REZA MOUSAVI

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McIntire School of Commerce, University of Virginia

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PROFESSIONAL EXPERIENCE

University of Virginia, McIntire School of Commerce
Associate Professor of Commerce   08/2025 – Present
Assistant Professor of Commerce   05/2020 – 08/2025

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

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

Journal Articles:

Mousavi, R., Kitchens, B., Abbasi, A., Oliver, A. (forthcoming) "From Lexicons to Large Language Models: A Holistic Evaluation of Psychometric Text Analysis in Business Research," *Information Systems Research*.

Mittal, C., **Mousavi, R.**, Haws, K. (forthcoming) "Healthy Relationships and Healthy Eating: How Stressful Events and Social Support Affect Indulgence," *Journal of Marketing.*

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.

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.

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.

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.

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.

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.

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.

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

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

Under Revision/ Review Articles:

Mousavi, R., Mittal, C., Tiongco, A., Park, W. "Bridging the Language Divide: Lexical Diversity and Equity in Consumer Communication," Revise & Resubmit, *Journal of Marketing Research*.

Mousavi, R., Gray, P., Lehman, D. "Tuning the Mind: The Impact of GenAI Temperature on Psycholinguistic Perceptions," Reject & Resubmit, *Journal of MIS*.

Wagner, G., Prester, J., **Mousavi, R.,** Lukyanenko , R., Pare, G. "Generative Artificial Intelligence and the Future of Literature Reviews and Scientific Inquiry," Revise & Resubmit, *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.

Conference Proceedings & Presentations:

Zhang, X., Cai, J., Kitchens, B., **Mousavi, R.,** Abbasi, A. (October 2025). Theory-guided In-context Learning via Parallel Representation for LLM-based Health Assessment, *INFORMS Data Science Workshop.* Atlanta, GA.

Mousavi, R., Kitchens, B., Abbasi, A., Oliver, A. (March 2024). From Lexicons to Large Language Models: A Holistic Evaluation of Psychometric Text Analysis in Business Research, *BizAI Conference.* Dallas, TX.

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.

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

<u>SERVICE</u>

Professional and Scholarly Committees
- Member, *AIS Artificial Intelligence Committee*, 2025–2026
  Appointed by the AIS President.
- Member, *INFORMS AI Integration Committee*, 2024–2025
  Appointed by the INFORMS President.
- Member, *INFORMS AI Roadmap Committee (AIR-COM)*, 2023–2024
  Appointed by the INFORMS President.

University and School Committees
- Member, *University of Virginia Generative AI Advisory Committee for Faculty Training*, Fall 2023–Spring 2024
  Appointed by the Vice Provost.
- AI Guide, *University of Virginia*, 2025–2026
  Appointed by the Provost's Office.
- Organizer, *McIntire School Generative AI Competition,* Spring 2025
- Member, *McIntire School AI Advisory Committee*, Spring 2024
  Appointed by the Senior Associate Dean.
- Member, *University of Virginia Task Force on Generative AI*, Spring–Summer 2023
  Appointed by the Provost.

Editorial and Conference Leadership
- Associate Editor, *Decision Support Systems (DSS)*, 2025–Present
- Associate Editor, *International Conference on Information Systems (ICIS)*, 2021–Present
- Program Chair, *8th INFORMS Workshop on Data Science*, October 2024
- Program Committee Member, *Workshop on Information Technologies and Systems (WITS)*, 2021–Present
- Mini-Track and Session Chair, *ICIS, AMCIS, and INFORMS Annual Meetings*, 2021–Present

Mentorship and Academic Service
- Co-Founder, *Future MIS Scholars Grant*, 2022–Present
- Dissertation Committee Member, *Hamid Firoozfar*, Ph.D. Candidate, University of Utah
- Dissertation Committee Member, *Sadegh Abdolhasani*, Ph.D. Candidate, University of Utah
- Dissertation Committee Member, *Maryam Tavakoli Hosseinabadi*, Ph.D., University of North Carolina at Charlotte, *Currently Data & Applied Scientist, Microsoft.*
- Dissertation Committee Member, *Hossein Hematialam*, Ph.D., University of North Carolina at Charlotte, *Currently Principal Data Scientist, PMCC.*

Editorial and Reviewing Service
- Ad Hoc Reviewer for *Management Science (MS)*, *Information Systems Research (ISR)*, *MIS Quarterly (MISQ)*, *Journal of Management Information Systems (JMIS)*, *Journal of the Association for Information Systems (JAIS)*, *Information Systems Frontiers (ISF)*, *Decision Support Systems (DSS)*, *ICIS*, *HICSS*, *WITS*, and *AMCIS.*

<u>GRANTS & HONORS</u>

- Jefferson Trust Grant, University of Virginia, $112,800, Spring 2024, Co-PI.
- Center for Teaching Excellence Grant, University of Virginia, $10,000, Spring 2024, Co-PI.
- Best Associate Editor, AI in Business & Society, ICIS 2021.
- 3Cavaliers, University of Virginia, $65,000, May 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.
- Fellow and recipient of funding at Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics, Duke University, August and September 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.

APPLICATIONS & MODELS
APPLICATIONS:
- GenAI Application for Academic Peer Review: https://peerpen.app
- 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