

## Reza Mousavi

McIntire School of Commerce  
University of Virginia  
P.O. Box 400173  
Charlottesville, VA 22904-4173  
<https://rezamousavi.github.io>

Office: 326 Rouss and Robertson Hall  
Email: [mousavi@virginia.edu](mailto:mousavi@virginia.edu)  
Cell: +1-480-330-1517  
Phone: +1-434-243-8816  
[linkedin.com/in/remousavi](https://www.linkedin.com/in/remousavi)

## EDUCATION

---

- **Arizona State University** Tempe, AZ  
*PhD in Business Administration/ Computer Information Systems* Aug. 2011 – May. 2016
  - **Dissertation Committee Chair:** Professor Bin Gu
- **University of Tehran** Tehran, Iran  
*MBA– Operations Management* Aug. 2008 – May. 2011
- **Sharif University of Technology** Tehran, Iran  
*BSc– Engineering* Aug. 2002 – May. 2007

## EXPERIENCE

---

- **University of Virginia** Charlottesville, VA  
*Assistant Prof. of Commerce* May. 2020 – Present
  - **Research:** The study of the societal and economic impacts of IT and social media through processing and analyzing big data using machine learning, econometrics, and statistical methods.
  - **Teaching:** Graduate (MSBA and GCOM programs) courses: Data Analytics II & III, Python Programming; Undergraduate courses: Business Analytics with Python
- **University of North Carolina- Charlotte** Charlotte, NC  
*Assistant Prof. of Data Science and Business Analytics/ Business Info. Sys.* Jul. 2016 – Jun. 2020
  - **Research:** The study of the societal and economic impacts of IT and social media through processing and analyzing big data using machine learning, econometrics, and statistical methods.
  - **Teaching:** Graduate (MBA and MSc programs) course: Advanced Business Analytics; Undergraduate course: Business Analytics II
  - **Consulting:** Working with leading consulting firms and start-ups to design, develop, and implement a machine learning solution to resolve firm-level business problems.
- **State Farm Insurance Inc.** Bloomington, IL  
*Lead Data Scientist* Sep. 2015 – Jul. 2016
  - **Primary Tasks:** Responsible for design, development, and implementation of data science solutions to resolve business problems, including developing strategies to prevent customer churn, optimal matching of agents and customers, economic forecasts, resolving call center bottlenecks, etc.
  - **Secondary Tasks:** Served as the member of the hiring committee for data science talent. Developed training materials for data science teams.

- Arizona State University**

Tempe, AZ  
 Aug. 2011 – May. 2016

  - Graduate Associate**
  - Research:** Applied statistical, mathematical, and econometric models to large data sets (Big Data). Collected and analyzed data from the web including social networking platforms (Facebook, Twitter) and technology blogs (Mashable, TechCrunch, Engadget, arstechnica).
  - Teaching:** Developed and taught a new course in data mining, taught a course in project management and served as teaching assistant in MBA and MSc programs.

## PUBLICATIONS

---

### • JOURNAL PUBLICATIONS:

**Reza Mousavi**, Raghu T. S., and Keith Frey, "Harnessing Artificial Intelligence to Improve the Quality of Answers in Online Question-answering Health Forums," *Journal of Management Information Systems (JMIS)*, forthcoming.

**Reza Mousavi**, Monica Johar, and Vijay Mookerjee, "The Voice of the Customer: Managing Customer Care in Twitter," *Information Systems Research (ISR)*, (31:2), 2020.

**Reza Mousavi** & Bin Gu, "The Impact of Twitter Adoption on Lawmakers' Voting Orientations," *Information Systems Research (ISR)*, (30:1), 2019.

### • CONFERENCE PROCEEDINGS & PRESENTATIONS:

Fowler, S., Stylianou, A., **Mousavi, R.**, Shannon, R., Zhang, D. (December 2019) "Predicting Violent Crime with Gang Social Media Postings." *International Conference on Information Systems (ICIS)*, Munich, Germany.

Atkinson, M., **Mousavi, R.**, Windett, J. (April 2019). "Women at War: How Gender Shapes Congressional Debate on Defense and Foreign Affairs." *Midwest Political Science Association Conference*, Chicago, IL.

**Mousavi, R.**, Subramaniam, C., Stylianou, A., Santanam, R. (December 2018). "The Impacts of Participation in Health Information Exchanges on Patient Outcomes during Hurricane Sandy." *2018 HITS- Health Information Technology Symposium*, San Francisco, CA.

Chen, P., **Mousavi, R.**, Wlodek, Z. (November, 2018). "Knowledge Mining in Scientific Literature for Complex Social Problems: An Example Using Multi-stakeholder Performance Management." *INFORMS Annual Meeting*, Phoenix, AZ.

**Mousavi, R.**, Johar, M., Mookerjee, V. (May, 2017). "The Voice of the Customer: Managing Customer Care in Twitter." *Production and Operations Management Annual Conference*, Houston, TX.

**Mousavi, R.**, Johar, M., Mookerjee, V. (December, 2017). "A Stochastic Control Model for Developing a Response Strategy to Customer Sentiment in Twitter." *Workshop on Information Technologies and Systems (WITS)*, Seoul, S. Korea.

**Mousavi, R.**, Santanam, R. (February, 2015). "Assessing Order Effects in Online Community-based Health Forums." *2015 International Conference on Information Systems (ICIS)*, Fort Worth, TX.

**Mousavi, R.**, Gu, B. (February, 2015). "The Impact of Twitter Adoption on Decision Making in Politics." *48th Hawaii International Conference on System Sciences (HICSS)*, Kauai, HI.  
*(Nominated for the Best Paper Award at HICSS, Invited for presentation at the annual meeting of American Political Science Association in 2014, Presented at WISE and CIST 2014).*

**Mousavi, R.**, Gu, B., Vinze, A. (October, 2014). "The Role of Online Social Networks in Political Polarization." *20th Americas Conference on Information Systems (AMCIS)*, Savannah, GA.

*(Winner for the Best Paper Award Research-in-Progress).*

**Mousavi, R.,** Balthazard, P. (February, 2013). "Neurophysiologic Patterns of Learning in Decision Groups." *46th Hawaii International Conference on System Sciences (HICSS)*, Maui, HI.

**Mousavi, R.,** Demirkan, H. (February, 2013). "The Key to Social Media Implementation: Bridging Customer Relationship Management to Social Media." *46th Hawaii International Conference on System Sciences (HICSS)*, Maui, HI.

**Mousavi, R.,** Demirkan, H. (November, 2012). "Quality of Service Modeling for Internet Service Providers." *INFORMS Annual Meeting*, Phoenix, AZ.

## SKILLS, TOOLS, & AWARDS

---

- **Skills:**

Deep Learning, Machine Learning, Natural Language Processing (NLP), Quantitative Research, Econometric Modeling, Mathematical Modeling, Business Analytics, Data and Text Mining, Big Data Platforms, Teaching, Consulting, Business Communications

- **Tools:**

Python, R, SQL, BigQuery, GCP, Apache Spark, H2O, PIG, HIVE, Sqoop, STATA, SAS, MATLAB, SPSS

- **Awards & Grants:**

- Google Cloud Platform Credit, 2019 & 2020, \$12,600.
- Nominated for Best Paper Award, Hawaii International Conference on System Sciences, Kauai, HI, January 2015.
- Winner of Best Conference Paper Award (Research in Progress), Americas Conference on Information Systems, Savannah, GA, 2014.
- Fellow and recipient of funding at Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics, Duke University, August and September 2013.