REZA MOUSAVI
Assistant Professor
McIntire School of Commerce, University of Virginia

linkedin.com/in/r-mousavi   E-mail: mousavi@virginia.edu
ssrn.com/author=1479508   Web: rezamousavi.github.io
github.com/rezamousavi   Cell: 480-330-1617
huggingface.co/paragon-analytics   Mail: PO Box 400173

PROFESSIONAL EXPERIENCE

University of Virginia, McIntire School of Commerce   05/2020 - Present
Assistant Professor of Commerce

University of North Carolina at Charlotte, Belk College of Business   07/2016 – 05/2020
Assistant Professor of Business Information Systems

State Farm Insurance Co., Bloomington, IL   09/2015 – 08/2016
Lead Data Scientist

EDUCATION

Arizona State University   2016
PhD in Business Administration, Computer Information Systems Concentration

University of Tehran   2011
MBA, Operations Management Concentration

Sharif University of Technology   2007
BSc, Engineering

RESEARCH EXPERIENCE (h-index: 9, i-10-index: 9)

Peer Reviewed Journal Articles:

Mousavi, R., Gu, B. (2024) "Resilience Messaging: The Effect of Governors' Social Media Communications on Community Compliance During a Public Health Crisis," *Information Systems Research.* 35(2), 505-527. 10.1287/isre.2021.0599.

Mousavi, R., Gu, B. (2024) "When Local Governments' Stay-At-Home Orders Meet the White House's "Opening Up America Again," *PLoS One,* 19(3), e0298115. 10.1371/journal.pone.0298115.

Alavi, M**.**, Leidner, D., **Mousavi, R.** (2024) "Knowledge Management Perspective of Generative Artificial Intelligence," *Journal of the Association for Information Systems,* 25(1), 1-12. 10.17705/1jais.00859. (Editorial)

Atkinson, M., **Mousavi, R.**, Windett, J. (2022) "Detecting Diverse Perspectives: Using Text Analytics to Reveal Sex Differences In Congressional Debate About Defense," *Political Research Quarterly,* 76(1), 75-89. 10.1177/10659129211045048.

Mousavi, R., & Zhao, K. (2022) "Examining the Impacts of Airbnb's Review Policy Change on Listing Reviews," *Journal of the Association for Information Systems,* 23(1), 303-328. 10.17705/1jais.00720.

Martin, R.J., **Mousavi, R.**, Saydam, C. (2021) "Predicting Emergency Medical Service Call Demand: A Modern Spatiotemporal Machine Learning Approach," *Operations Research for Health Care,* 28: 100285. 10.1016/j.orhc.2021.100285.

Mousavi, R., Raghu T. S., and Frey. K. (2020) "Harnessing Artificial Intelligence to Improve the Quality of Answers in Online Question-answering Health Forums," *Journal of Management Information Systems,* 37(4), 1073-1098. 10.1080/07421222.2020.1831775.

Mousavi, R., Johar, M., Mookerjee, V. (2020) "The Voice of the Customer: Managing Customer Care in Twitter," *Information Systems Research,* 31(2), 340-360. 10.1287/isre.2019.0889.

Mousavi, R., Gu, B. (2019) "The Impact of Twitter Adoption on Lawmakers' Voting Orientations," *Information Systems Research,* 30(1), 133-153. 10.1287/isre.2018.0791.

Under Revision/ Review Articles:

Mousavi, R., Kitchens, B., Oliver, A., Abbasi, A. "From Lexicons to Large Language Models: A Holistic Evaluation of Psychometric Text Analysis in Business Research," Revise and Resubmit, 2nd Round, *Information Systems Research*.

Mousavi, R., Gray, P., Lehman, D. "Tuning the Mind: The Impact of GenAI Temperature on Psycholinguistic Perceptions," Revise and Resubmit, 2nd Round, *Journal of the Association for Information Systems*.

Mittal, C., **Mousavi, R.**, Hoss, K. "Healthy Relationships and Healthy Eating: How Stressful Events and Social Support Influence Food Consumption and Obesity," Revise and Resubmit, 2nd Round, *Journal of Marketing*.

Wagner, G., Prester, J., **Mousavi, R.,** Lukyanenko , R., Pare, G. "Generative Artificial Intelligence and the Future of Literature Reviews and Scientific Inquiry," Revise and Resubmit, 2nd Round, *Journal of Information Technology*.

Completed Drafts:

Li, J., Montgomery, N., **Mousavi, R.** "How a Brand's Social Media Response to Social Justice Activism Impacts Consumer Perceptions: The Role of Brand Relationship Norms," Under preparation for submission to MISQ.

Fowler, SL., Stylianou, AC., Zhang, D., Lowry, PB., **Mousavi, R.**, Reid, SE. "Words Matter When Gangs Cyberbang: Predicting Imminent Urban Violence from Gang Members' Social Media Posts," working paper.

Peer Reviewed Conference Proceedings & Presentations:

Mousavi, R., & Gu, B. (August 2022). The Effect of Governors' Resilience Tweeting on Community Compliance during COVID-19 Pandemic, *82nd Annual Meeting of the Academy of Management*. Seattle, WA.

Mousavi, R., & Gu, B. (December 2021). The Effect of Resilience Messaging on Community Conformity to Government Healthcare Guidelines: An Empirical Analysis of Governors' Twitter Use During COVID-19 Pandemic, *International Conference on Information Systems (ICIS)*. Austin, TX.

Li, J., Montgomery, N., **Mousavi, R.** (November 2021) Brands' Social Media Strategies During Social Activism. *Conference on Information Systems and Technology*. Newport Beach, CA.

Wang, X., Mousavi, R., Hong, Y. (November 2020) The Unintended Consequences of Stay-at-Home Policies on Work Outcomes: The Impacts of Lockdown Orders on Content Creation. *Conference on Information Systems and Technology*. Virtual. NOMINATED FOR BEST PAPER AWARD.

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, V**., 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.* Pheonix, AZ.

Mousavi, R., Johar, M. (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).* Savanah, GA.

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.

GRANTS & HONORS

- Jefferson Trust Grant, University of Virginia, $112,800, Spring 2024, Co-PI.

- CTE Grant, University of Virginia, $10,000, Spring 2024, PI.

- Nominated for Best Paper Award, WITS 2022.

- Best Associate Editor, AI in Business & Society, ICIS 2021.

- 3Cavaliers, University of Virginia, $65,000, Spring 2021, Co-PI.

- Research Grant, Amazon Web Services, Spring 2021, $4,000, PI.

- Research Grant, Google Cloud Platform, Spring 2021, $16,500, PI.

- Fellow at ICIS Doctoral Consortium, December 2015.

- Nominated for Graduate and Professional Student Association Teaching Excellence Award, Arizona State University, Fall 2015.

- Nominated for Best Paper Award, Hawaii International Conference on System Sciences, Kauai, HI, January 2015.

- Best Paper Award (Research in Progress), AMCIS, August 2014.

- Fellow and recipient of funding at Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics, Duke University, Summer 2013.

TEACHING EXPERIENCE

- Data Analytics 2 & 3, Graduate program (Master of Science in Business Analytics), University of Virginia, Spring 2021 to present, Charlottesville, VA.

- Programming for Data Science, Graduate program (Master of Science in Commerce), University of Virginia, Spring 2021 to present, Charlottesville, VA.

- Business Analytics with Python, Undergraduate program (Bachelor of Science in Business Analytics), University of Virginia, Spring 2021 to present, Charlottesville, VA.

- Advanced Business Analytics, Graduate programs (MBA, Data Science and Business Analytics, Computer science, Mathematical finance), University of North Carolina at Charlotte, Spring 2017 to present, Charlotte, NC.

- Advanced Business Analytics, Undergraduate program, University of North Carolina at Charlotte, Fall 2017 to present, Charlotte, NC.

- Business Data Mining, Business Analytics Program, W. P. Carey School of Business, Arizona State University, Spring and Summer 2015, Tempe, AZ.

- Project Management, Computer Information Systems Program, W. P. Carey School of Business, Arizona State University, Spring 2014, Tempe, AZ.

SKILLS

- *Data Science Skills:* Proficient in machine learning, deep learning, and natural language processing, working with big data platforms, employing machine learning techniques, econometrics, and statistics.

- *Software Skills:* Python, Transformers, PyTorch, TensorFlow, R, MATLAB, SQL/ NoSQL, STATA, SAS.

SERVICE

- Associate Editor, Decision Support Systems, Appointed in January 2025.

- Secretary of INFORMS' College on AI, Spring 2025.

- Member of INFORMS' AI Integration Committee, Spring 2025 to Fall 2025. Appointed by committee chair, Warren Hearnes (VP of Technology at INFORMS).

- Member of INFORMS' AI Roadmap Committee (AIR-COM), Spring 2024 to Fall 2024. Appointed by committee chair, Radhika Kulkarni (former president of INFORMS).

- Member of University of Virginia's Generative AI Advisory Committee for Faculty Training, Fall 2023 & Spring 2024, Appointed by the Vice Provost.

- Member of McIntire School's AI Advisory Committee, Spring 2024, Appointed by the Senior Associate Dean.

- Member of University of Virginia's Task Force on Generative AI, Spring & Summer 2023, Appointed by the Provost.

- Co-founder, [Future MIS Scholars Grant](#), December 2022- Current.

- Program Chair, 8th INFORMS' Workshop on Data Science, October 2024.

- Associate Editor, International Conference on Information Systems (ICIS), December 2024/ 2023/ 2022/ 2021.

- Program Committee Member, Workshop on Information Technologies and Systems, December 2024/ 2023/ 2022/ 2021.

- Minitrack co-chair, Americas Conference on Information Systems (AMCIS), August 2023.

- Dissertation Committee Member, Hossein Hematialam, Ph.D. in Computer Science, University of North Carolina at Charlotte, "Knowledge Extraction and Analysis of Medical Text with Particular

Emphasis on Medical Guidelines," Graduation: May 2021. *Currently principal data scientist at PMCC.*

- Dissertation Committee Member, Maryam Tavakoli Hosseinabadi, Ph.D. in Computer Science, University of North Carolina at Charlotte, "Heterogeneous Feature Integration for Regression in Multimodal Healthcare Applications," Graduation: September 2020. *Post-doc at Harvard Medical School, currently data & applied scientist at Microsoft.*

- Session Chair,
    - International Conference on Information Systems (ICIS), December 2021
    - INFORMS Annual Meeting, October 2021.

- Ad hoc reviewer for MS, ISR, MISQ, JMIS, JAIS, ISF, DSS, ICIS, HICSS, WITS, and AMCIS

APPLICATIONS & MODELS

APPLICATIONS:
- Course Exposure to GenAI GPT: https://chat.openai.com/g/g-We8jTDwrN-course-exposure-to-genai

- Concrete Text Generator GPT: https://chat.openai.com/g/g-skCV0HQse-rewrite-text-to-make-it-concrete

- ResTweet: https://mousavi-gradio.pods.uvarc.io

- ResText: https://huggingface.co/spaces/paragon-analytics/ResText

- Other applications/ models: https://huggingface.co/paragon-analytics

LANGUAGE MODELS:
- Fine-tuned T5 Paraphrasing Model: https://huggingface.co/paragon-analytics/t5_para

- Fine-tuned RoBERTa Model: https://huggingface.co/paragon-analytics/bert_resil