity-Based Interventions on Pro-environmental Behavior,” *Sustainability* (2019).
- ◇ Joe Hoover, Kate Johnson, Reihane Boghrati, Justin Graham, Morteza Dehghani, “Moral Framing and Charitable Donation: Integrating Exploratory Social Media Analyses and Confirmatory Experimentation,” *Collabra: Psychology* (2018).
- ◇ Reihane Boghrati, Joe Hoover, Kate Johnson, Justin Garten, Morteza Dehghani, “Conversation Level Syntax Similarity Metric,” *Behavior Research Methods* (2017).
- ◇ Morteza Dehghani, Reihane Boghrati, Kingson Man, Joe Hoover, Sarah Gimbel, Ashish Vaswani, Jason Zevin, Mary Helen Immordino-Yang, Andrew Gordon, Antonio Damasio, Jonas Kaplan, “Decoding the Neural Representation of Story Meanings across Languages,” *Human Brain Mapping* (2017).
- ◇ Justin Garten, Joe Hoover, Kate Johnson, Reihane Boghrati, Carol Iskiwitch, Morteza Dehghani, “Dictionaries and Distributions: Combining Expert Knowledge and Large Scale Textual Data Content Analysis,” *Behavior Research Methods* (2017).
- ◇ Morteza Dehghani, Kate Johnson, Justin Garten, Reihane Boghrati, Joe Hoover, Vijayan Balasubramanian, Anurag Singh, Yuvarani Shankar, Linda Pulickal, Aswin Rajkumar, Niki Parmar, “TACIT: An Open-Source Text Analysis, Crawling, and Interpretation Tool,” *Behavior Research Methods* (2016).
- ◇ R. Alizadehsani, J. Habibi, Z. A. Sani, H. Mashayekhi, R. Boghrati, A. Ghandeharioun, F. Khozeimeh, F. Alizadeh-Sani, “Diagnosing Coronary Artery Disease via Data Mining Algorithms by Considering Laboratory and Echocardiography Features,” *Research in Cardiovascular Medicine* (2013).
- ◇ R. Alizadehsani, J. Habibi, M. J. Hosseini, H. Mashayekhi, R. Boghrati, A. Ghandeharioun, B. Bahadorian, Z. A. Sani, “A Data Mining Approach for Diagnosis of Coronary Artery Disease,” *Computer Methods and Programs in Biomedicine* (2012).

CONFERENCE
PAPERS

- ◇ R. Alizadehsani, M. J. Hosseini, R. Boghrati, A. Ghandeharioun, F. Khozeimeh, Z. A. Sani, “Ex-
erting Cost-Sensitive and Feature Creation Algorithms for Coronary Artery Disease Diagnosis,”
International Journal of Knowledge Discovery in Bioinformatics (2012).
- ◇ R. Alizadehsani, J. Habibi, M. J. Hosseini, R. Boghrati, A. Ghandeharioun, B. Bahadorian, Z. A.
Sani, “Diagnosis of Coronary Artery Disease Using Data Mining Techniques Based on Symptoms
and ECG Features,” *European Journal of Scientific Research* (2012).
- ◇ R. Alizadehsani, J. Habibi, B. Bahadorian, H. Mashayekhi, A. Ghandeharioun, R. Boghrati,
Z. A. Sani, “Diagnosis of Coronary Arteries Stenosis Using Data Mining,” *Journal of Medical
Signals and Sensors* (2012).
- ◇ R. Alizadehsani, J. Habibi, Z. A. Sani, H. Mashayekhi, R. Boghrati, A. Ghandeharioun, B.
Bahadorian, “Diagnosis of Coronary Artery Disease Using Data Mining Based on Lab Data and
Echo Features,” *Journal of Medical and Bioengineering* (2012).
- ◇ Thomas Ware III, Tongxin Zhou, Reihane Boghrati, “Examining the Impact of EmpathicAI
Among Vulnerable Communities,” *HICSS*, Maui, HI (2026).
- ◇ Selena (Sungeun) Han, Reihane Boghrati, “Avatars Under Pressure: Weight-Stigma and Strate-
gic Avatar Selection in Virtual Worlds,” *ICIS*, Nashville, TN (2025).
- ◇ Selena (Sungeun) Han, Reihane Boghrati, Tian Lu, “Teaming and Competing with AI: Com-
munication Design in Hybrid Multi-Agent Environments,” *INFORMS Annual Meeting*, Atlanta,
GA (2025).
- ◇ Reihane Boghrati, Raghu Santanam, Matthew Semadeni “The Impact of Platform-Driven Move-
ments on Gender Leadership Dynamics,” *INFORMS Annual Meeting*, Atlanta, GA (2025).
- ◇ Selena (Sungeun) Han, Reihane Boghrati, “Exploring the Impact of Weight-Stigmatization on
Avatar Selection in the Metaverse,” *AMCIS*, Montreal, Canada (2025).
- ◇ Thomas Ware III, Tongxin Zhou, Reihane Boghrati, “Examining the Impact of EmpathicAI
on Knowledge, Emotions, and Prosocial Engagement,” *DIGIT Pre-ICIS Workshop*, Thailand
(2024).
- ◇ Zhou Zhang, Dongzeng Tan, Jiarong Xu, Zenan Zhou, Reihane Boghrati, Tian Lu, “Unleashing
the Power of Emojis in Texts: A Novel Self-supervised Graph Pre-training Approach,” *Workshop
on Information Technologies and Systems*, Thailand, (2024).
- ◇ Selena (Sungeun) Han, Reihane Boghrati, “Impact of Weight Stigmatization on Avatar Selection
in the Metaverse,” *INFORMS Annual Meeting*, Seattle, WA (2024).
- ◇ Reihane Boghrati, Amir Sepehri, Pei-yu Chen, “The Power of Resolution: How Companies Can
Best Address Consumer Complaints,” *INFORMS Annual Meeting*, Phoenix, AZ (2023).
- ◇ Reihane Boghrati, Amir Sepehri, Jonah Berger, “Bias Mitigation in AI,” *INFORMS Annual
Meeting*, Indianapolis, IN (2022).
- ◇ Reihane Boghrati, Jonah Berger, Grant Packard, “Style, Content, and the Success of Ideas,”
Association for Consumer Research (ACR), Denver, CO (2022).
- ◇ Reihane Boghrati, Amir Sepehri, Jonah Berger, “Moving Toward Equity: Bias Mitigation in
Artificial Intelligence Algorithms,” *The European Marketing Academy (EMAC)*, Budapest, Hun-
gary (2022).
- ◇ Reihane Boghrati, Jonah Berger, “Quantifying Gender Bias in Consumer Culture,” *Association
for Consumer Research (ACR)*, Virtual (2021).
- ◇ Reihane Boghrati, Jonah Berger, “What Drives Longer Consumer Conversations?,” *Association
for Consumer Research (ACR)*, Virtual (2021).
- ◇ Reihane Boghrati, Jonah Berger, “What Drives Longer Consumer Conversations?,” *Marketing
Science Conference*, Virtual (2021).
- ◇ Reihane Boghrati, Jonah Berger, “Quantifying Gender Bias in Consumer Culture,” *Society for
Consumer Psychology (SCP)*, Virtual (2021).
- ◇ Reihane Boghrati, Jonah Berger, “Quantifying Gender Bias in Consumer Culture,” *Marketing
Science Conference*, Virtual (2020).

	<ul style="list-style-type: none"> Reihane Boghrati, Justin Garten, Morteza Dehghani, "Syntactic Alignment in Power Relations," <i>Proceedings of ACL Workshop on Natural Language Processing and Computational Social Science</i> (2017). Reihane Boghrati, Kate M. Johnson, Morteza Dehghani, "Generalized Representation of Syntactic Structures," <i>Proceedings of the 39th Annual Meeting of the Cognitive Science Society</i> (2017). Kate M. Johnson, Reihane Boghrati, Morteza Dehghani, "Measuring Abstract Mindsets through Syntax: Improvements in Automating the Linguistic Category Model," <i>Proceedings of the 39th Annual Meeting of the Cognitive Science Society</i> (2017). Reihane Boghrati, Joe Hoover, Kate Johnson, Justin Garten, Morteza Dehghani, "Syntax Accommodation in Social Media Conversations," <i>Proceedings of the 38th Annual Meeting of the Cognitive Science Society</i> (2016). Justin Garten, Reihane Boghrati, Joe Hoover, Kate M. Johnson, Morteza Dehghani, "Morality Between the Lines: Detecting Moral Sentiment in Text," <i>Proceedings of IJCAI Workshop on Computational Modeling of Attitudes</i> (2016). Reihane Boghrati, Justin Garten, Aleksandra Litvinova, Morteza Dehghani, "Incorporating Background Knowledge into Text Classification," <i>Proceedings of the 37th Annual Meeting of the Cognitive Science Society</i> (2015). Shahram Ghandeharizade, Reihane Boghrati, Sumita Barahmand, "An Evaluation of Alternative Physical Graph Data Designs for Processing Interactive Social Networking Actions," <i>Proceedings of the Sixth TPC Technology Conference on Performance Evaluation and Benchmarking</i> (2014). Reihane Boghrati, Abbas Heydarnoori, Majeed Kazemitabaar, "Programmers Activities While Performing the Monkey See, Monkey Do Rule: Analysis of an empirical study," <i>Proceedings of the 29th Annual ACM Symposium on Applied Computing</i> (2014). Roohallah Alizadehsani, Mohammad Javad Hosseini, Zahra Alizadeh Sani, Asma Ghandeharion, Reihane Boghrati, "Diagnosis of Coronary Artery Disease Using Cost-Sensitive Algorithms," <i>Processing of IEEE 12th International Conference on Data Mining Workshops</i> (2012).
INVITED TALKS	<ul style="list-style-type: none"> Reihane Boghrati, Jonah Berger, Grant Packard, "Style, Content, and the Success of Ideas," Elsevier Guest Seminar, Virtual, May 2021. Reihane Boghrati, Jonah Berger, Grant Packard, "Style, Content, and the Success of Ideas," International Center for the Study of Research (ICSR), Virtual, December 2020. Reihane Boghrati, Jonah Berger, "Quantifying Gender Bias in Consumer Culture," Columbia Business School, Virtual, October 2020. Reihane Boghrati, Jonah Berger, "What Drives Longer Consumer Conversations?," Wharton Language Lab Seminar, Virtual, July 2020. Reihane Boghrati, Jonah Berger, "Quantifying Gender Bias in Consumer Culture," Behavioral Insights from Text Conference, Philadelphia, PA, January 2020.
TEACHING EXPERIENCE	<ul style="list-style-type: none"> Business Database Systems at Arizona State University Spring 2022, 2023, 2024, Fall 2025 Business Process Management at Arizona State University Fall 2024 Advanced Excel in Business at Arizona State University Fall 2024 Advance Big Data Methods at the University of Southern California Fall 2016 Introduction to Programming at the University of Southern California Fall 2013, Spring 2014 System Analysis and Design at Sharif University of Technology Fall 2012 Fundamentals of Programming at Sharif University of Technology Fall 2011, Fall 2012
INDUSTRY EXPERIENCE	<ul style="list-style-type: none"> Research Scientist at <i>Microsoft Research</i> Summer 2018 Research Scientist at <i>Recruit Institute of Technology</i> Summer 2017 Software Engineer at <i>Zenzi Communication</i> Summer 2015 and Summer 2016

GRANTS AND AWARDS	<ul style="list-style-type: none"> ◇ AIDA (AI and Data Analytics) Summer Research Grant 2025, \$4744 ◇ NGL (New Governance Lab) Summer Research Grant 2024, \$15000 ◇ EMAC-Sheth Foundation Sustainability Research Award 2022, €5000
PROFESSIONAL SERVICE	<ul style="list-style-type: none"> ◇ Ad-hoc Reviewer <ul style="list-style-type: none"> • Information Systems Research, Journal of Marketing Research, Knowledge and Information Systems, PNAS Nexus, Journal of Consumer Psychology, Marketing Letters, Journal of Interactive Marketing, Behavior Research Methods, Scientific Reports • ICIS, CIST, SCP, EMNLP, CogSci, NLP+CSS Workshop ◇ Committee Member <ul style="list-style-type: none"> • IS Department Dispat (2025) • IS Department BDA and CIS Curriculum Committee (2021, 2022, 2023) • IS Department Research Workshop Committee (2021) ◇ Student Advising <ul style="list-style-type: none"> • Sona Shah (2023), thesis advisor • Roma Baghaei (2024), thesis advisor • Marzieh Bitaab (2025), committee member ◇ Organizing Committee and Chair <ul style="list-style-type: none"> • INFORMS Workshop on Data Science (Phoenix, 2023) • INFORMS Session Chair (Seattle, 2024; Atlanta, 2025) • CIST Program Committee Member (Phoenix 2023; Seattle, 2024; Atlanta, 2025) ◇ Club Advisor <ul style="list-style-type: none"> • RISE Tutoring • Black Students in Computer Science
PROFESSIONAL MEMBERSHIPS	<ul style="list-style-type: none"> ◇ Institute for Operations Research and the Management Sciences (INFORMS) ◇ Association for Consumer Research (ACR)