





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

 [linkedin.com/in/r-mousavi](https://www.linkedin.com/in/r-mousavi)
 ssrn.com/author=1479508
 github.com/rezamousavi
 huggingface.co/paragon-analytics

E-mail: mousavi@virginia.edu
Web: rezamousavi.github.io
Cell: 480-330-1617
Mail: PO Box 400173

PROFESSIONAL EXPERIENCE

University of Virginia, McIntire School of Commerce <i>Assistant Professor of Commerce</i>	05/2020 - Present
University of North Carolina at Charlotte, Belk College of Business <i>Assistant Professor of Business Information Systems</i>	07/2016 – 05/2020
State Farm Insurance Co., Bloomington, IL <i>Lead Data Scientist</i>	09/2015 – 08/2016

EDUCATION

Arizona State University <i>PhD in Business Administration, Computer Information Systems Concentration</i>	2016
University of Tehran <i>MBA, Operations Management Concentration</i>	2011
Sharif University of Technology <i>BSc, Engineering</i>	2007

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., Abbasi, A., Oliver, 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*.
- 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*.
- 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,” Revise and Resubmit, 2nd Round, *Journal of Management Information Systems*.
- Wagner, G., Prester, J., **Mousavi, R.**, Lukyanenko, R., Pare, G. “Generative Artificial Intelligence and the Future of Literature Reviews and Scientific Inquiry,” 1st Round, *Journal of Information Technology*.

Completed Drafts:

- Mousavi, R.**, Gray, P., Lehman, D. “Tuning the Mind: The Impact of GenAI Temperature on Psycholinguistic Perceptions,” Rejected from PNAS, under preparation for submission to ISR.
- 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.

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*. Phoenix, 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)*. Savannah, 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

- Member of INFORMS' AI Roadmap Committee (AIR-COM), Spring 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 Hematizadeh, 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