

# REZA MOUSAVI

Associate Professor

McIntire School of Commerce, University of Virginia



[linkedin.com/in/r-mousavi](https://www.linkedin.com/in/r-mousavi)

E-mail: [mousavi@virginia.edu](mailto:mousavi@virginia.edu)

SSRN

[ssrn.com/author=1479508](https://ssrn.com/author=1479508)

Web: [rezamousavi.github.io](https://rezamousavi.github.io)



[github.com/rezamousavi](https://github.com/rezamousavi)

Cell: 480-330-1517



[huggingface.co/paragon-analytics](https://huggingface.co/paragon-analytics)

Mail: PO Box 400173

## 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.

## SERVICE

### **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 Hematizadeh*, 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*.

## GRANTS & HONORS

- 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>