

Reihane Boghrati

Department of Information Systems
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ACADEMIC EMPLOYMENT	◊ Assistant Professor Department of Information Systems W. P. Carey School of Business, Arizona State University, Arizona, United States	Aug. 2021 - Present
	◊ Postdoctoral Scholar Department of Marketing Wharton Business School, University of Pennsylvania, Pennsylvania, United States	Sept. 2018 - Aug. 2021
RESEARCH INTERESTS	◊ Data Analytics, IT Impacts, User Generated Content, Natural Language Processing, Machine Learning	
EDUCATION	◊ Ph.D., Computer Science Department of Computer Science University of Southern California, Los Angeles, California, United States DISSERTATION TITLE: Conversation Level Syntax Similarity Metric SUPERVISOR: Morteza Dehghani	Aug. 2013 – Aug. 2018
	◊ B.Sc., Software Engineering 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	Sept. 2009 – June 2013
WORKING PAPERS	◊ Amir Sepehri, Reihane Boghrati, Jonah Berger, “Bias Mitigation in Machine Learning,” Invited for 2 nd Review at <i>International Journal of Research in Marketing</i> . <ul style="list-style-type: none">• 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,” Invited for 2 nd Review at <i>Journal of Consumer Psychology</i> . ◊ Reihane Boghrati, Amir Sepehri, Pei-yu Chen, “Navigating Consumer Complaints: The Impact of Firm Resolution Strategy on Complaint Escalation,” Under review at <i>ISR</i> . ◊ Reihane Boghrati, Raghu Santanam, Matthew Semadeni, “MeToo Movement Impact on Career Trajectories and Workplace Dynamics,” Major revision at <i>MISQ</i> . ◊ Jiarong Xu, Zenan Zhou, R. Boghrati, “Unleashing the Power of Emojis in Texts via Self-supervised Graph Pre-Training,” Targeting <i>Information Systems Research</i> . ◊ Aanchal Setia, Reihane Boghrati, Amir Sepehri, and Mohammad Atari, “Quantifying the Gender Differences in Public Discourse Engagement,” Targeting <i>PNAS NEXUS</i> .	
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?,” <i>Journal of Association for Consumer Research</i> (2025). ◊ Aliah Zewail, Amir Sepehri, Reihane Boghrati, Mohammad Atari, “Public Speakers with Non-Native Accents Garner Less Engagement,” <i>Psychological Science</i> (2025). <ul style="list-style-type: none">• 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.
- ◊ L. Jiang, L. John, R. Boghrati, M. Kouchaki, “Fostering Perceptions of Authenticity via Sensitive Self-disclosure,” *Journal of Experimental Psychology: Applied* (2022).
 - Covered by W.P.Carey News and Gorick.
- ◊ J. Berger, G. Packard, R. Boghrati, M. Hsu, A. Humphreys, A. Luangrath, S. Moore, G. Nave, C. Olivola, M. Rocklage, “Marketing Insights from Text Analysis,” *Marketing Letters* (2022).
 - Covered by W.P.Carey News.
- ◊ K. Johnson, R. Boghrati, C. Wakslak, M. Dehghani, “Measuring Abstract Mindsets through Syntax: Automating the Linguistic Category Model with the Syntax-LCM,” *Social Psychological and Personality Science* (2020).
- ◊ S. Sachdeva, R. Boghrati, M. Dehghani, “Testing the Influence of Purity-Based Interventions on Pro-environmental Behavior,” *Sustainability* (2019).
- ◊ J. Hoover, K. Johnson, R. Boghrati, J. Graham, M. Dehghani, “Moral Framing and Charitable Donation: Integrating Exploratory Social Media Analyses and Confirmatory Experimentation,” *Collabra: Psychology* (2018).
- ◊ R. Boghrati, J. Hoover, K. M. Johnson, J. Garten, M. Dehghani, “Conversation Level Syntax Similarity Metric,” *Behavior Research Methods* (2017).
- ◊ M. Dehghani, R. Boghrati, K. Man, J. Hoover, S. I. Gimbel, A. Vaswani, J. D. Zevin, M. H. Immordino-Yang, A. S. Gordon, A. Damasio, J. T. Kaplan, “Decoding the Neural Representation of Story Meanings across Languages,” *Human Brain Mapping* (2017).
- ◊ J. Garten, J. Hoover, K. M. Johnson, R. Boghrati, C. Iskiwitch, M. Dehghani, “Dictionaries and Distributions: Combining Expert Knowledge and Large Scale Textual Data Content Analysis,” *Behavior Research Methods* (2017).
- ◊ M. Dehghani, K. Johnson, J. Garten, R. Boghrati, J. Hoover, V. Balasubramanian, A. Singh, Y. Shankar, L. Pulickal, A. Rajkumar, N. 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).
- ◊ R. Alizadehsani, M. J. Hosseini, R. Boghrati, A. Ghandeharioun, F. Khozeimeh, Z. A. Sani, “Exerting Cost-Sensitive and Feature Creation Algorithms for Coronary Artery Disease Diagnosis,” *International Journal of Knowledge Discovery in Bioinformatics* (2012).

CONFERENCE
PAPERS

- ◊ 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 Strategic Avatar Selection in Virtual Worlds," *ICIS*, Nashville, TN (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, Hungary (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).
- ◊ Reihane Boghrati, Justin Garten, Morteza Dehghani, "Syntactic Alignment in Power Relations," *Proceedings of ACL Workshop on Natural Language Processing and Computational Social Science* (2017).
- ◊ Reihane Boghrati, Kate M. Johnson, Morteza Dehghani, "Generalized Representation of Syntactic Structures," *Proceedings of the 39th Annual Meeting of the Cognitive Science Society* (2017).
- ◊ Kate M. Johnson, Reihane Boghrati, Morteza Dehghani, "Measuring Abstract Mindsets through Syntax: Improvements in Automating the Linguistic Category Model," *Proceedings of the 39th Annual Meeting of the Cognitive Science Society* (2017).

- ◊ Reihane Boghrati, Joe Hoover, Kate Johnson, Justin Garten, Morteza Dehghani, "Syntax Accommodation in Social Media Conversations," *Proceedings of the 38th Annual Meeting of the Cognitive Science Society* (2016).
- ◊ Justin Garten, Reihane Boghrati, Joe Hoover, Kate M. Johnson, Morteza Dehghani, "Morality Between the Lines: Detecting Moral Sentiment in Text," *Proceedings of IJCAI Workshop on Computational Modeling of Attitudes* (2016).
- ◊ Reihane Boghrati, Justin Garten, Aleksandra Litvinova, Morteza Dehghani, "Incorporating Background Knowledge into Text Classification," *Proceedings of the 37th Annual Meeting of the Cognitive Science Society* (2015).
- ◊ Shahram Ghandeharizade, Reihane Boghrati, Sumita Barahmand, "An Evaluation of Alternative Physical Graph Data Designs for Processing Interactive Social Networking Actions," *Proceedings of the Sixth TPC Technology Conference on Performance Evaluation and Benchmarking* (2014).
- ◊ Reihane Boghrati, Abbas Heydarnoori, Majed Kazemitaabari, "Programmers Activities While Performing the Monkey See, Monkey Do Rule: Analysis of an empirical study," *Proceedings of the 29th Annual ACM Symposium on Applied Computing* (2014).
- ◊ Roohallah Alizadehsani, Mohammad Javad Hosseini, Zahra Alizadeh Sani, Asma Ghandeharizadeh, Reihane Boghrati, "Diagnosis of Coronary Artery Disease Using Cost-Sensitive Algorithms," *Processing of IEEE 12th International Conference on Data Mining Workshops* (2012).

INVITED TALKS

- ◊ 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

- ◊ 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

- ◊ Research Scientist at *Microsoft Research* Summer 2018
- ◊ Research Scientist at *Recruit Institute of Technology* Summer 2017
- ◊ Software Engineer at *Zenzi Communication* Summer 2015 and Summer 2016

GRANTS AND AWARDS

- ◊ 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

- ◊ Ad-hoc Reviewer
 - 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
 - IS Department Dispat (2025)
 - IS Department BDA and CIS Curriculum Committee (2021, 2022, 2023)
 - IS Department Research Workshop Committee (2021)
- ◊ Student Advising
 - Sona Shah (2023), thesis advisor
 - Roma Baghaei (2024), thesis advisor
 - Marzieh Bitaab (2025), committee member
- ◊ Organizing Committee and Chair
 - 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
 - RISE Tutoring
 - Black Students in Computer Science
- ◊ Institute for Operations Research and the Management Sciences (INFORMS)
- ◊ Association for Consumer Research (ACR)

PROFESSIONAL
MEMBERSHIPS